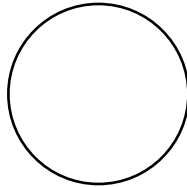


Great service times three.

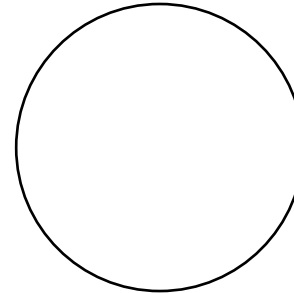
direct mail processing • database • digital printing

New Booklet Tabbing Standards

Effective September 8, 2009



Old Tab - Current Self-mailer Tab
 15/16" - Translucent - Non Perforated



New Booklet Tab
 1 1/2" - Translucent - Non Perforated

What is a Booklet?

Booklets are mailpieces with a bound edge and include sheets fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed-glued, or joined together by another binding method that is automation-compatible and produces an end where pages are attached. Booklets are generally open on three sides before sealing, like in a book.

If the Spine or Final Fold is...		with length	cover stock	and sealing	then tab in these locations	
Simple Spine		Spine or final fold on the bottom (longer) edge	5" to 9" long	50-pound	Three 1.5" nonperforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5" from the bottom edge. Position upper tabs within 1" from the top edge.
			Over 9", up to 10.5" long	60-pound		
Simple Spine		Spine on bottom (longer) edge, extended front cover folded to create a nonperforated inner flap sealed within top (upper) edge	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched, with a continuous glue line along flap preferred, minimum 1" glue spots acceptable if placed within 3/4" of right and left edges.
Simple Spine		Spine on the bottom (longer) edge; cover extends no more than 1/2" beyond inner pages	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with a continuous glue line along the 1/2" cover overhang preferred, minimum 1" glue spots acceptable if placed within 3/4" of right and left edges.
Folded		Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge	5" to 10.5" long	40-pound	Three 1.5" nonperforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5" from the bottom edge. Position upper tabs within 1" from the top edge.
Oblong		Spine on the leading (shorter) edge	5" to 9" long	60-pound	Three 1.5" nonperforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1" from left and right edge. Position trailing tab in the middle.
			Over 9", up to 10.5" long	70-pound		