



PRODUCT SPECIFICATION BOOKLET

TheMailShark.com | 888•457•4275

Table Of Contents

General Information

Glossary	3
Customer Supplied Artwork.....	4-5
Direct Mail vs. EDDM.....	6
Alternative Mailing Labels	7
Overprint & Pantone/RGB Colors	8
Plain Black vs. Rich Black	9
Black Plate Groups	10

Templates

Regular Sized Menu/Brochure.....	11-12
XL Menu/Brochure.....	13-14
XXL Menu/Brochure	15-16
Small Menu/Brochure	17-20
2 Sided Box Topper/Flyer	21
Door Hanger	22
Monthly Box Topper.....	23
Envelope	24-25
Standard Letter	26-27
Window Legal Letter	28-29
Posters & Window Clings	30
Oversized Postcard	31
Scratch-Off Postcard	32
Jumbo Postcard.....	33
Jumbo Scratch-Off	34
Jumbo Folded Postcard	35
Colossal Postcard	36-37
Magnet.....	38
Folded Magnet	39
New Mover Postcard	40-41
Plastic New Mover Postcard	42
Small Plastic Postcard	43-44
Medium Plastic Postcard	45-46
Large Plastic Postcard	47-48

Glossary

Bleed Area

The Bleed Area indicates a portion of the artwork that will be trimmed off during the production process, which helps ensure the piece doesn't have any thin white edges leftover from the paper after it's been cut to size. Any photos, graphics, or backgrounds that meet the edge of the cut edge/trim line should extend into and fill the Bleed Area as well.

Margin Area

The Margin Area represents the space between the cut-edge of the artwork and the content. No logos, text, or content should be left in the Margin Area, or they could be at risk of getting cut off of the piece.

Content Area

The content area is the "safe" area where you should place all content. Your content can be placed anywhere in this area, including along the edges of the space allotted, but should not extend past the edges and into the Margin Area.

Fold Lines & Gutters

The three green lines on a product template indicate where the piece is going to fold (if applicable). The center green line represents where the fold is going to happen, with the two green lines flanking it indicating the "gutter." The gutter is a space in which no text or content should be placed to prevent them from getting creased by the fold.

Mail Shark Code & Tagline

The code is a production identification number that is unique to your business location. The code is used internally by Mail Shark and can be left as "CODE". The tagline next to the code may be excluded from the product at any client's request.

Indicia

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram. It cannot be moved or resized.

Direct Mail Label

The Direct Mail Label is a white box most commonly found in the bottom right hand corner of most product templates (some products and template configurations vary). This white box is required for direct mail because each recipient's address will be printed in the center of it. No artwork or content should be placed in the white mail label box, and the box should not be made smaller or moved from its original position on any given product template.

EDDM

EDDM gives business owners the ability to send direct mail pieces themselves without having to purchase a mailing list. Business owners can drop off their mail pieces to their local post office, and the postal carriers will deliver it to every stop on their route.

Scratch-Off Box

The white Scratch Off box indicates where the Scratch Off Offer will be printed, and around the white box is a "No Type" boundary, which represents the size of the scratch off sticker that will be added to the piece once it's been printed. Due to the size of the sticker, no text should pass beyond the outer-most edge of the "No Type" boundary, or it will be at risk of being covered by the scratch off sticker. The scratch off box and "No Type" boundary cannot be resized or rotated, and cannot be moved to the other side of the product template, or applied to a product template that doesn't already have a designated scratch off box.

New Mover Expiration Date Box

The new mover expiration date box is displayed as a white box and indicates where a coupon's expiration date will be printed. This white box cannot be moved, resized, rotated, or made a dark color. The coupon should be designed around this box if it is going to feature a set expiration date, otherwise the box may be removed and the coupon placed in any available space on the new mover product template.

PLEASE NOTE: The plastic new mover product template has a designated coupon placement regardless of whether or not the new mover expiration date box is removed.

Coupon/Keytag Cut Line

The plastic coupon and keytag are represented on plastic product templates with a solid black, rounded corner outline. These outlines display the designated locations of coupon offers on our plastic products and cannot be moved, rotated, or resized.



Client Supplied Artwork

WHY DID MY ARTWORK GET FLAGGED?

