

# TechLines

## Walsworth Inside Inkjet Imaging

Personalized messaging printed directly inside your publication

### What is Inside Inkjet Imaging?

Inside inkjet imaging allows you to print customized messages or recipient information – such as pre-filled addresses or personalized offers – directly onto specific interior locations of your book or publication during the in-line print process.

#### This is commonly used for:

- Pre-filling addresses on inside order forms
- Adding personalized messaging to business reply cards or promotional inserts
- Boosting response rates by streamlining customer experience

### Usage Requirements & Guidelines

To ensure a successful imaging project, the following production guidelines must be followed:

#### Binding & Layout

- Book must be saddle stitched
- A window for the inside image must be incorporated into the design
- Orientation of the inside image must be parallel to the spine
- Any outside (cover) inkjet window must follow standard in-line guidelines

#### Placement Specifications

- Imaging can appear on the centerspread or on the outside of any press signature or bind-in piece (e.g., business reply card or envelope)
- If imaging at the centerspread:
  - Window must be no closer than 3 1/8" from the spine
- If imaging on the outside of another form:
  - Window must be no closer than 1 3/4" from the spine

### Additional Layout Considerations

- There must be at least a 1/4" margin from the head, foot, or face edge to the inkjet window
- Bind-in pieces will align with the bottom of the book when imaging appears on the outside back cover
- For 2-up digest-size pieces (5 3/8" x 8 3/8"):
  - All inkjet imaging must be parallel to the spine

### Ready to Add Personalization?

Talk to your Walsworth representative to see how inside inkjet imaging can enhance your project's impact and improve your audience's response.

