



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

RETURN ADDRESS

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"

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"

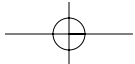
FOLD

4.125"

Cover

Type Safety: 9.75" x 3.875"

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

3.75"

COUPON

Please set logo size: 1"x 0.625"

10"

