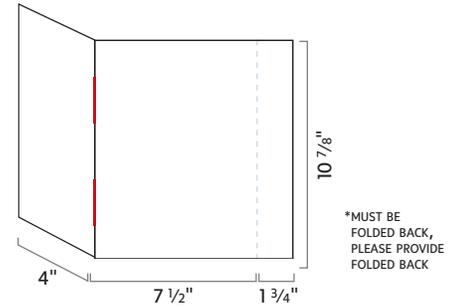
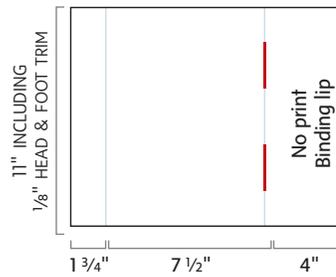
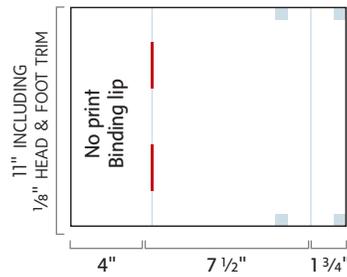
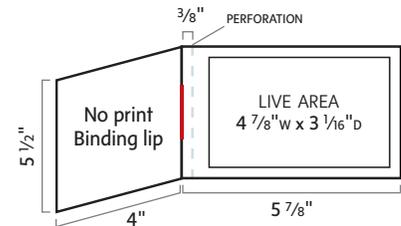
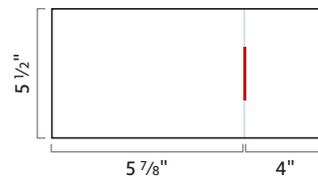
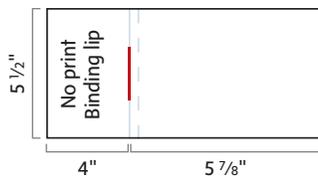


## advertising formats inserts

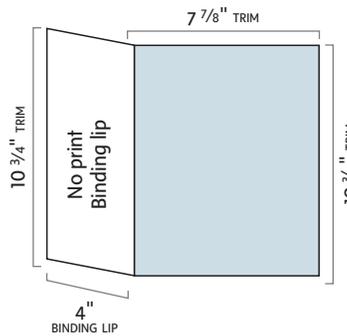
### SCENT STRIP



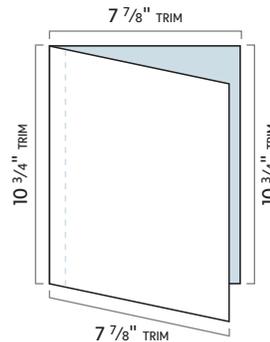
### BUSINESS REPLY CARD



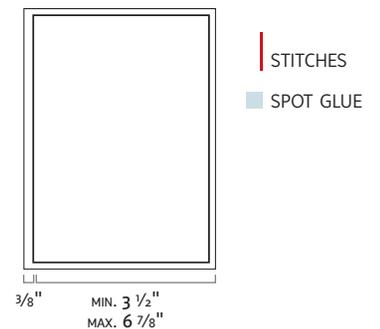
### SINGLE-PAGE STITCHED-IN INSERT



### MULTI-PAGE STITCHED-IN INSERT



### TIP-IN INSERT



**LOW FOLIO** FRONT TO CENTER: 1/8" BLEED

**HIGH FOLIO** CENTER TO BACK: 1/8" BLEED + 3/8" LIP

\*MULTI-PAGE: MUST BE PRESTITCHED OR UNTRIMMED FORM

### Packaging and receiving criteria for inserts supplied by the client

- Inserts can be supplied either directly by the client or by the client's supplier
- A minimum of 2% must be added to the quantity for spoilage
- Inserts must be delivered in good quality, uniform boxes, weighing a maximum of 35lbs, in a manner that keeps them from moving around
- Boxes must be delivered on good quality standard size skids
- 25 samples of each insert must be supplied to Report on Business magazine to:

Isabelle Cabral  
The Globe and Mail Centre  
351 King Street East, Suite 1600  
Toronto ON, M5A 0N1

### The following information must appear on the delivery slip

- Client's name
- Item or description of the content
- Name of the magazine to be inserted into
- Issue date
- Quantity per box and total quantity
- **The information above must appear on each box**

### Insert Shipping Address

Transcontinental Printing, Imprimerie Interweb Inc.  
1603 Montarville Blvd., Shipping & Receiving, Door 10  
Boucherville QC J4B 5Y2  
tel: 450-655-2801 fax: 450-655-0765  
Monday to Friday 8AM to 5PM excluding holidays

