

Customer Handbook

10/09

The Dingley Press, Inc.



A Sheridan Group Company

119 Lisbon Street, Lisbon Maine 04250

Phone 207-353-4151 • Fax 207-353-9886 • www.dingley.com



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119 Lisbon Street

Lisbon, ME 04250

Phone: 207-353-4151 / 888-DINGLEY

Fax: 207-353-9886

Automated Switchboard available 24 hours a day.

After hours emergency:

Pre-Press Supervisors, call 207-353-4151 ext. 3127

Press Room Supervisors, call 207-353-4151 ext. 3120

Bindery Supervisors, call 207-353-4151 ext. 3165

Website: www.dingley.com

FTP service is available 24 hours a day. Prepress FTP site: digital.dingley.com, User: dingley, Password: dingley. If you anticipate using our FTP site regularly, please ask your Account Manager to have a permanent account created for you.

Email: You may reach Dingley contacts via email by using their first initial, last name @dingley.com

The Dingley Press is a tobacco-free facility.

Driving Directions

Prior to arriving, please visit www.dingley.com and print our "Visitor's Guide".

From the Portland Jetport

- Take the airport access road to the ME TURNPIKE Northbound.
- Take EXIT 80 Lewiston.
- Turn LEFT onto ALFRED A. PLOURDE PKWY.
- Take a right onto ME-196 East ramp.
- Merge onto LISBON ST/ME-196 and go approximately 4 miles.
- The Dingley Press is on the right.



Drop Shipping

The United States Postal Service drop shipping program requires cooperation between you, the mailer, your printer, freight hauler, and mailing facilities. Our goal is to maximize discounts while administering the program as efficiently as possible.

Since most catalogers have insufficient quantities to fill full trailer trucks bound for separate mail centers on their own, we pool multiple customers, thus maximizing cost efficiencies and minimizing transit time.

It is essential that we have a firm commitment from all pool participants to meet the requirements of the shipping plan. All participants commit to participate by Wednesday of the week preceding the drop plan and submit, at that time, container summary information from their tape house. Pool members who fail to meet the requirements will decrease, or often eliminate, other customers savings as well as their own. Those who wish to withdraw from a pool schedule must notify their Account Manager no later than 3 calendar days prior to the first drop. Pool participants who withdraw after this date will be billed for their portion of the freight.

Flexibility of mail dates is key to maximizing available discounts for all participants. Our typical mail pool runs 5 or 6 days, starting each Monday. Pool participants can choose to be in the whole plan or request a more compressed dispatch schedule. It is important to realize that placing more restrictions on the mail window usually decreases the ability to maximize discounts.

In-home targets may also be utilized. When requesting in-home dates, it works best if the target range starts on Monday or Tuesday, and ends on Thursday or Friday. We generally want to start mailing at least 10 days prior to the first day of the in-home window.

All mailings are supplied palletized in BMC/ASF sequence. For mailings in excess of 250,000, supply separate files for each of the 21 BMC's (Bulk Mail Centers) and 8 ASF's (Auxiliary Service Facilities). The advantages of palletizing to all 29 facilities include fewer damaged catalogs and reduced mailing costs.

It is important to note that if the list house does not sort for all 29 mail facilities, the pieces to the ASF's and their parent BMC facilities will become ineligible for entry mail. This means that the mail can be delayed 5-7 days.

Please write postage checks for the full amount, since it is difficult to project the exact savings from the pool participation of other customers. At the completion of the mailing, we will issue a statement indicating the postage account balance.

Since all distribution charges (i.e., trucking) are a direct, immediate, out-of-pocket expense for The Dingley Press, invoices are due upon receipt.



Dot Whacking

Dot whacking is available at the The Dingley Press. Customers who wish to highlight special promotions, services or merchandise can use pressure sensitive labels on the front or back cover of their catalog. Labels are available in a variety of colors, shapes and sizes. Maximum label size is 3 3/4" wide x 5" long; minimum size is 3/4" x 3/4". Overall roll width is not to exceed 4". We cannot accept clear labels. Supply labels which are outside wound on 3" cores with a minimum roll diameter of 10" and a maximum roll diameter of 20". Please contact your Account Manager for information regarding label orientation on the roll. We require a proof from the label manufacturer for our approval prior to production to prevent errors. Guidelines for label placement on the catalog are as follows: allow a safety margin of 3/4" from all sides. Also allow for 1/4" variance in label position horizontally and vertically during application.

