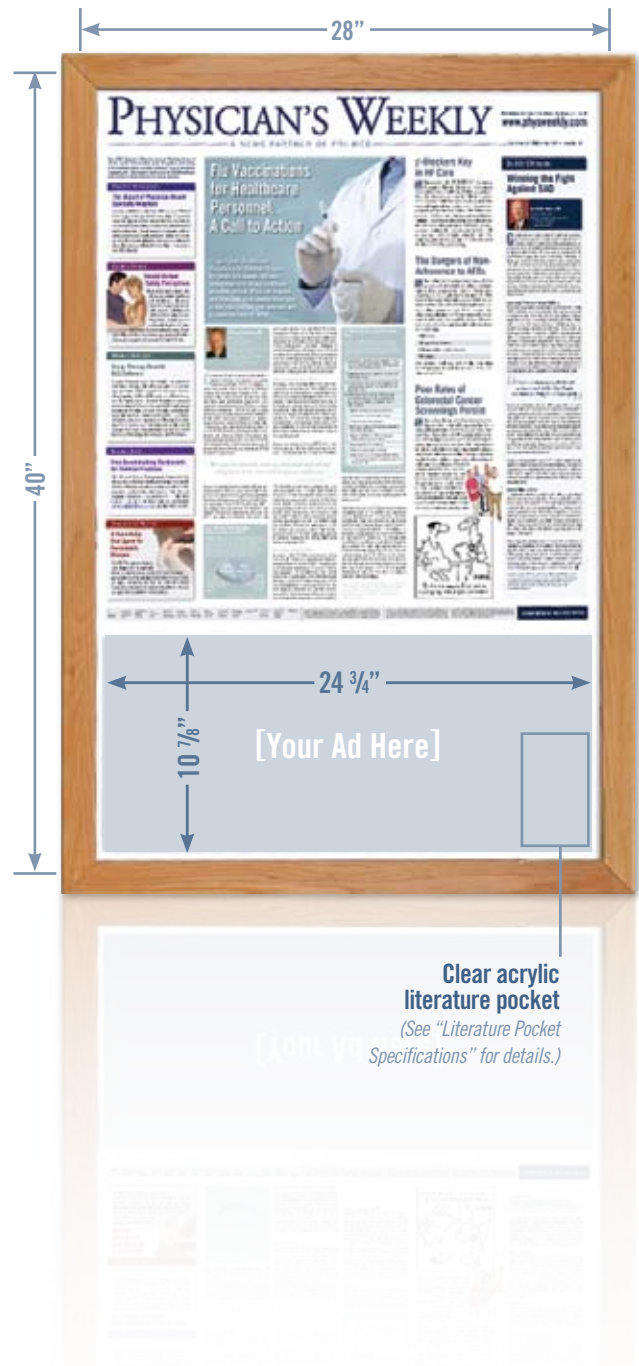


PW WALLBOARD MECHANICAL SPECIFICATIONS

- 1. Live Area:** (including safety for type)
Width 24 3/4"
Height 10 7/8"
- 2. Bleeds:** No bleeds allowed past margin of live area (see no. 1 above).
- 3. Printing/Paper Specs:** Sheet-fed offset printing on 80 lb. gloss.
- 4. Printing 5th Color:** Prior approval necessary for ads with more than 4-color process, i.e., PMS or logo (may incur additional expense).
- 5. File Formats:** Physician's Weekly accepts the following file formats: (Mac or cross-platform).
 - High Resolution .pdf (preferred)
 - InDesign files (with fonts, images, and .indd file)
 - High Resolution .eps and .tif files
- 6. Materials:** Please supply the following:
 - 1 color proof
 - Creative files on CD
 - Electronic files via FTP
- 7. Shipping/FTP Information:** Contact George Camba at 908.766.0402 x25 for shipping instructions and/or FTP access information.



If there are any questions, please contact:
George Camba at 908.766.0402 x25,
or georgec@physweekly.com.

