

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

Small Mailer 11" x 13.25" Tri-Fold_Retail/bleed

Tri-fold - Outside/Non-bleed

Trim Size: 11" x 13.25"

Image Safety: 10.75" x 13"

Final Fold Size: 4.5" x 11"

4.25"

INSET

Type Safety: 10.75" x 4.0"

FOLD

RETAILER LOGO

RETURN ADDRESS

Size: 2.25" x 1.375"

INDICIA SPACE

1.375" x 1.375"

4.5"

MAILING PANEL

Type Safety: 10.5" x 4.0"

No Graphics Allowed In Shaded Area's
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"

RETAILER LOYALTY CARD

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

Size: 4" x 1"

FOLD

4.5"

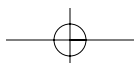
COVER

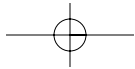
Type Safety: 10.75" x 4.25"

RETAILER LOGO

Size: 2.5" x 1"

11.0"





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Trim Size: 11" x 13.25"

Type Safety: 10.75" x 13"

Image Safety: 10.75" x 13"

Final Fold Size: 4.5" x 11"

4.5"

FOLD

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

4.5"

RETAILER LOGO

Size: 2.5" x 1"

FOLD

4.25"

COUPON

Please leave 1" x 0.625" space for RETAILER Branding

11.0"