Dot Whacking Label Wind Diagrams - *Outside Winds*



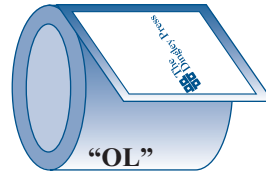
"OB"

**Bottom of copy
dispenses first**



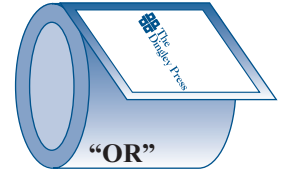
"OT"

**Top of copy
dispenses first**



"OL"

**Left side of copy
dispenses first**



"OR"

**Right side of copy
dispenses first**



Blow In Cards & Inserts

Blow In Cards - Single-panel forms on coated and non-coated stock.

Size: Maximum size: 6" x 6" (or 4" less than the height, and 2" less than the width) of finished catalog.

Minimum size: 3" x 4"

Stock: Hi-bulk card stock. A minimum of .007 (#75 hi-bulk) in thickness.

A minimum of .005 in thickness is required for cards that are not intended for U.S.P.S. processing.

Minimum Porosity: 100 Gurly (100 cc of air then 1.29 cms orifice in 19 seconds).

Business Reply Cards (BRC) - Single-panel forms on hi-bulk stock.

Size: 3 1/2" to 4 1/4" (H) and 5" to 6" (L)

Stock: Minimum of .007 (#75 hi-bulk) in thickness.

Reply cards exceeding either of these dimensions must be .009 in thickness. Height and length of a card are determined by address and indicia orientation. Keep perforations light. A minimum of .005 in thickness is required for cards that are not intended for U.S.P.S. processing.

Blow In Inserts - Multi-panel forms on coated and non-coated stock.

Size: Maximum size: 6" x 6" (or 4" less than the height, and 2" less than the width) of finished catalog.

Minimum size: 3" x 4"

Stock: A minimum of .005 in thickness.

A manufacturing slow down charge may be applied.

All Blow In Cards and Inserts

- Minimum page count for 1 Blow In Card or Insert is 32 pages.
- Minimum page count for 2 Blow In Cards or Inserts is 64 pages.
- Maximum of 2 blow in cards per selective string.
- Blow In Cards and Blow In Inserts can not be placed under the cover, in the center spread or on top of another card.
- Minimum Porosity: 100 Gurly (100 cc of air then 1.29 cms orifice in 19 seconds).
- A small percentage of cards may fall out or move in such a manner as to be trimmed.

Blow In Cards and Inserts Must be Approved Prior to Production

Proofing - All Cards and Inserts must be approved prior to production and shipment. Reference proofing instructions on the following page.

Packing Instructions Must be Followed

Packing - All Cards must be delivered to The Dingley Press in good condition or they will be rejected from the production run and or can effect the insertion rate. Reference packing instructions on the following page.

For more information reference the Domestic Mail Manual

http://pe.usps.com/text/dmm300/dmm300_landing.htm



Bind In Inserts, Wraps and Order Forms

Please furnish all bind in inserts folded once. Quarter folded inserts must be pre-approved.

Lap: 3/8" high folio with 1/8" head trim or 3/8" low folio with 1/8" foot trim.

Size: Minimum 4" x 4".

Minimum short (non-lap) side 2" (If it **is not** located in center of book)

Minimum short (non-lap) side 4 1/4" (If it **is** located in center of book)

Stock: 50# text basis weight or heavier. All cover wraps must be on a minimum of 50# stock.

Specifications - Furnished inserts must never exceed 10 1/2" in height and must not exceed 1/2" more than final trim width. Any inserts larger than the final trim size of the catalog must be pre-approved by The Dingley Press. Catalogs over 80 pages may need additional clearance from trim. Wraps that are designed to be smaller than the catalog must be at least 1/2" smaller than the final trim size, and must take an 1/8" head or foot trim. Inserts, wraps and order forms must be furnished with the proper binding lap and trim allowances. Keep live matter at least 1/4" from final trim. Please contact your Account Manager for additional information.

Proofing - *All furnished parts must be approved prior to production and shipment.*

We require that a proof of all materials supplied for binding be approved by your Account Manager prior to production. This will ensure that your materials meet our specifications and binding requirements. Please contact your Account Manager for further information about our proofing requirements.