1. Maximum Folding Dimensions:*

Width No larger than 4"

Width No larger than 8 1/2"

Depth A standard literature pocket pack should be a max. of 1 1/4" thick

* Our suggested standard PI size is 8 1/2" x 11" tri-folded, making the final dimensions 3 5/8" x 8 1/2".

2. Packaging Instructions:

All PIs should be packaged in 10s unless otherwise specified contractually or due to pocket dimensions (see no.1 above).

Shrink wrapping is preferred, however rubber banding is also acceptable.

3. Flat PIs:

If PIs are delivered flat/unfolded or unpackaged, additional handling charges may be incurred.

4. Spot Glue Details:

(see 'Example 3' right) Folded dimensions of PIs intended to be spot glued are the same as listed in item no. 1 above.

There are no specific packaging instructions for PIs that will be spot glued to the printed poster.

5. Brochures/Other:

Please follow the same folding and packaging dimensions and instructions as listed in items no. 1 & 2 above.

6. Quantity:

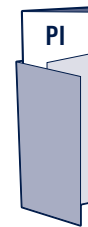
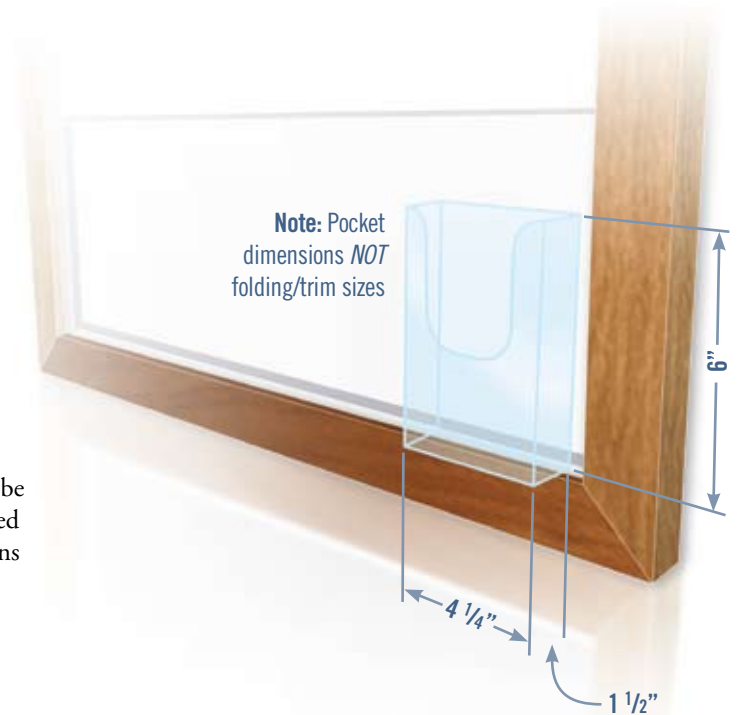
Quantity varies by size and scope of program. Please contact George Camba (see contact information below) to determine the PI quantity required.

7. Shipping address:

Attn: Jenny Van Dyke

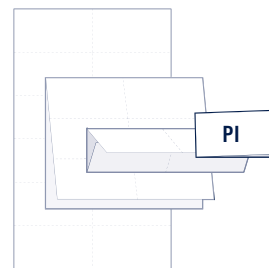
J&A Printing
1155 Sherman Road
Hiawatha, IA 52233

Phone: 319.393.1781



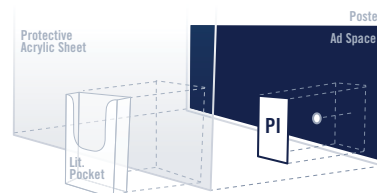
Example 1: PIs for brochures

- 4" x 8 1/2" tri-fold brochure
- 3 1/2" x 8" inserted folded PI
- Rubber banded and shrink wrapped in 10s
- Pack width: ≤ 1"



Example 2: In-pocket PIs

- 12 1/2" x 21" unfolded PI
- 6 1/4" x 3 1/2" folded
- Rubber banded in 10s
- Pack width: ≤ 3/8"



Example 3: Spot glued PIs on poster

- Spot glued PI
- Located within ad space
- Under protective acrylic sheet
- Behind clear literature pocket

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