

NAPEO Belly Wrap Specifications

Wrap Piece

Width (spine to face): 12.25” minimum to 23.5” maximum

Optimum width: 17.25”, +/- 2”

Length (head to foot): 3.125” minimum to 11” maximum AND at least 1” shorter than head to foot length of product.

Optimum length: 4” to 6”

Overlap: 1.25”

Product (Book) Size

Width: 8.375”

Length: 10.875”

Thickness: 0.125” minimum to 1” maximum

Optimum thickness: 0.25”, +/- 0.125”

Seam Variance: The alignment of the seam may vary by 0.09375” left to right and/or top to bottom. If more exact alignment is required, please request special pricing.

Printed Image Layout

To determine where to print images or advertisements, cut a dummy wrapper to width and mark six sections, right reading left to right as follows: 1.25” wide for left hand lap; 0.5 the product width; thickness of the product; full width of product; thickness of product; half the product width...

Advertisements are normally positioned in the center (fourth) panel.

Required Layout for 8.375” Wide Product

Panel 1	Panel 2	Panel 3	Panel 4	Panel 5	Panel 6
			Copy or Ad Here Applied to Front of Book		Note: MUST have image but NO TYPE In last 1.5”
1.25”	4.1875”	0.25”	8.375”	0.25”	4.1875”

The wrap is secured to the publication by the tightness of the wrap, and one spot of removable adhesive applied between the belly wrap and the book itself on the lap side of the product. A minimum of two spots of permanent adhesive is used to secure Panel 6 to Panel 1.

IMPORTANT: Panel 6 MUST have images, but NO TYPE in the last 1.5”.

Bleed: A 0.125” bleed allowance must be included on all sides. Crop marks and bleed required.

Contact Nancy Benoudiz, vice president of membership development at (703) 739-8169 or nbenoudiz@napeo.org for more information.