Packing

Clearly mark pallets, cartons or containers with job name, issue, version, and quantity labeled on each box. Pack so it arrives neatly jogged, perfectly flat and in equal non-compensated lifts. Care should be taken to ensure glue has thoroughly dried before stacking printed product.

Receiving

Make appointments no later than 3:00 p.m. one day prior to any delivery. Carriers who arrive without an appointment will be off loaded at our convenience. We will make every effort to do this quickly. Please have the following information available:

1) Total delivery units (number of pallets or containers).

2) Description of contents.

Example: 5 Pallets

Order Forms

Customer's Name (that is, company for which the order forms were printed)

When calling for an appointment, please ask for the Shipping & Receiving Manager. If you are calling after 3:00 p.m., simply ask for the Shipping & Receiving Department. Please be aware that after 4:00 p.m., no receptionist is on duty and it will take a little longer to answer your call. Our toll free telephone number at The Dingley Press is 888-DINGLEY (888-346-4539, ext. 3139, or ext. 3155).



Safety Margins

The area between final trim and type/images. Pages with photos that crossover require additional safety margins on face trims, since these pages cannot be shifted or “shingled” into the gutter.

Saddle Stitched Catalogs

Require 3/16” safety margin on all four sides of each page. Catalogs over 80 pages may require additional safety margins due to ‘shingle’. Please check with your Account Manager.

Perfect Bound Catalogs

Require 3/16” safety margin on top, bottom, face ***and*** 3/8” safety margin in the gutter (spine).

Perfect Bind Spines

When supplying files for a perfect bound catalog, submit the spine as an individual file. This will ensure that if offsets are necessary the spine can be centered. Please add bleed to this file as well.

Bleeds

Pull open all elements that bleed outside of the trim size to a minimum of 1/8", preferably 1/4”.

Crop Marks are required on all documents.

Exporting PDFs, please supply single pages.

Text

Avoid using fine type or fine lines in two or more colors.

When a job requires reproduction of reverse type in more than one color, the best quality can be achieved if the type is spread in as many colors as possible, reproducing in only the dominant ones.

Avoid using reverse type smaller than 8 point, and type with fine serifs.

Large solid black areas should contain additional ink coverage to help ensure a dense black appearance. Often referred to as ‘Super Black’, we suggest 30% each of cyan, magenta and yellow, and 100% black to these areas. *Black text itself should remain 100% black only.*



Screen Rulings and Angles

The Dingley Press will follow the guidelines listed below when selecting screen ruling.

150 line for #3 and #4 gloss coated stocks.

133 line for #5 gloss and matte coated stocks & super calendered A Plus stocks.

120 line for super calendered grades A, B & C stocks and pre-approved uncoated stocks.

100 line for uncoated and directory.

These requirements may vary with the finish of the particular stock to be run. Please contact your Account Manager if you have any questions.

The Dingley Press will image plates at the recommended screen angles: C=15°, M=45°, Y=0°, and K=75°.

Screen angles are selected to minimize the possibility of a moiré pattern on the finished product. Incorporate register marks in all final files. They should be located at least 1/8" beyond the bleed.

Tone density control, undercolor removal, and grey balance are necessary for satisfactory print quality on web offset presses. Adjust midtones for press gain of K-22%, C-20%, M-20%, Y-18% for #5 coated stock.

Total Area Coverage (TAC) for coated paper stocks should not exceed 300% and only one color should be solid. SCA paper stock should not exceed 260%. And SCB/uncoated should not exceed 240%.

File Storage

The Dingley Press will store files for a maximum of 12 months. At the end of the 12 month period, you have the option of having them sent to you via CD/DVD, you must contact us to make these arrangements, otherwise, files will be deleted from our servers. This service will be charged at the published rates on our digital imaging price list.

For files supplied on CD/DVD, we do not return the CD/DVD unless specified.



The Dingley Press is 100% Computer-to-Plate and can accept no film supplied projects. Please refer to the following digital guidelines when supplying materials in digital format. If files and proofs are to be provided by an outside vendor, please contact your Account Manager and The Dingley Press will forward the digital guidelines to your vendor.

1. Tests

To ensure compatibility, please supply a test file as soon as possible prior to live production.

