

RETAILER LOGO

RETURN ADDRESS

Size: 2.25" x 1.375"



Half-fold - Out-side

Trim Size: 8.25" x 10.875"

Size w/Bleed: 8.5" x 11.125"

Final Fold Size: 5.4375" x 8.25"

INDICIA SPACE

1.375" x 1.375"

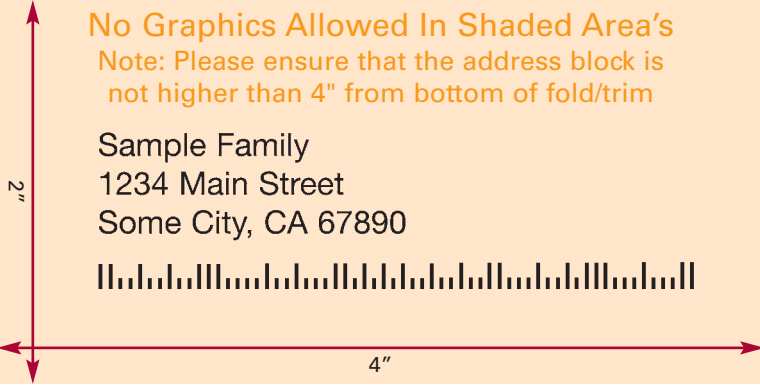
MAILING PANEL

Type Safety: 7.75" x 4.937"

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



5.4375"

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

COVER

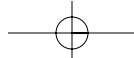
Type Safety: 8" x 5.187"

RETAILER LOGO

Size: 2.5" x 1"

5.4375"

8.25"





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

Small Mailer 8_25" x 10_875" Half-Fold_Retail

Half-fold - Inside

Trim Size: 8.25" x 10.875"

Type Safety: 8" x 10.625"

Size w/Bleed: 8.5" x 11.125"

Final Fold Size: 5.4375" x 8.25"

5.4375"

FOLD

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

5.4375"

COUPON

Please leave 1" x 0.625" space
for RETAILER Branding

8.25"

RETAILER LOGO

Size: 2.5" x 1"

