



## Business Reply Card (BRC) FAQs

**1. How are BRCs placed in the magazine?**

BRCs are saddle stitched into the magazine.

**2. Can the BRC be color?**

Yes, the BRC can be full color (CMYK or spot color) or black and white.

**3. Can glue strips be included at the bottom of the BRC?**

Yes. However, there cannot be any important information approximately ½" up from the bottom area of the glue strip side.

**4. Can we receive a sample of the layout?**

Yes, a PDF sample layout can be emailed.

**5. Are there any limitations to the design of the BRC?**

Our printer must have a sample of the BRC you are requesting in order to determine if it is feasible. In addition, all submitted BRCs must meet U.S. Post Office requirements. Please visit the link below to learn about the Post Office BRC layout requirements:  
<http://pe.usps.gov/cpim/ftp/manuals/qsg300/q507a.pdf>

**6. Where can my BRC card be placed within the magazine?**

Your BRC can be placed between every 8 pages of the magazine, and at centerspread.

**7. Where along the page can the BRC be placed?**

The BRC will be stitched in the center of the selected pages. There is an additional charge to place the BRC on the upper or lower portion of the selected pages.

**8. Who will set up my Business Reply Mail (BRM) account?**

BRM accounts must be set up by the client. Visit <http://pe.usps.gov/cpim/ftp/manuals/qsg300/q507a.pdf> to learn more about setting up a BRM account.