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.

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.

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.
**GENERAL REQUIREMENTS - CLIENT SUPPLIED MATERIAL**

**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-XXXXX/234 represents the first three letters of the company’s name (ABC) and a unique alphanumeric code (XXXXX/234) for identifying a specific version of the company’s materials.

**Version codes should be:**
- Printed plainly on the front of each mailing piece (preferably in the lower right-hand corner)
- Printed in 10-point type-size (or greater)
- Made up of a minimum of 5 characters and a maximum of 20 characters
- Valassis is not responsible for errors or shortages due to failure to follow version code guidelines

**COUNT VERIFICATIONS**
- Material counts may be verified by weight or other means at the discretion of Valassis
- 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

**OVERRUNS**
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.

**OVERRUNS**
- Versions up to 50,000 .................... 6%
- Versions 50,001 - 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 following the verification of the mailing, unless otherwise instructed by the client.

Valassis is not responsible for shortages due to failure to provide sufficient overruns per the above chart.

**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.

**SPECIAL CHARGES**
Unless agreed upon in advance, the following items or situations may result in additional 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, re-packed, or re-printed. (Valassis will not be liable for damaged or non-machinable materials.)
- Change notices requiring rescheduling of production.
- Special weight verification requests.
- A $35/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)

**NOTES**
- Each skid should have one copy of the skid flag and material attached
- Each carton should have a label, as well as a sample piece of copy attached on adjacent sides