Inserts

An insert can be advertising material, a return envelope, a matched document, or any additional
printed paper that is combined with the document collation and is inserted into an envelope for
mailing.

There is a way for a BOC application to be run EOC. If you feed the collation pages from "high
to low", that is, if you feed the last page first and page 1 last, then it acts the same as an EOC
application. To be able to make this work, however, you must be able to fold the collation in such
a way that the address displays in the correct orientation. Whether or not the application can be
run high to low depends on the location of the address, as well as whether the type of folder that
was purchased can produce the type of fold needed.