The following guidelines are to be used for determination of eligibility when any client provides Mail Shark with their own created artwork. Mail Shark will need to reject artwork if it is provided with any one or more of the following problems:

File Formats Incompatible with Our Printer

We can accept a High Quality PDF, and/or the Packaged InDesign (preferred) or Illustrator Document Folder. High Quality JPGs can be accepted, but these and other common image files are not recommended. We cannot print from Quark, CorelDraw, Publisher, or other software document files. Instead of these other file types, please output a High Quality PDF from the software and provide it to us.

We Found Low Resolution Image(s) Used on a High Quality File

Images that look good on a computer screen aren't always print-ready. Images that are not 300 PPI or greater may print blurry or pixelated depending upon how large they will be on the printed product. We recommend the client or the client's artist finds the same image in its original uncompressed format, or they find a comparable image on stock.adobe.com that we can download and send to the artist.

We Think Our Template File Might Not Have Been Used or May Not Have Been Followed Correctly on the High Quality Print File

To ensure the provided artwork meets specifications for printing and mailing, we recommend using our latest product templates. The templates include the correct sizing and other accommodations that are unique to each Mail Shark product. If you do not yet have access to the templates, please reach out to your Mail Shark point of contact and ask for them.

How We Handle Known Copy Written Content, or Google Map Image(s) etc. Used on a Customer's Artwork

Mail Shark may not use sports team names and other such copyright content without proper documentation that official permission has been granted to use that content. Google does not allow the use of imagery or screenshots on printed materials from Google Maps, Google Earth, or Street View. We do encourage the free use of social media logos, delivery service logos, name brand drink and food products like Pepsi and Boar's Head, or review sites.

We Found RGB or SPOT Colors Used on a High Quality Print File

Print marketing requires artwork to be built in a CMYK color scheme; CMYK is the mixing of 4 colors of ink (cyan, magenta, yellow, and black) backed by white paper to accomplish color. Artwork or images pulled from a website are usually built using an RGB (red, green, and blue) color scheme; RGB is the mixing of 3 colors backed by light to achieve color, commonly used with TVs and computer monitor displays. SPOT Colors are premixed inks, usually based on Pantone Matching System (PMS) colors. Since these inks differ from CMYK process colors, there is no guarantee that Mail Shark can achieve these SPOT colors right on the mark. For these reasons, we recommend providing Mail Shark with artwork that was built using CMYK, rather than RGB or SPOT Colors. Most commonly-available design software will include a setting to create or export the artwork using CMYK colors.

We Found Spelling Mistakes or Text Corrections, and You've Only Supplied a High Quality Print File

Due to the limited editability of PDFs, Mail Shark is not typically able to fix spelling mistakes or make text corrections on provided artwork. For this reason, if corrections are needed, we will need a new High Quality PDF with the adjustments made. However, if the original artwork files were created using Adobe InDesign or Illustrator, we can edit the artwork files if we are provided with packaged artwork files that include all fonts and linked images used in the design.



Client Supplied Artwork

SUBMISSION REQUIREMENTS

Artwork Submission

- Template file used OR meets this specification book requirements.
- Images at Full Resolution 300 PPI or higher
- .125" Full Bleeds

PDF Submission

- Highest Quality Setting
- Fully CMYK
- .125" Full Bleeds

Common Mistakes To Check For

- .125" Type Margin at Edges (also .125" type margin from folds OR scratch-off)
- Fold Locations & Panel Sizes
- CMYK Images & Colors (RGB & Spot Colors are not compatible)
- Mailing Label / Indicia Location
- Scratch-off Box wrong size or outside of designated area
- Magnet area should not contain important content



Find All Our Pre-Made Templates
& Specification Booklet Here!

www.TheMailShark.com/Templates



Direct Mail vs. EDDM

The majority of client pieces are created or set up with saturation or targeted mailing in mind. Mail Shark offers two standards for saturation mailers: Direct Mail and EDDM. Both of these standards have different mailing label requirements that must be met within the artwork. In this section, the differences between direct mail and EDDM will be explained along with the design standards for each option.

DIRECT MAIL

What is Direct Mail?

Direct mail advertising refers to physical mail that is delivered directly into the mailboxes of potential customers in a specific area. It can take the form of targeted mailing lists that are delivered to specific demographics, or saturation mail, which is sent to all or most of the households in a neighborhood. When a Mail Shark client signs up for a direct mailing campaign, they are getting a full package deal; Mail Shark will not only design and print their pieces, but will also create a mailing strategy and handle the postage/ mailing of the pieces. This type of mailing is the most popular service that Mail Shark provides.

