

Sample Distribution Guidelines

In-House Magazines and SPH This Year we need **70 samples** for internal distribution.

Magazines written by the client (**ENG, MED, LAW**), we need **55 samples** for internal distribution. Exceptions may be made depending on the project at the request of AEs.

If there are less than 35 samples, top priorities for distribution are always 3 pcs to print buyers and 3 pcs to sample library, then remainder to designer and, if available, to AE and Amy Hook.

For digital runs, samples are as requested, as we typically only get a few samples otherwise.

Project Name: _____

Recipients highlighted below:

	In-House Magazines	Client Written Magazines	Marketing Pieces >10,000	Marketing Pieces 1,000-10,000
Kimberly Nyce	1	1	1	1
Designer:	5	4	5	5
AE:	5	4	5	5
Amy Hook	2	1	2	1
Lisa Bernier Moulton	2	2	2	2
Rob Davison	2	1	2	2
Carla Baratta	2	1	2	2
Melissa Dudek	1	1	1	1
Maureen Moran	1	1	1	1
Rhonda Mello	1	1	1	1
Erica Machut	1	1	1	1
Ted Kehoe	1	1	1	1
Rachel Johnson	1	1	1	1
Peter Nebesar	1	1	1	1
Angela Clarke-Silvia	1	1	1	1
Meredith Mann	1	1	1	1
BU Photo (Andy Costello)	6	4	5	
Rachel Lapal	1	1	1	
Pam Cooley	1	1		
Editor:	10	5		
Andrew Thurston	2	1		
Cindy Buccini	2	1		
Nelia Ponte	2	1		
John O'Rourke	1	1		
Doug Most	2	1		
DAR*	5	5		
Remaining copies to Sample Room**	10**	8**	11**	8**
Total to be ordered	70	55	45	35

* *DAR Samples to be sent to:*

Julia Serazio

DAR

595 Comm Ave (West Entrance), Suite 700

**** Print Buyers will remove 2-3 samples for personal file ahead of sample distribution. Total number of remaining samples going to Sample Room may vary, but should not exceed noted totals.**

Please file remaining samples alphabetically by client in archive boxes with the corresponding year.