



19975 Victor Parkway • Livonia, MI 48152 • Tel 734.591.3000  
http://www.valassis.com/VCmarketer/resourceCenter/productspecs.asp

Small Mailer 10" x 12" Tri-Fold\_Retail

**Tri-fold - Outside**

Trim Size: 10" x 12"

Size w/Bleed: 10.25" x 12.25"

Final Fold Size: 10" x 4.125"

3.75"

**INSET**

Type Safety: 9.75" x 3.5"

FOLD

**RETAILER LOGO**

1234 Corporate Drive  
Somecity, St 12345

Size: 2.5" x 1.5"

**INDICIA  
SPACE**

1.375" x  
1.375"

4.125"

**MAILING PANEL**

Type Safety: 9.5" x 3.647"

**RETAILER  
LOYALTY  
CARD**

As a valued Loyalty Card Club  
Member, we invite you to try a  
manufacturer's product. Enjoy!

Size: 4" x 1"

**No Graphics Allowed In Shaded Areas**

Note: Please ensure that the address block is  
not higher than 4" from bottom of fold/trim

Sample Family  
1234 Main Street  
Some City, CA 67890



2"

4"

FOLD

4.125"

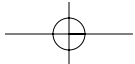
**COVER**

Type Safety: 9.75" x 3.875"

**RETAILER LOGO**

Size: 2.5" x 1"

10"



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**Small Mailer 10" x 12" Tri-Fold\_Retail**

**Tri-fold - Inside**

Trim Size: 10" x 12"

Size w/Bleed: 10.25" x 12.25"

Final Fold Size: 10" x 4.125"

Type Safety: 9.5" x 11.5"

4.125"

FOLD

**Note: For consumer privacy - Please ensure that the coupon(s) do not back up to the address block.**

4.125"

FOLD

**RETAILER LOGO**  
Size: 2.5" x 1"

3.75"

**COUPON**

Please set retailer logo size: 1"x 0.625"

10"

