

**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"

5.4375"

**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



2"

4"

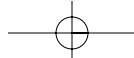
FOLD

5.4375"

**COVER**

Type Safety: 8" x 5.187"

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



**COUPON**

Please leave 1" x 0.625" space  
for RETAILER Branding

5.4375"

8.25"