2. Organized Digital Documents

The Dingley Press is capable of accepting Native Files, Final (locked) Files and PDF files.

File Format Options

PDF, EPS, PS, TIFF/IT-P1 (FP, CT, LW, and HC), Scitex Native (CT, LW, and FLYT), Scitex Handshake (CT and LW), DCS 2.

Final File Specs

An offset of 0,0 is required on all final files submitted. Type corrections can not be made by The Dingley Press since pre-existing type can not be eliminated from files that have the type as part of the separation with adjoining tints. The type would have to be covered by either a white or black box and new type laid over that. A type addition could be made to a file only with a white background or in black over a tinted background with no pre-existing type.

Final File Naming Conventions

Please name supplied files with these points in mind: 1. Use only alpha numeric characters within the file name. 2. Do not use special characters within the file name (i.e. ?*/{#}). 3. Avoid adding extra spaces at the end of file names.

Naming Convention Example: 2009_TDP_003vA.pdf

2009	TDP	003	vA	.PDF
1	2	3	4	5

1. Job # - will be provided by The Dingley Press prior to file creation
2. Job Name (abbreviated)
3. Page # (2 digits for catalogs under 98 pages, and 3 digits for catalogs exceeding 100 pages)
4. Version Information
5. File Extension - must be preceded by (.) not ()

PDF FILE FORMAT

The Dingley Press supports a PDF workflow. Embed all fonts and images into the file. For specific guidelines, call The Dingley Press and settings will be forwarded to you. If SWOP certified proofs can not be supplied, The Dingley Press will generate them prior to press.



Final File Proofs

The Dingley Press strongly recommends that final files be accompanied by a proof which is SWOP certified in order for us to obtain the best visual match. For a list of SWOP certified proofing systems go to www.swop.org/certification. We can provide SWOP certified proofs if desired. (Please refer to our current Digital Price List.) If you choose not to supply a SWOP certified proof, The Dingley Press will generate them prior to press. It is important to note, The Dingley Press will not be liable for how closely we match proofs which are not made in accordance with SWOP specifications. Supplied proofs should include a color bar generated from digital data. The proof should reflect the final version of the file and should be produced on a base or substrate which is visually similar to production stock. Digital color proofs should be accompanied by a label sheet specifying the type of proofing device used, the appropriate file identification, and the name and phone number of the company who produced the proof.

NATIVE FILE FORMAT

Applications

For optimum results, compose every job using a true postscript page layout program, such as QuarkXpress, InDesign or PageMaker. Files do not require traps to be built into them, but FreeHand and Illustrator overprints will be honored. Your file names should include the page number, but avoid (#) and other character keys. Pages should be created as single pages, set up as facing pages, built to actual trim size.

Companion Files

Supply additional elements used in the creation of the page layout, such as scans and imported graphics. When naming the companion files please keep these points in mind: 1. Use only alpha numeric characters within the file name. 2. Do not use special characters within the file name (i.e. ?*/{#=). 3. Avoid adding extra spaces at the beginning and end of file names. 4. Substitute (.) periods *within* the file names with () underscores. 5. Convert font to paths. 6. Embed CMYK images. 7. Avoid placing RGB and LAB color images. If supplying QuarkXpress files, we advise the use of the “collect-for-output” feature when preparing files for submission. This assists in gathering all companion files needed for processing.

Font Requirements

It is imperative to supply printer and screen fonts used in the digital file. Furnish all fonts foldered at one level. Organize fonts according to the original manufacturer’s method to eliminate conflicts and errors, and to ensure the integrity of fonts selected. After your first shipment of fonts, please send only your new fonts rather than your entire library with each issue of your job. We will archive your font library. Use stylized fonts and do not apply style attributes to basic fonts.

Native File Proofs

Composite laser proofs are required for all pages. They should be up-to-date and match the digital files. This will help to ensure the integrity of the files supplied, and minimize re-proofing / plating. Proofs should be 100% in size if possible. If there is a change to be made on the digital file, laser proofs should be clearly marked. The Dingley Press will produce proofs that conform to SWOP specifications. These proofs will be matched on press.



File Transport & Scanning

We receive files and proofs from a variety of outside suppliers. When pages are combined on a press form, they must print satisfactorily with the same press settings. To accomplish this, all suppliers of preparatory materials must furnish their files and proofs with careful adherence to our specifications.

