

## Advertising Inserts

### INSERT SIZES: PERFECT BOUND

2-page inserts	8-3/8" w 11" h
4-page inserts	fold to 8-3/8" w 11" h
8-page inserts	fold to 8-3/8" w 11" h
Trim size	Trim size 8-1/8" w 10-3/4" h

Allow 1/8" for head, foot, side, and gutter trim.  
Keep essential copy elements 1/2" from trim edges.

### ACCEPTABLE STOCK WEIGHT

60-80 lb. book

### QUANTITY

26,000

### SHIPPING

Insert shipments must be prepared according to the receiving requirements below. Prior to shipping inserts, notify *Publisher* at 201-391-8411 of quantity shipped, shipping vendor, and arrival date.

#### Shipping Address:

#### ***Clinical Schizophrenia & Related Psychoses***

#### **Fry Communications, Inc.**

#### **Linda Madden, B-1**

800 West Church Road  
Mechanicsburg, PA 17055  
Phone: 1-800-334-1429

**Receiving Hours:** Monday through Friday, 8:00 AM to 2:00 PM.

*Deliveries outside of regular business hours will be scheduled for the following day.*

#### Shipment Preparation

Inserts for multiple issues must be broken down on separate pallets or cartoned with specific quantities and labeled.

A **Packing Slip** containing the following information must accompany the shipment:

1. Total number of skids in the shipment
2. Total number of full cartons in shipment
3. Total number of partial cartons in shipment
4. Total quantity in shipment.

*This information must be separated by item for multi-item shipments.*

**CS** will not be held liable for products or counts delivered to us without proper identification.

**All Pallets:**

1. Require four-way entry
2. Must have Tare Weight (weight of skids and packing materials) marked on the pallet.
3. Measure 40" x 48"
4. Maximum pallet height is 48"
5. A full pallet containing cartons, cases etc. must measure no more than 40" x 48" x 48".

**Each Label and Pallet Load Flag** requires the following identification information:

1. Customer Name
2. Publication (**CS**)
3. Description of item (e.g., advertiser name)
4. Quantity contained in each carton (we will not verify counts in each carton)
5. Total number of cartons in shipment (e.g., 1 of 2, 2 of 2)
6. Issue date
7. All cartons must be labeled with label facing out.

**Shipment of 10 cartons or more must have a pallet load flag on all four sides.**