

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\_nonbleed

**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

**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"

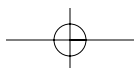
FOLD

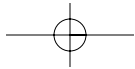
4.5"

**COVER**

Type Safety: 10.5" x 4.25"

11.0"





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**Small Mailer 11" x 13\_25" Tri-Fold\_Retail/nonbleed**

**Tri-fold - Inside/Non-bleed**

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"

FOLD

4.25"

11.0"

**COUPON**

Please leave 1" x 0.625" space for RETAILER Branding