Files and proofs that have been prepared to these specifications will assure the fastest service with the highest quality reproduction at the lowest cost. Departure from these specifications will result in delays, disappointing quality, and possible correction charges.

Furnished Material

It is the responsibility of the customer to meet the following specifications for all materials furnished to The Dingley Press for use in the production of catalogs or publications. The Dingley Press will inspect furnished material for physical damage. We recommend that you include a packing slip listing the contents of each package so that we can confirm what materials have been received.

File Transport - Supported Media

You may supply final digital files on CD/DVD compatible media, or any USB external device is acceptable. Electronic FTP service is available to all of our customers through an FTP server. The site address is: **72.12.81.166**. This site cannot be accessed via an Internet Browser, please access through a file transfer protocol software, such as Fetch. There are freeware softwares available online. Please call for your user name and password.

Scanning

The Dingley Press supports the OPI environment and offers in-house color separation service. Supply reflective and transparent art to us according to the schedule coordinated with your Account Manager.

For best results, supply good quality materials that are sharp in focus, detailed in both highlight and shadows, and of satisfactory color. While much can be done in color correction, poor originals generally lead to a loss of quality in the final product and an increase in production costs.

Protect artwork, slides, transparencies, or any other supplied material with overlays, sleeves or jackets, to prevent damage in transit. Please mark all items clearly for proper identification. We recommend using the item SKU number from your catalog since it is both specific and relevant. Mark all items with instructions concerning crop and enlargement either directly on the sleeve or on pressure sensitive labels. Avoid using post-it notes since they tend to fall off.

Remember this rule of thumb for good quality: when placing four color images into pages, they should be no more than 15% larger than the original scan. When supplying samples to match, please make them available when the artwork arrives so that appropriate settings are used in scanning the product. The Dingley Press will supply scans on CD's whenever possible. The only limitation you need to be aware of when sending us original art is: **Maximum Reflective Original Art Size – 12" x 18"**.



Ink Jet Layout Specifications

Ink jet imaging creates simultaneous printing of addresses both inside and outside of the product. All printing is no closer than 1/4" to any trim edge. Promotional and personalized messages may be printed in conjunction with the addresses.

Inside Printing

Inside printing may contain the address only, message only, or the address and message combined. Inside printing is a minimum of 2" from the spine. The inside address has 8 lines of print available with 30 characters available per line (including spaces).

Required Minimum Print Area (1 3/4" x 3 3/4")

The standard inside printing locations are the inside two pages of the center spread (page 2 or 3 of the envelope order form). As an option, printing may be done on either the first page, last page, or center spread of any signature or insert. For example if a signature contains pages 17 - 24 and 73 - 80, you have a choice of printing on page 17, 24, 73, or 80. Additional set up charges apply for this feature.

Outside Printing

Outside address printing may be on either the front or back cover, regardless of which inside printing location is chosen. A promotional or personalized message may also be printed here. Outside printing is a minimum of 2" from the spine. The outside address has 8 lines of print available which the U.S.P.S. uses 2 of the 8 lines, one for OEL and the other for the barcode. 30 characters available per line (spaces included).

Required Minimum Print Area (1 3/4" x 3 3/4" to 4")

Messages

Required Minimum Print Area 1 3/4" High x (Message Length + 1/2")

Message length is determined by allowing 10 characters (including spaces) per linear inch (with a standard 7" x 5" format or standard font).

Messages may be printed on the inside only, outside only, or inside/outside simultaneously. The inside and outside messages may be different on any single catalog. When printing address/message combinations in line with each other. Use caution when printing the address and message so that both will fit on the book with at least 1/4" of space in between and 1/4" of non-printed area at the head and foot.



Please submit blue lines of both the inside and outside pages to receive address(es) and/or messages to The Dingley Press on completion of design for final approval of the printing location.

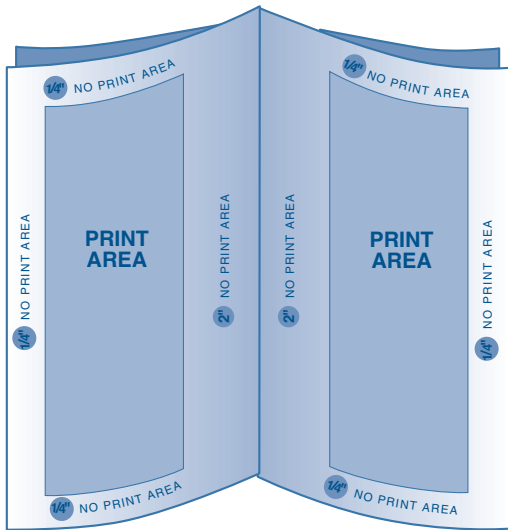
Print Options

Eight lines of print are available for inside or outside printing of addresses and messages. There are some restrictions concerning what combinations of these features can be utilized at the same time. Please call your Account Manager with your specifications.