Direct Mailing Label Breakdown

Every direct mailing piece will include a direct mailing label. These labels should include a client code and a postage permit. By default, the Mail Shark tagline is included to the right of the client code on the mailing label, however, it is not required and can be removed from the mailing label if requested by the client. The size of the direct mailing label varies slightly based on the product, but the standard size used on most pieces is 4" x 2.375". Certain pieces will include a 2D barcode on the mailing label directly underneath the client code. These are for our in-house production purposes and are generated by our design team during the creation of the artwork, or when a client supplied piece is spec-checked before being sent to print. The position of the mailing label should remain unaltered within the template files.



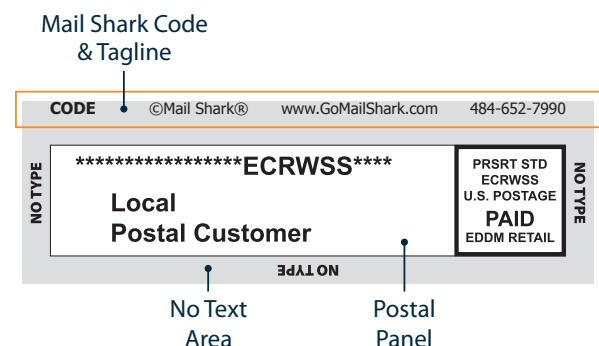
EDDM

What is EDDM?

Every Door Direct Mail, commonly known as EDDM, is a direct mailing service offered by the United States Postal Service. This do-it-yourself direct mail option gives business owners the ability to pay bulk mail rates without having to purchase a mailing permit. In contrast with Mail Shark's Direct Mailing program, EDDM requires the client to handle the postage and mailing of the pieces on their own. While EDDM is a lower priced option for mailing, it is also a more laborious one for most small business owners. For clients that choose Mail Shark's EDDM Print Only plan, the client will need to select the mailing area, fill out paperwork, bundle the pieces by carrier route, and drop them off at their local post office. If the client is willing to put in the effort, EDDM might be a more affordable mailing option for a small business.

Direct Mailing Label Breakdown

All EDDM pieces will have a specific mailing label on the artwork. In following Mail Shark's desirable design standard, the placement of this label will mirror the placement of the Direct Mailing label in the template files, albeit occupying a much smaller space. The size of the EDDM Postage Panel is 2.3125" x 0.5". All of the information inside the postage panel should remain unaltered. Located about 1/8th of an inch above the postage panel is the client code and the Mail Shark tagline. While the tagline is optional to include, the client code should remain on the piece above the postage panel. On all other sides, a 1/8th inch "NO TYPE" margin (shown as a grey box) ensures that the designer is aware that they cannot have any type within 1/8th of an inch of the EDDM label. This "NO TYPE" margin is set to Non-printing and will not show on the finalized design. The position of the EDDM label should remain unaltered within the template files.



Alternative Mailing Labels

DIRECT MAIL

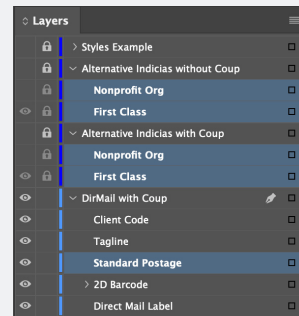
While most pieces use the standard postage rate, Mail Shark also offers two alternative mailing indicia through direct mail: First Class and Non-Profit. If a client would like to mail their pieces out at the first class rate, the first class indicia will be used on the mailing label. Non-profit organizations that are registered as such with USPS can take advantage of the discounted postage rates by using the non-profit mailing indicia.

PRST FIRST CLASS
US POSTAGE PAID
READING, PA
PERMIT #412

NONPROFIT ORG.
US POSTAGE PAID
READING, PA
PERMIT #412

Using Alternate Indicias in the Template Files

The alternate mailing permits (or indicia) can be found within the layers panel of any Mail Shark InDesign template file (for supported mailing products). The top two layers (one adjusted for coupons, the other without) have both alternate indicia present. Simply expand this layer, turn on visibility for the desired permit, then navigate to the direct mailing label layer currently visible and turn off the visibility for the standard indicia.



EDDM

Although Mail Shark does have a recommended standard for EDDM labels, USPS does allow for variation on this recommendation. Below are the official USPS requirements for an EDDM mailing label:

- The minimum size for the indicia box is 0.5" x 0.5".
- Font must be all caps.
- Font must be a minimum of 4 pt.
- The indicia needs to be placed 0.25" from any outside edge of the printed product.

