

# Target Marketing Maine Shared Mail Specification Guide

MAIL SERVICES : 2 Gordon Drive Rockland, ME 04841 • 207-596-7783 x411

effective date 01/2017

To assist you in preparing your shared mail advertisement for timely and effective processing, Target Marketing Maine(TMM) has put together the following specifications guide. Here you will find basic information regarding design, print, mail and shipment requirements. These requirements provide TMM with the foundation we need to produce the highest quality product and the most effective delivery service for our clients.

Our goal is to serve and satisfy. If you have a request that falls outside of our Production Specs categories, please contact your Sales Rep to discuss ways in which we can help. Thank you for your cooperation.

## Material Requirements

- Materials in our Production Specs category meet our standard width, length, and thickness requirements, and require no prior approval.
- There are materials considered Non-Machineable items TMM cannot process. Those items are listed below for your convenience.

PRODUCTION SPECS				
	Single Sheet	Multi Page Products	Oblong Flexie Coupon Book Length < Width	Outside Wrap
Width Min	4"	4"	5"	8.5"
Width Max	12"	12"	8"	11.75"
Length Min	5"	5"	5"	11"
Length Max	12.25"	12.25"	8"	12.25"
Thickness Min	.0025"	.004"	.005"	.004"
Thickness Max	.01"	.125"	.125"	.007"
Basis Weight Min	50#	45# text	35#	50#
Offset Lip	N/A	N/A	N/A	.5"

SPECS PLUS	
Spadias	Unsecured to the Host Piece may be subject to a \$4/m charge

## NOTES

- ⇒ **Thickness** - Maximum thickness of any product may not exceed 1/4". Advertisements measuring between 1/8" and 1/4" in thickness must be pre-approved and may incur additional charges.
- ⇒ **Length** - Length is measured by the spine (folding edge.) All products are inserted by the spine.
- ⇒ **Width** - Width is measured from the spine to the open edge.
- ⇒ **Folding** - All folded pieces must have a tight fold without distortions.
- ⇒ **Wrap Specs Min** - Are based on an 11x17 folded with up to a 1" lip.

\*For further clarification of coupon book specifications, please contact your Sales Rep. \*\*4-page documents require 35# stock or greater.

Non-Machineable Items
<ul style="list-style-type: none"> <li>• 4-Sided Die Cuts</li> <li>• Paper Bags</li> <li>• Unsealed Envelopes</li> <li>• Padded, Non-Uniform or Uneven Surfaces</li> <li>• Magnets</li> <li>• Product Samples</li> <li>• Bumper Stickers</li> <li>• Tipped on Attachments</li> <li>• Plastic Bags</li> <li>• Perforated Pieces (&gt;50%)</li> <li>• Non-Flexible Products</li> <li>• Z-folds</li> <li>• Staples on open side</li> <li>• Documents that need to be inserted by the open edge or width</li> </ul>

## GENERAL REQUIREMENTS

### ▲ COUNT VERIFICATIONS

- Material counts are verified by weight.
- TMM assumes responsibility for the accuracy of counts only for materials printed through contracts of TMM.

### ▲ OVERRUNS

TMM requires a certain percentage of overruns the number of pieces printed in excess of the quantity specified to

VERSION QUANTITY	0-40k	40k-75k	75k+ <sup>1</sup>
STANDARD	4%	3%	2%

<sup>1</sup>Quantities of 250,000 or greater can be reviewed for possible reduction in overrun percentages on a client by client basis. If multiple mailings, add overage for each mailing, not total.

run of material following the verification of

the mailing, unless otherwise instructed by the client.

- TMM will make every effort to notify clients and provide solutions whenever a problem or variance with client-supplied material exists. In the event a client cannot be reached, TMM reserves the right to proceed with the job in a manner judged to be most advantageous to both parties.

### ▲ COPY DEADLINES

- Copy must be delivered within the mutually agreed time (day and time). Failure to comply will result in an additional charge or missing the desired mail date. Deadlines are Thursday by noon - 1 week prior to IHD. Around holidays copy is due 24 to 48 hours earlier. Refer to deadline sheet.



# DIRECTIONS TO MAIL SERVICES INCORPORATED

2 Gordon Drive, Rockland, ME 04841

## FROM PORTLAND:

Take Rt I-95 North  
to Exit 28 (Brunswick)

US Route 1

Continue on US Route 1  
into Rockland.

At first set of lights  
(Fire Station across  
intersection) turn right  
onto Broadway.

Continue on Broadway for  
3/4 mile to light.

Proceed straight into the  
Rockland Industrial Park.  
MSI is the 1st building on  
the left (green).

## FROM AUGUSTA:

Take Route 17 East  
into Rockland.

At 1st blinking light  
(Golf course on left)  
bear right, staying  
on Route 17 East.

At 1st intersection take a  
right onto Broadway.

Go straight through  
3 sets of lights  
(last set you will see  
the Fire Station across  
intersection).

Stay straight on Broadway  
another 3/4 mile until  
light.

Proceed straight into the  
Rockland Industrial Park.  
MSI is the 1st building on  
the left (green)

## FROM BANGOR:

US Route 1 into Rockland.  
At McDonald's, take a right.

Straight at next light.

Left at blinking light  
onto Broadway.

Go straight through  
4 sets of lights  
(last set you will see  
the Fire Station across  
intersection).

Stay straight on Broadway  
another 3/4 mile until  
light.

Proceed straight into the  
Rockland Industrial Park.  
MSI is the 1st building on  
the left (green)

## DELIVERY ADDRESS

**MAIL SERVICES / Target Marketing Maine**

2 Gordon Drive

Rockland, ME 04841

If you have any questions regarding a delivery,  
please contact production control at 207-596-7783 x411.