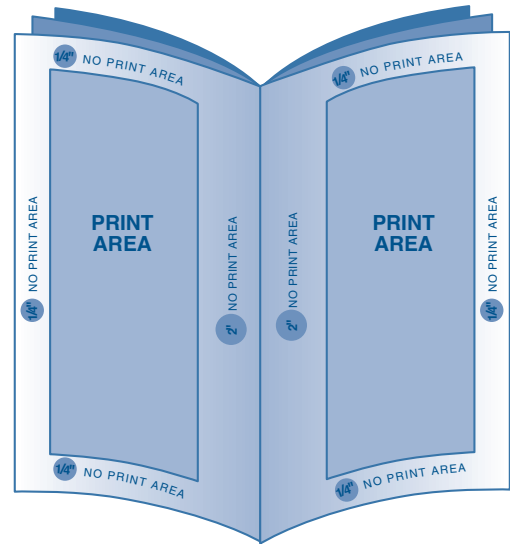
Required Minimum Vertical Print Area For Eight Lines is 1 7/8"

Fonts - There are twelve different fonts available for customizing your addressing and messaging. Some fonts require more space than others. Please look at the following samples, scaled to actual size, and use for planning your imaging area. Don't forget to add 1/4" of white space all around for a safety margin.

Inside Printing



Outside Printing

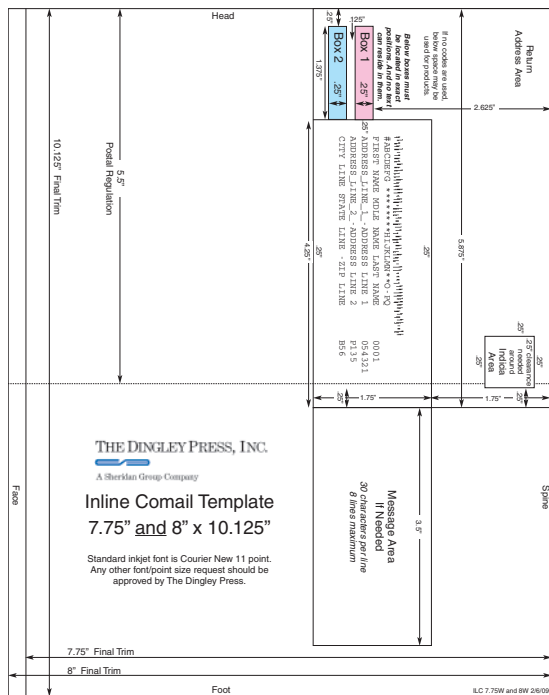




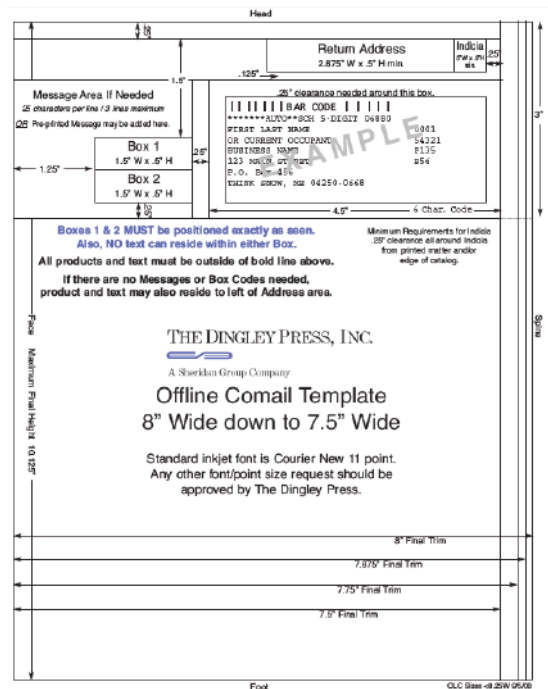
Inline and Offline Comail Program

The Dingley Press has an established inline and offline comailing program which combines multiple catalogs on the same binding lines to achieve greater postal automation and deeper postal discounts. Currently for the Inline Program, meeting the Dingley Press RIGHTSIZED of 8" x 10 1/8" is required in order to take part in this program. Please contact your sales representative for more information.

