

# arroweye°

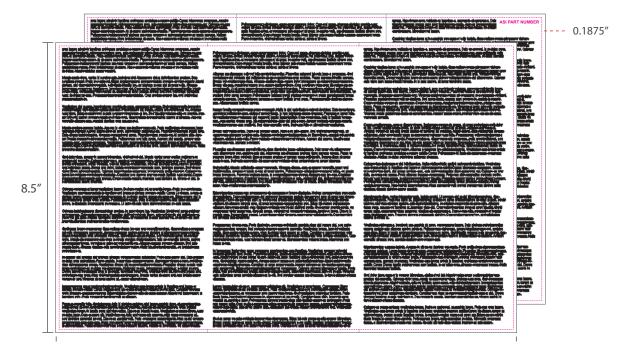
## Design for Success: Insert Specifications

#### 8.5" x 11" Insert

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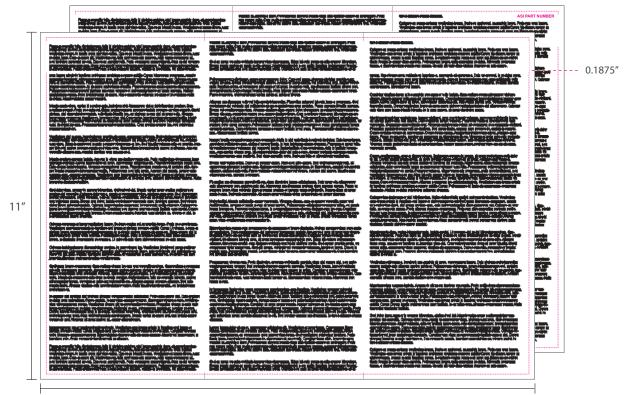
11″

8.5" x 14" Insert



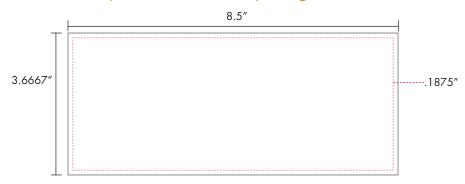


11" x 17" Insert



17″

#### 8.5" x 3.667" Buckslip (For letter carrier packages)



7.25" x 3.125" Buckslip (For greeting card carrier packages)





#### **Insert and Buckslip Basics**

- Programs may have up to maximum of 6 total inserts.
- Arroweye offers 3 different insert sizes (landscape & portrait orientations): Raw paper material is 20# Uncoated Text
  - 8.5" x 11" (counts as 1 insert)
  - 8.5" x 14" (counts as 1 insert) \*
  - 11" x 17" (counts as 2 inserts)\*
    - \* Additional postage is required
- Arroweye offers 2 different buckslip sizes (landscape & portrait orientations):
  - Raw paper material is 28# Uncoated Text
    - 8.5" x 3.667" (counts as 1 insert)
    - 7.25" x 3.125" (counts as 1 insert)
- Print-ready file should be created in either a high quality PDF, Adobe InDesign, or Microsoft Word
- Inserts are not perforated.
- There is a 3/16" non-printable margin on each side
- Artwork must allow space for the Arroweye part number on each insert
  - Placement of part number varies per size and orientation and page count (See layouts for placements)
- Inserts and Buckslips may be printed in 4 color \*\*
  - \*\* Additional fees may apply for 4 color print
- Inserts and Buckslips do not support dynamic information
- Inserts and Buckslips may be fully customized and not limited to text.

#### **Preparing Your Print-Ready Files**

- Please provide at least one of the following:
  - PDF output using the 'High Quality' setting
  - Working Adobe Indesign files with embedded links and fonts
  - Print ready Word document

#### Instructions for submitting artwork files:

Post print-ready files to our secure FTP site at ftp://crftp.arroweyesolutions.com
Login: asiartwork
Password: asipartner

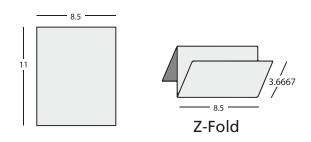
Note: Once the file transfer is complete, you will not see the file in the FTP directory. Arroweye does not display the files in the FTP publicly.

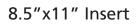
- 2. Email your specific Client Services Specialist to notify them that the files have been posted along with the file names uploaded.
- 3. If sending multiple files we recommend creating a zip file before uploading.

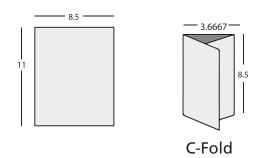


### Design for Success: Fold Guides for Letter Carrier Packages

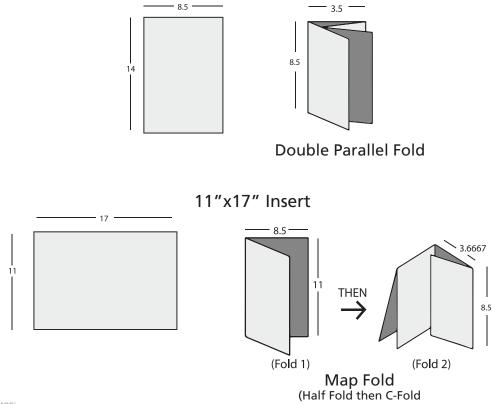
#### Letter Carrier







8.5"x14" Insert

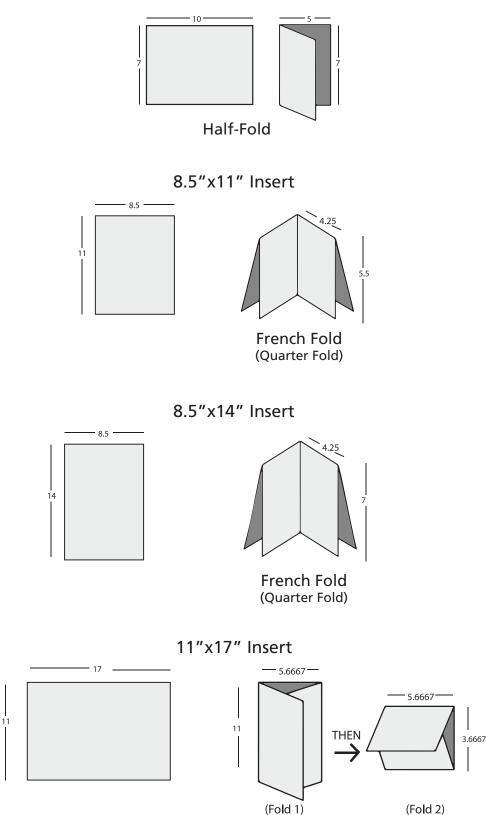


Arroweye Solutions, Inc. | Proprietary & Confidential



Design for Success: Fold Guides for Greeting Card Carrier Packages

**Greeting Card Carrier** 



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**Double C-Fold**