PRSRT STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX

*****ECRWSSSEDDM*****

Postal Customer
City, State 5-Digit ZIP Code

Overprint & Pantone/RGB Colors

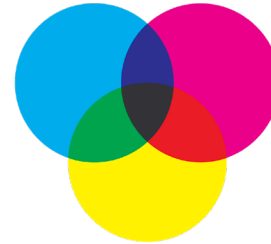
OVERPRINT

Overprint describes the way one color interacts with another. A shape that is set to overprint will print on top of a color that is below it, instead of knocking it out. For example, a magenta color that is overprinted on top of a cyan color will produce a purple. This option can be turned on and off in Adobe InDesign and Adobe Illustrator's 'Attributes' panel. By default, Adobe InDesign and Adobe Illustrator's normal 'Preview' view will not show this effect. We encourage artists to use Overprint Preview before creating a print file to ensure shapes and images do not have this effect applied unintentionally. That said, this effect is difficult to reproduce on the printing press. It's best to not use overprint fill on our artwork. We encourage you to find a knockout color that closely compares for best results.



Normal Preview

Each of the above shapes is tagged with the 'Overprint Fill' attribute. When viewed with normal 'Preview' view, each shape's color knocks out the shape below it.



Overprint Preview

With Overprint Preview turned on, each shape's color mixes with the color below it. This provides the most accurate representation of what the printed piece will look like. We encourage you to find a knockout color that closely compares to the color you need rather than use the overprint fill effect; it can be difficult to reproduce on the printing press.

PANTONE & RGB COLORS

DO NOT use RGB or Pantone Colors

All artwork is converted to pure CMYK before being sent to the printing press. This means that if your artwork is not using CMYK it may not properly color match. We prefer artists avoid using them.



Pantone 2728 C

CMYK Process



RGB Green

CMYK Green

RGB Vector Graphics

There are various effects that can be applied in RGB color space that will convert to CMYK poorly or not at all. This can happen to RGB vector artwork downloaded from stock image websites. Always be sure to double check the color space of your vector artwork and view your artwork in Overprint Preview before exporting a final print file.

Workaround

If what is shown above happens to you, you can export the image to a high resolution raster file in RGB color space (such as JPEG or PNG), then convert that image to CMYK. This can avoid some of these conversion issues.



Vector Artwork in RGB



Converted to CMYK

Plain Black vs. Rich Black

What is Plain Black?

Plain Black is built with only black ink (K). It will appear lighter than Rich Black because it is only using up to 100% of a single ink. This color is represented by Adobe InDesign's default '[Black]' color swatch.

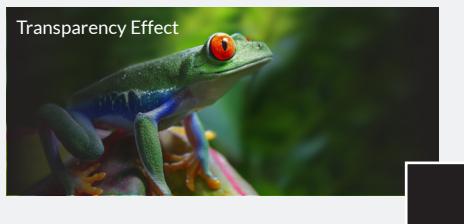
What is Rich Black?

Rich Black is the result of adding more ink to Plain Black. Because adding ink increases the ink's density, it will appear darker than Plain Black. There are different varieties of Rich Black, including Warm Black, Cool Black.

The values below we have found work the best for our type of paper and printing press.

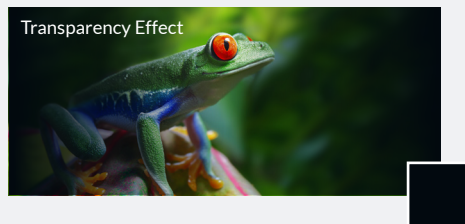
Plain Black

[0, 0, 0, 100]



Cool Black

[36, 18, 19, 100]



Rich Black

[36, 36, 36, 100]



Warm Black

[20, 36, 36, 100]



When Does This Matter?

Computer Screens

On a computer screen, it can be challenging to see the difference between these two types of black. Adobe InDesign, Illustrator and Acrobat (Reader and Pro) each have options to help discern them from each other

Adobe InDesign & Adobe Illustrator

These options are found in Preferences > Appearance of Black...

Adobe Acrobat

In the Page Display area of Preferences, setting 'Use Overprint Preview...' to 'Always' will provide a more accurate representation of black ink.

Black Plate Groups

Occasionally a customer will want to use a single piece of artwork with multiple store locations. In these situations, the information that changes from one location to the next can only be made in Plain Black.

