

REES LETTERSHOP STANDARD MATERIAL RECEIVING SPECIFICATIONS

Rees Associates, Inc
1800 SW 2nd Street
Des Moines, IA 50315
Attn: MRG / HOME CHEF PIP

Standard material specifications are intended to realize the safe and timely arrival and accurate accounting of your materials.

Lettershop Receiving Hours

7:00 am to 7:00 pm Monday through Friday.

Appointments are necessary for delivery of materials. Please call 515-243-2127 between 8:00 am and 4:00 pm Monday through Friday to schedule delivery appointments. When making appointment, please give a description of material being delivered, designated insertion program and key code(s) of piece if possible.

Carton Specifications

Please pack all inserts into cartons. **We cannot accept bulk-loaded skids**. Cartons should conform as closely as possible to their contents, while meeting the following standards:

Test strength: 200 pounds (minimum)
Gross Weight: 35 pounds (maximum)
Length: 18 1/2" (maximum)
Width: 13" (maximum)
Height: 12" (maximum)

Each carton must be identified on two sides with insert name, code and quantity per carton. Code lettering should be a minimum of 1" in height.

Palletizing

All material must be palletized. Skids and bubble pallets not acceptable.

Maximum length 48"
Minimum length 42"
Maximum width 48"
Maximum height 60"
Maximum weight 2,500 lbs.

Pallets should contain only one code unless all such codes are to be used as a "mix".

Securing Load

Please have cartons secured to pallets in a manner that inhibits shifting and crushing of contents. Stretch wrapping and shrink-wrapping are acceptable methods. Cartons must not extend beyond the edge of pallets. Participant is responsible for the condition of materials.

Packing Slips

Packing slips are required with all shipments. Number of pallets and cartons per pallet clearly noted. One component key per pallet. Client name and insert quantity must be clearly visible on packing slip.



MATERIAL SPECIFICATIONS

1. APPROVAL OF MATERIAL --Rees Associates, Inc. will approve all materials through one of the following:

- a. Statement of specifications
- b. Presentation of a prototype
- c. Actual material

NOTE: Actual material is preferred.

2. INSERTS:

- a. Inserts should be at least 1/2" smaller than length and width of envelope in which they're being inserted.

3. KEY CODES:

- a. Each item will include a key code printed on the insert that is unique to all other key codes in the mailing.
- b. The key code should be printed on each insert.
- c. In the case of a folded insert, the key code should be printed on the outside (visible after being folded).
- d. The client will determine the key codes to be used in the mailing.
- e. The Rees account executive assigned to the account will retrieve coding information from the client prior to materials being received at Rees.

4. Z-FOLDED INSERTS:

- a. These are generally not acceptable; however, Z folds may be approved via presentation of a prototype constructed of the same paper weight and type to be used in live production.

5. ODD-SHAPED INSERTS (other than square or rectangular):

- a. Odd-shaped inserts will be pre-approved via a prototype constructed of the same paper weight and type to be used in live production.

6. ADDRESS CARRIER INSERTS:

- a. Should be printed on minimum 60# paper weight.

7. SINGLE SHEET PAPER INSERTS:

- a. Should be printed on minimum 45# paper weight.

8. PAPER BANDING:

- a. Paper banding of bundles within cartons should be avoided.
- b. Whenever paper banding is necessary, care should be taken to avoid banding so tightly that inserts are curled.

9. LOADING OF INSERTS:

- a. Inserts should be loaded flat in carton, not stood on any edge.
- b. Standing on edge causes curling.

10. CARTON SPECIFICATION:

- a. Test Strength: 200 pounds minimum
- b. Gross Weight: Not to exceed 50 pounds

11. BULK SKIDS:

- a. No bulk skids, except in the case of magazines or catalogs.
- b. When magazines or catalogs are shipped in bulk, they must be contained in skid packs.

12. ITEMS DISTRIBUTED VIA U.S.P.S.:

- a. All items to be distributed via the United States Postal Service must meet mailing requirements as outlined in C020 of the "U.S.P.S. Domestic Mail Manual."

13. CARTON LABELING REQUIREMENTS --The following information must be included on the carton label:

- a. Client name
- b. Program description/name
- c. Description (Insert/envelope company name)
- d. Item code
- e. Quantity per carton
- f. Purchase order number

- g. Name of printer, if not printed on carton
- h. Other information may be printed on the label, if desired, BUT
 - i. the information listed above must be at the top of the label AND
 - ii. in the exact order listed
- i. Printing should be large and easy to read.
- j. Information should be readable on 2 sides of 1 corner of the carton.
- k. Either 1 double or 2 regular labels may be used.
- l. Label size: Minimum of 3" x 4" for the above information on one side.
- m. If program description/name is too long for 1 line --
 - i. the size of the letter may be cut down AND
 - ii. two (2) lines can be put in the same space
 - iii. NOTE: The description/name should be the identification that appears on mailing instructions matrix.
- n. The item key code must be the identification that appears on the insert piece, mailing instructions and matrix.
 - i. If the carton contains more than 1 item key code (only in the case of a printer's mix), each item key code should appear on the carton label.
- o. Quantity per carton should be shown as actual or average.
 - i. Actual means count on box is correct.
 - ii. Average would be total quantity shipped, divided by the number of cartons used.
- p. Example:
 - CLIENT: ABC Company
 - PROGRAM: July 2002 Mature Woman
 - DESCRIPTION: Coast BRE
 - CODE: 20BC15
 - QTY PER BOX: 5,000 Actual
 - P.O. NUMBER: 7859
 - PRINTER: A to Z Printing Company

14. PACKING LIST --Each shipment must be accompanied by a packing list with the following information:

- a. Shipper's Name
- b. Shipper's Address
- c. Shipper Contact Person's Name
- d. Shipper Contact Person's Phone Number
- e. Client Name
- f. Program Description/Name
- g. Number of Boxes -By Key Code
- h. Quantity Per Box
- i. Number of Skids

15. PALLET SPECIFICATIONS:

- a. 4-way pallets should be used when possible.
- b. Dimensions are not to exceed 48" wide, 48" long, and 60" tall.
- c. Pallet weight not to exceed 2,500 pounds.
- d. Each pallet must contain only one code per version (except in the case of a printer's mix).
- e. Material must be secured to pallets in a manner that prevents shifting and/or crushing of contents.

Acceptable methods are:

- i. banding with plastic
- ii. stretch-wrapping
- iii. shrink-wrapping

16. RECEIVING HOURS --BY APPOINTMENT ONLY:

- a. Hours --7:30 a.m. to 7 p.m., Monday through Friday
- b. For Appointment --Call 515-243-2127, Ext. 740 (8 a.m. to 4 p.m., Monday through Friday)
- c. All products must be shipped to the following location:

Rees Associates, Inc.
1800 SW 2nd Street
Des Moines, IA 50315
Attn: MRG / Home Chef PIP