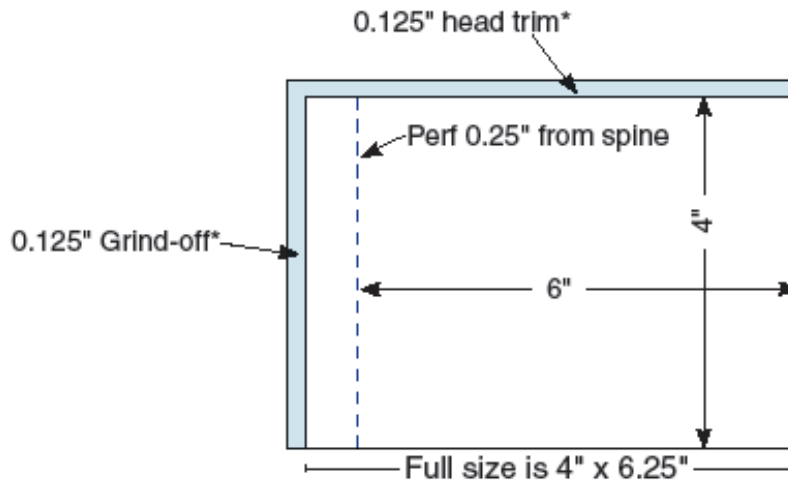


Insert Specifications Perfect Bound Bind-In

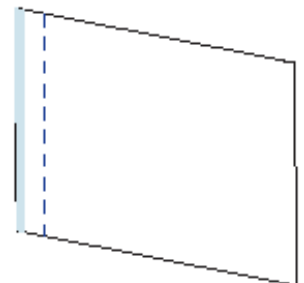
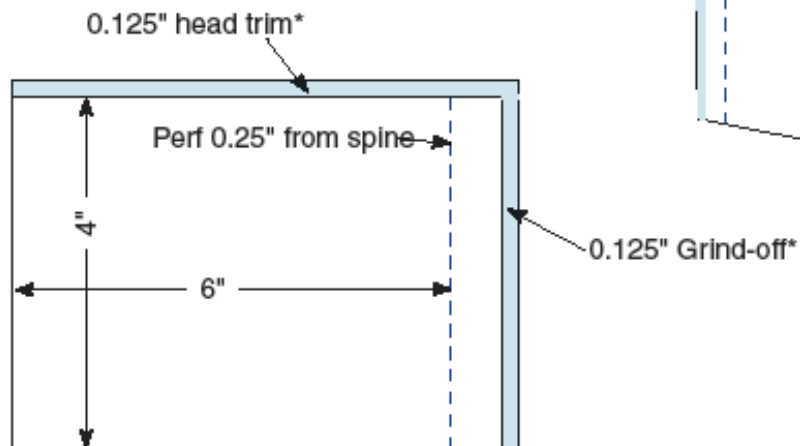
Cummings has devised specifications for various reply mail scenarios. See [Tech Note 35: Reply Mail Specifications – USPS](#) for detailed specifications regarding set-up of barcodes and other mailing marks.

1-Card - Perfect Bound

Side A



Side B



Insert Specifications Perfect Bound Bind-In (cont.)

	HEIGHT	WIDTH
Min.	3.5	5.5
Ideal*	4	6
Max.	4.25	6
*Ideal size will provide the best final product.		

***NOTE: GRIND-OFF AND HEAD TRIM SHOULD NOT BE A PART OF THE FILE.**

Full Sheet - Perfect Bound

Inserts can be done as 2- or 3-up return cards. Each card must comply to mailing specifications from the U.S. Post Office, and the whole must be no larger than the trim size of your magazine.