Transparency

Lowering the opacity of a shape that is Plain Black will look different than if it were Rich Black. This is due to the different ink densities. Depending on how your Rich Black is built, this effect can look different. For example, on the left, the Cool Black effect on the frog is visibly more 'cool' than the Warm Black effect below it.

Images

The black in a photograph is almost never Plain Black. Many times an artist will try to blend an image with a Plain Black background. However, when viewed with Overprint Preview, the blend of hues can look odd. Using a Rich Black behind the photo instead will produce a much better looking blend.

Black Plate Groups

What Is a 'Black-Plate Group'?

Some clients have multiple locations. In situations like these, it can make sense to use a single piece of artwork, and only change store information for each location. When these locations go to print, a set of Cyan, Magenta, and Yellow plates are created for the whole group, and then a black plate is made for each location in the group.

Variable Information Must Be Plain Black

The only plate that is changing for each piece in a Black Plate group is the black plate, any information that changes from one location to the next must be made using only black ink. All content that utilizes cyan, magenta and yellow should not be changed or moved from one print file to the next.



Whether it is black text, or the colors are inverted, what is important is that the black ink is a mix of 0% Cyan, 0% Magenta, 0% Yellow & 100% Black.



Example Location 1



Example Location 2



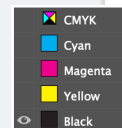
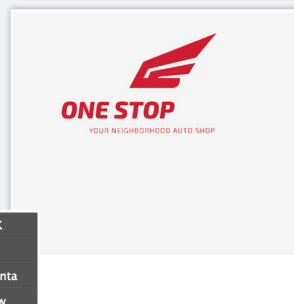
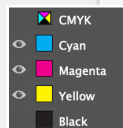
Example Location 3



Example Location 4

Separations Preview

Separations Preview is a useful tool for looking at the ink plates in your artwork. This panel is found in Adobe InDesign and Adobe Illustrator. It allows one to view each of the individual plates. When using this panel to inspect artwork for a black-plate group, be sure that when you hide the 'Black' ink plate, the information that is changing completely disappears.



Regular Sized Menu/Brochure

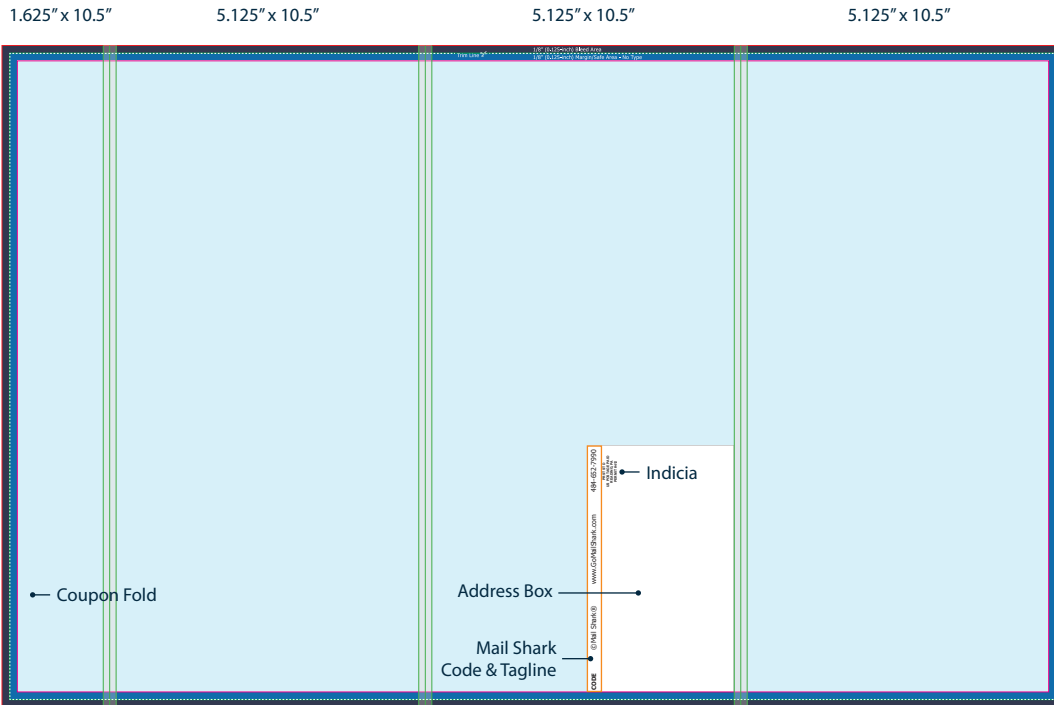
Size 17" x 10.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

