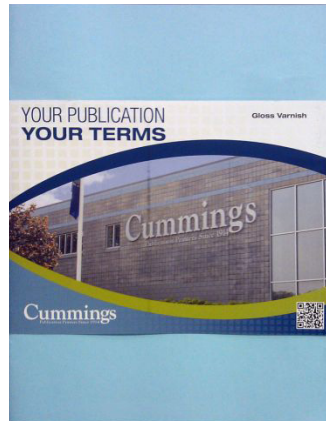


## Belly Band Specifications

### Pricing

Pricing may vary depending on the thickness of the magazine, stocks used and size of belly band. Please contact your sales representative for pricing.



### Book Size

Minimum: 6 x 8  
Maximum: 12 x 16

### Thickness of Book

Minimum: 3/16" (Ideally 1/4" or more)  
Maximum: 3/4"

Thin or flimsy magazines will most likely cause the machine to run at a lower speed. Pricing may need to be altered to adjust for the slowdown. Please contact your sales representative with any questions.

### Belly Band

Height: 6" – Plus 0.125" bleed  
Length: Varies depending on magazine size – Plus 0.125" bleed  
Overlap: Not more than 1" (7/8" Ideal)  
Paper: 80lb or 100lb text

Bands will glue to themselves and to the publication (opposite side) with glue similar to the type used with tip-ons.

### General Mailing Issues

- Belly band cannot obscure title and mailing address
- Must be tightly secured to prevent movement
- The mailing label should not be affixed to the band because of the risk of the band being detached thereby making the host publication undeliverable.
- Belly banded publications that mail at Standard rates can mail without a polybag. A 6" band is recommended and the band must glue to the publication. The weight of the band will figure into the postage.
- Belly banded publications that mail at Periodical rates can mail without a polybag. A 6" band is recommended and the band must glue to the publication. If there is advertising on the band it will be included in the advertising percentage of the publication.

### Polybagging

Belly banded publications that mail at Standard rates in a polybag can mail with a 6" belly band. The weight of the band along with the polybag will be included in the postage.

Belly banded publications that mail at Periodical rates in a polybag DO NOT need the endorsement line "Supplement to" followed by the name of the publication and the belly bands can be 100% advertising matter.

### Co-Mailing

Belly banded publications that Co-Mail should adhere to the following specifications:

## Belly Band Specifications (cont.)

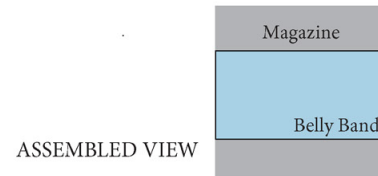
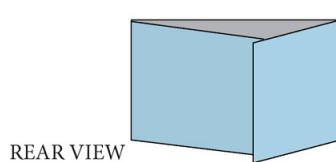
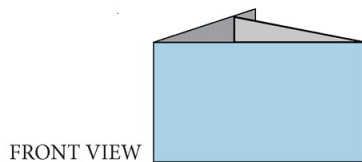
### Cover 1 Inkjet Copies

- Overlap must be on cover 4 with the spine side of the band overlapping the face side
- Placement must be a minimum of 3” from the foot
- Belly band must be tacked to cover 4

### Cover 4 Inkjet Copies

- Overlap must be on cover 1 with spine side of the band overlapping the face side
- Placement must be a minimum of 3” from the head
- Belly band must be tacked to cover

TRIM SIZE \_\_\_\_\_ + THICKNESS \_\_\_\_\_ x 2 = \_\_\_\_\_ + GLUE AREA 0.875" = DOCUMENT WIDTH \_\_\_\_\_, DOCUMENT HEIGHT 6.00"



Please email our technical support group at [techsupport@cummingsprinting.com](mailto:techsupport@cummingsprinting.com) to request an InDesign Template before creating your belly band layout.