BILL OF LADING
A separate Bill of Lading (BOL) stamped “Prepaid” must accompany each truckload and contain the following information:
- Printer name, contact person, and phone number
- Trucking company
- Customer and promotion name
- Number of skids
- BOL not required for FedEx and UPS box shipments

SHIPPING & RECEIVING REQUIREMENTS

PAYMENT
Valassis Direct Mail will not accept COD shipments – all payments must be arranged in advance through credit or prepayment.

HOURS/SCHEDULE
- Normal receiving hours are 7:00 a.m. to 4:00 p.m., Monday through Friday. Specific hours may vary by branch. Contact your Valassis Direct Mail Branch or Media Delivery Team associate for details.
- Alternative receiving hours can be arranged. Contact your Valassis Direct Mail Branch or Media Delivery Team associate for details.
- Appointments are required for copy deliveries. If appointment has not been made, trucks will be unloaded on a first-come, first-serve basis.

REFUSAL OF SHIPMENT
Valassis Direct Mail reserves the right to refuse any shipment if the trailer is unsafe for unloading.

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PALLETS
All product loads must be placed on pallets. Pallets must be open on all sides, allowing for 4-way entry, and have the following dimensions:
- 48" in maximum length
- 40" in maximum width
- 60" in maximum height
- 2,200 lbs. in maximum weight
- Pallets must be grade B quality. Any material arriving on 3rd party rental pallets (i.e. Perfect Pallets, RM2 Pallets) must receive prior approval from Valassis Operations. Valassis does not accept responsibility for their storage or return.

MULTIPLE VERSIONS
- Multiple versions in cartons packaged on a single pallet must be separated by cardboard dividers.
- Multiple versions not in cartons must be placed on separate pallets.

PROTECTION
Pallet tops
- To prevent shifting or crushing of loads, all pallets should be secured by:
  - corner guards
  - cross bands
  - stretch wrap and/or shrink wrap
- Pallet tops should match but not exceed the size of the skid to help protect contents against damage.
- No metal banding material is allowed.

Skid covers
One protective cover should be placed on the skid before stacking material, and another before topping to prevent damaged and curled material. Materials should not extend beyond the edges of the skid.

Tier sheets
Tier sheets of cardboard should be used on every other tier to keep material flat.

Gaps
Gaps between bundles or unsecured “lifts” in a tier should be avoided to prevent sagging of the next tier. Lifts should span gaps in the tier to prevent the end of the lift from slipping into the gap.

Folded material
Folded pieces should be brick stacked (e.g., open edge alternating left to right) in groups of 50 to 150 pieces (approximately 4 inches thick) with the same side of the document always facing up to ensure square, flat lifts with interlocking layers.

SMALL SHIPMENTS
Small shipments may be boxed in cartons instead of bulk-stacked on skids.
- Different versions must be stacked in separate cartons.
- There must be dividers between rows on the tier.
- Folded materials may be turned by handfuls to prevent a “shingling” effect.
- Lifts or turns should be a minimum of 25, but not exceed 5 inches in height.
- Lifts should be separated by sheets.
- Carton contents should not be wrapped or banded with plastic, string or rubber bands.
- Minimum test weight of the carton is 200 to 275 pounds.
- Carton and contents may not exceed 40 pounds.
- If multiple versions of copy are boxed & shipped on the same pallet, the packing list must include the number of boxes of each version.

PACKAGING REQUIREMENTS

Document and packaging requirements developed in conjunction with the Research & Engineering Council of the Graphic Arts Industry, Inc.
Valassis advertisement specifications are divided into three categories, Production Spec, Production Spec + and Exception Request. Materials outside these specifications may not run reliably and Valassis may decline to run copy that exceeds the published specifications. In the event Valassis agrees to attempt to run out of spec material on an exception basis, additional charges above the Production Spec + charge may be required. In any event, Valassis is not responsible for shortcomings experienced for out-of-spec material.