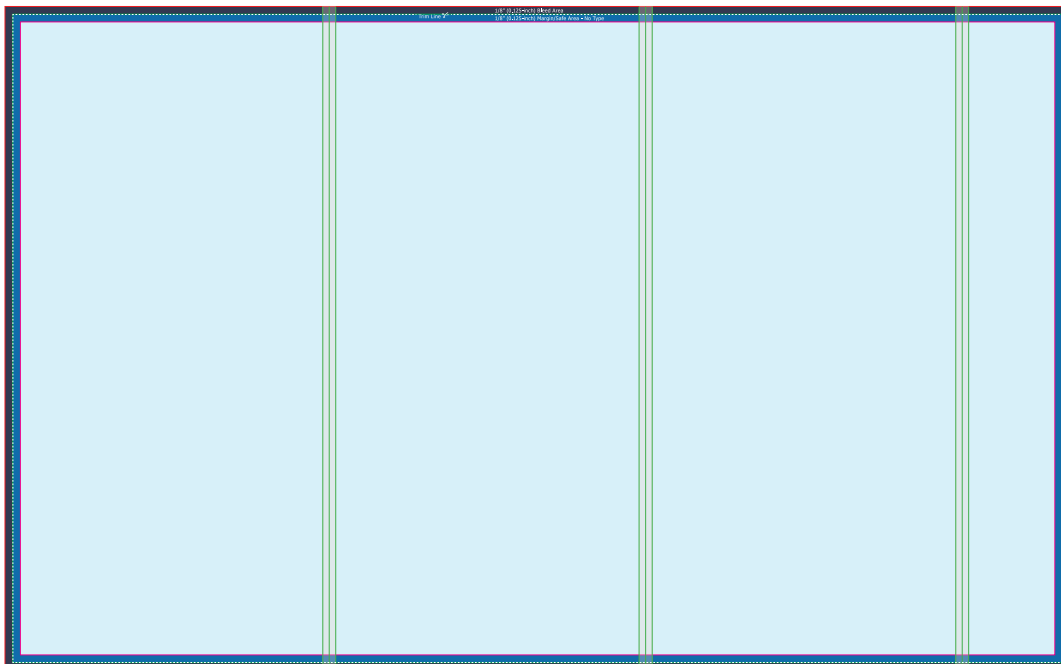
Address Box 4" x 2.375" • Mailing Types: Direct Mail, EDDM, Print Only

With Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

Regular Sized Menu/Brochure

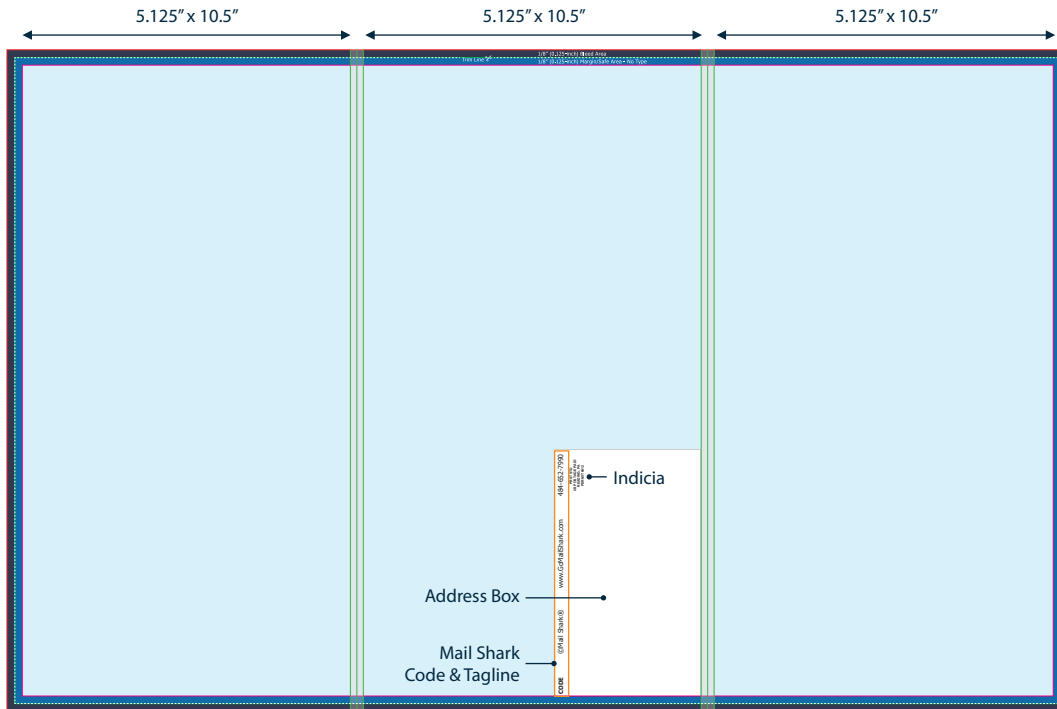
Size 17" x 10.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