Back Cover Inline Comail Template



Back Cover Offline Comail Template



Blow Ins - A Maximum of 2 Blow In Cards Allowed per Inline Comail Pool.



Inkjet Character Sets

CHARACTER SET 59022

9 dp Flourishes
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59027

7 drop bold
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?=@

CHARACTER SET 59050

Sans serif 90
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59051

9 dp Cour Serif
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59052

9 dp Courier
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59053

9 dp Cour/bd/ser
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59054

9 drop plain
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59055

7 drop plain
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59057

9 dp True Desc
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59058

9 dp Bold Desc
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59060

9 drop solid
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?

CHARACTER SET 59069

7x5 drop plain
Print Sample
DOMINO JETARRAY
ABCDEFGHIJKLMNQRST
UVWXYZabcdefghijklmnop
qrstuvwxyz1234567890
!@#%^&*()+=-~\|>./?



The Dingley Press is flexible in dealing with different file suppliers.

Specific written communication is essential between customer, printer and list supplier in this critical part of the catalog production. Cooperation prevents errors. There are three steps required to avoid errors and scheduling problems:

- 1) Instructions relative to versions, codes, messages, positioning instructions, and any other demographic information (for example, names with list code 92 take the “Receive 10% Off” message) should be sent to your Account Manager as well as the list preparer. This will allow us to verify that your instructions have been followed when we receive the mailing files.
- 2) Ensure that the tape house gives us access to Mail Dot Dat files before they FTP the actual files. This gives us the final quantities, broken down by sortation level, so that we can notify you of the correct postage, and plan drop shipping well in advance.
- 3) As a last verification of copy, we will email you a data sample of version, paired with a name and address. If there are any problems, please notify The Dingley Press immediately.

FILE PROCESSING REQUIREMENTS

Supply all lists in BMC sequence.

It is necessary to print visual marks to allow us to monitor processing accuracy. The recommended location for these is flush right on the same line as the addressee in the address block. Use one identifying mark to indicate group changes within a container and two marks to indicate the end of a container (see samples).

We will provide piece weights and container weight guidelines to assist your list processor in this process. These visual marks need to be placed differently within the list depending on whether the catalog is a head trim or a foot trim. Please contact your Account Manager for assistance.

It is very important that Carrier Route mail be in the correct Line Of Travel (LOT) sequence. This will change depending on whether a catalog is a head or foot trim and on whether the catalogs are being stacked by the processing equipment with the address facing up or down in the pile. The standard terminology is:

Forward LOT = The first name produced is the first stop on the individual mail carrier’s route
Reverse LOT = The last name produced is the first stop on the individual carrier’s route.

We will coordinate this with you and/or your list vendor. Carrier Route mail should have a “1” in position nine of the control line on each record. All other levels of sortation should leave this position blank. This information is used to track Carrier Route reorders and calculate postage penalties for LOT violations.



Bundle Break

Container Break

***** CAR-RT SORT ** B050		***** CAR-RT SORT ** B050	
CP912	##	PRC12	#
JOHN DOE	0001	JANE DOE	0001
YOUR COMPANY	54321	YOUR COMPANY	54321
MAIN STREET	P135	MAIN STREET	P135
VACATIONLAND, ME 04250	B56	VACATIONLAND, ME 04250	B56

When preparing residual 3-Digit packages, group together all addressing not qualifying for a 5-Digit package with a single group change indicator and asterisk. The 5-Digit packages may precede or follow these names but must remain consistent. Again, use 1 asterisk for each group change and 2 asterisks for the final bundle in each container.

Please follow the same pattern when preparing the remaining names.

All files must be accompanied by corresponding audit trails.

All files must also carry the optional endorsement line, on line one, right justified, in accordance with the U.S. Postal Service Domestic Mailers Manual (DMM).

We encourage file receipt to be via our FTP site at *ftp.dingley.com*. Contact your Account Manager for details. If files are received via nine track tapes there may be additional handling charges.