**COPY SPECS**

<table>
<thead>
<tr>
<th>PRODUCTION SPEC</th>
<th>PRODUCTION SPEC + Requires $2 per thousand upcharge</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single sheet</td>
<td>Multi-page product</td>
</tr>
<tr>
<td>Width min.</td>
<td>5”</td>
</tr>
<tr>
<td>Width max.</td>
<td>10”</td>
</tr>
<tr>
<td>Length min.</td>
<td>5”</td>
</tr>
<tr>
<td>Length max.</td>
<td>12”</td>
</tr>
<tr>
<td>Thickness min.</td>
<td>.008”</td>
</tr>
<tr>
<td>Thickness max.</td>
<td>.01”</td>
</tr>
<tr>
<td>Aspect Ratio</td>
<td>&lt;2.0</td>
</tr>
</tbody>
</table>

**DIMENSION DEFINITIONS**

- Length is measured by the spine (folding edge). All products are inserted by the spine.
- Width is measured from the spine to the open edge.
- Folded pieces must have a tight fold without distortions.
- Aspect Ratio is the longer side divided by the shorter side.
- Single Sheet is one sheet of paper with two sides and no folds.
- Multi-Page Product is any piece that is folded or bound creating a thickness of more than one sheet.
- Multi-page copy with length between 8.0” and 10.0” and between 0.01” and 0.050” thick may have a width as small as 3.75”.
- Multi-page copy with a length between 8.0” and 12.0” and a thickness between 0.007” and 0.050” may have a width as small as 4.00”.

**PRE-APPROVED EXCEPTIONS AS SPEC +**

- Maximum weight of an insert is 4 oz.
- Maximum allowable off-fold is 3”.
- Maximum allowable pop-out page is 2”.
- Spadia must be 2/3 the length of the host piece or stitched to the host.
- For 6 page folded pieces (3 panel), the panels must overlap by at least 2/3 of the width of the page.
- Non-stepped multi-page copy cannot have more than 2 different points of thickness.

**EXCEPTION REQUEST**

The following require pre-approval from Copy Specification Team and are subject to Spec + or additional fees if applicable.

- **Format**
  - **Die cuts**: Die-cuts are subject to USPS regulations. All requests must be accompanied by a physical sample or die-cut diagram. (See Die-Cut Guidelines for additional information).
  - **Perforation**: Perforations should not be smaller than 1.6 TPI and should not be closer than 1/8” from the edge of the sheet (no bleed to the edge).

- **Paper Flaps, Magnetic Product Attachments (gift cards, loyalty cards, etc.)**: Physical samples must be provided to Copy Specification Team for evaluation and pre-approval. Attachments must be tipped to a carrier piece when submitted.

**OVERUNS**

Valassis requires a certain percentage of overruns — the number of pieces printed in excess of the quantity specified — to complete each job. In the event Valassis agrees to run out of spec material, additional overrun will be required.

**OVERUNS**

- **Versions up to 51,000**: 4%
- **Versions 50,000 - 100,000**: 3%
- **Versions over 100,000**: 2%

Quantities of 250,000 or greater can be reviewed for possible reduction in overrun percentages on a client-by-client basis.

Valassis will automatically discard any remaining overrun material following the verification of the mailing, unless otherwise instructed by the client.

**SPECIAL CHARGES**

- **Any material held after the order is completed is subject to a monthly storage fee per warehouse storage location. A per-pallet storage fee will be charged for material over 30 days in idle storage.**
- ** Interruption of workflow, waiting time, or re-set up caused by shortages or late delivery of customer supplied material.**
- **Any client-supplied material that has been separated in transit and needs to be re-stacked, repackaged, or reprinted. (Valassis will not be liable for damaged or non-machinable materials.)**
- **Change notices requiring rescheduling of production.**
- **Special weight verification requests.**
- **A $35/4 hr. rate will be charged for any rework caused by damaged copy or poor quality copy.**

**EARLY COPY RESTRICTIONS**

Due to limited storage space, copy should arrive no earlier than 7 calendar days prior to the copy due date. Copy arriving earlier is subject to refusal or additional storage fees.

**PACKING LIST/MANIFEST, SKID FLAGS, CARTON LABELS**

Each of these documents should contain the following information (see chart below).

**COPY DEADLINES**

Copy must be delivered within the mutually agreed day and time. Failure to comply could result in additional charges or missing the desired mail date.

**VERSION CODING**

All materials must contain a unique version code — a series of letters and numbers that identify each version of the advertisement for proper mailing distribution.

- For example, version code ABC-XXXX(1234) represents the first three letters of the company’s name (ABC) and a unique alphanumeric code (XXXX1234) for identifying a specific version of the company’s materials.

Valassis assumes responsibility for the accuracy of counts only for materials printed and provided by Valassis.

Material printed by the client is subject to count verification at the time of mailing.

Valassis is not responsible for weight verification of materials which do not adhere to normal copy-in deadlines.

**NOTES**

- Each skid (or copy) should have one copy of the skid flag attached.
- Each carton should have a label, as well as a sample piece of copy attached on adjacent sides.