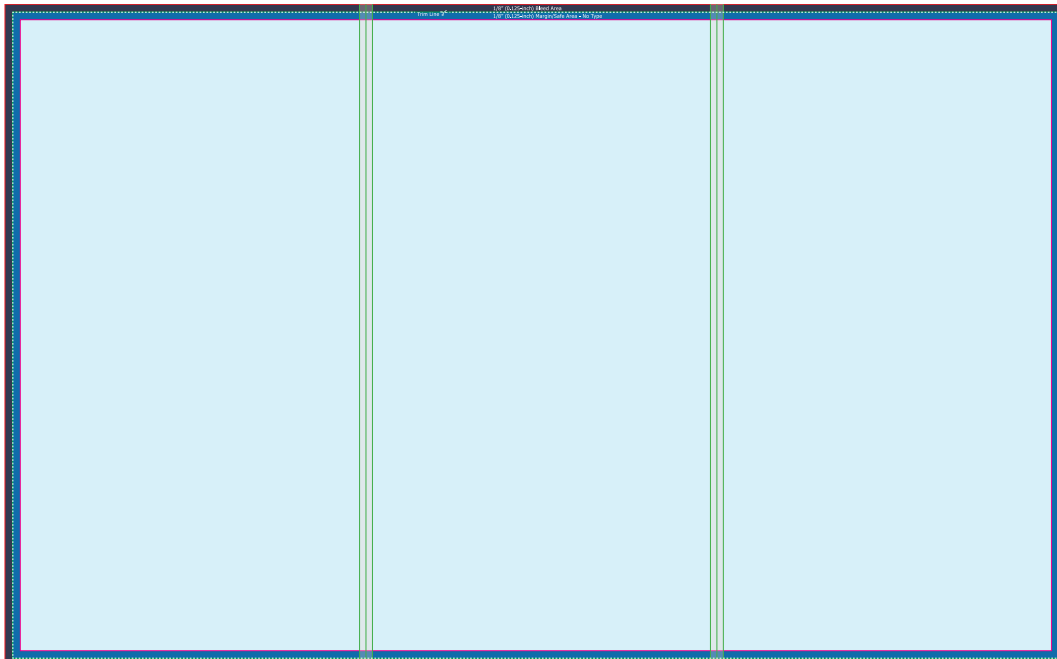
Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Without Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

