

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

Small Mailer 9.5" x 13.375" Tri-Fold_Retail

Tri-fold - Outside

Trim Size: 9.5" x 11.375"

Size w/Bleed: 9.75" x 11.625"

Final Fold Size: 3.92" x 9.5"

3.535"

INSET

Type Safety: 9.25" x 3.25"

FOLD

RETAILER LOGO

RETURN ADDRESS

Size: 2.25" x 1.375"

INDICIA SPACE

1.375" x 1.375"

MAILING PANEL

Type Safety: 9" x 3.42"

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

COVER

Type Safety: 9.25" x 3.629"

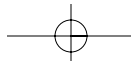
RETAILER LOGO

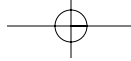
Size: 2.5" x 1"

11.375"

3.92"

3.92"





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Small Mailer 9.5" x 13.375" Tri-Fold_Retail

Tri-fold - Inside

Trim Size: 9.5" x 13.375"

Size w/Bleed: 9.75" x 13.625"

Final Fold Size: 3.92" x 9.5"

Type Safety: 9.25" x 13.125"

3.92"

FOLD

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

3.92"

RETAILER LOGO

Size: 2.5" x 1"

FOLD

COUPON

Please leave 1" x 0.625" space for RETAILER Branding

3.535"

11.375"