XL Menu/Brochure

Size 21.5" x 10.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

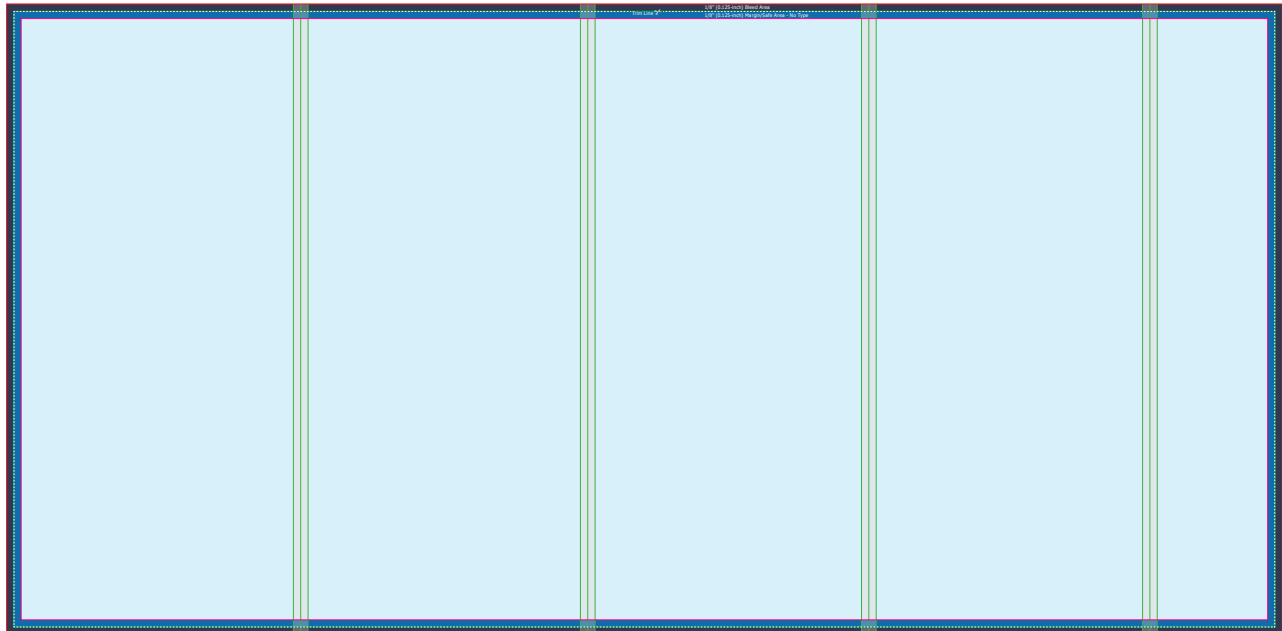
Address Box 4" x 2.375" • Mailing Types: Direct Mail, EDDM, Print Only

With Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

XL Menu/Brochure

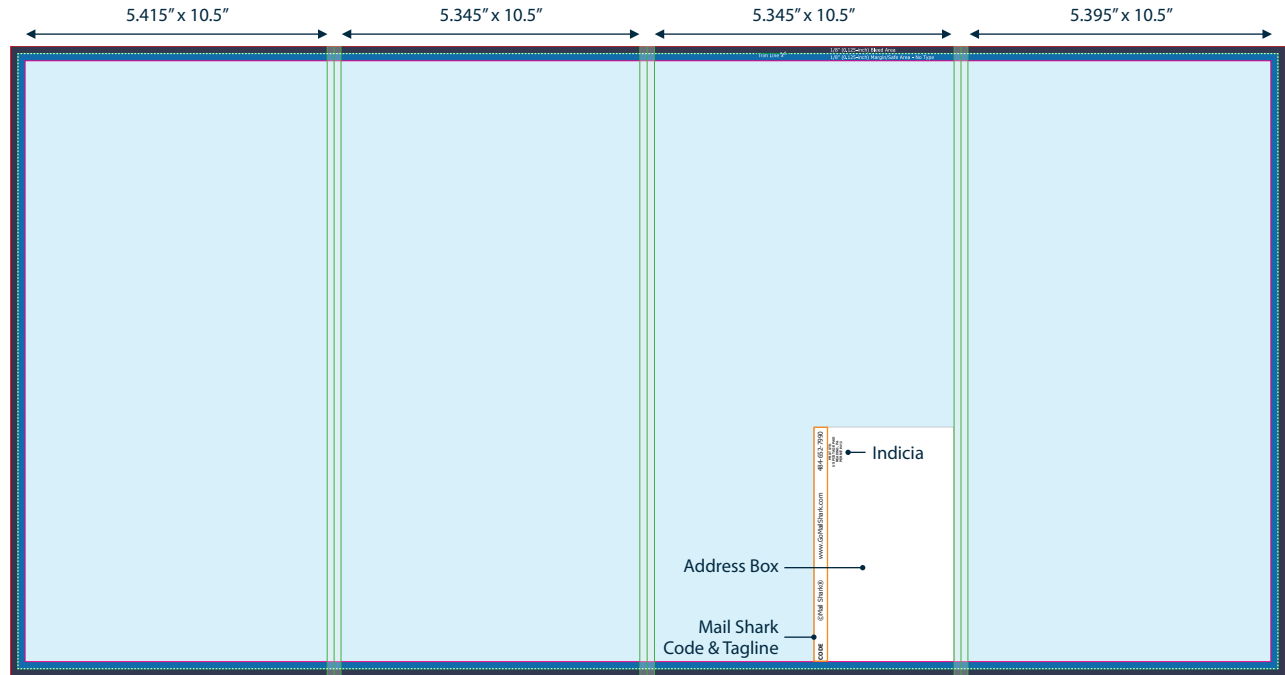
Size 21.5" x 10.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

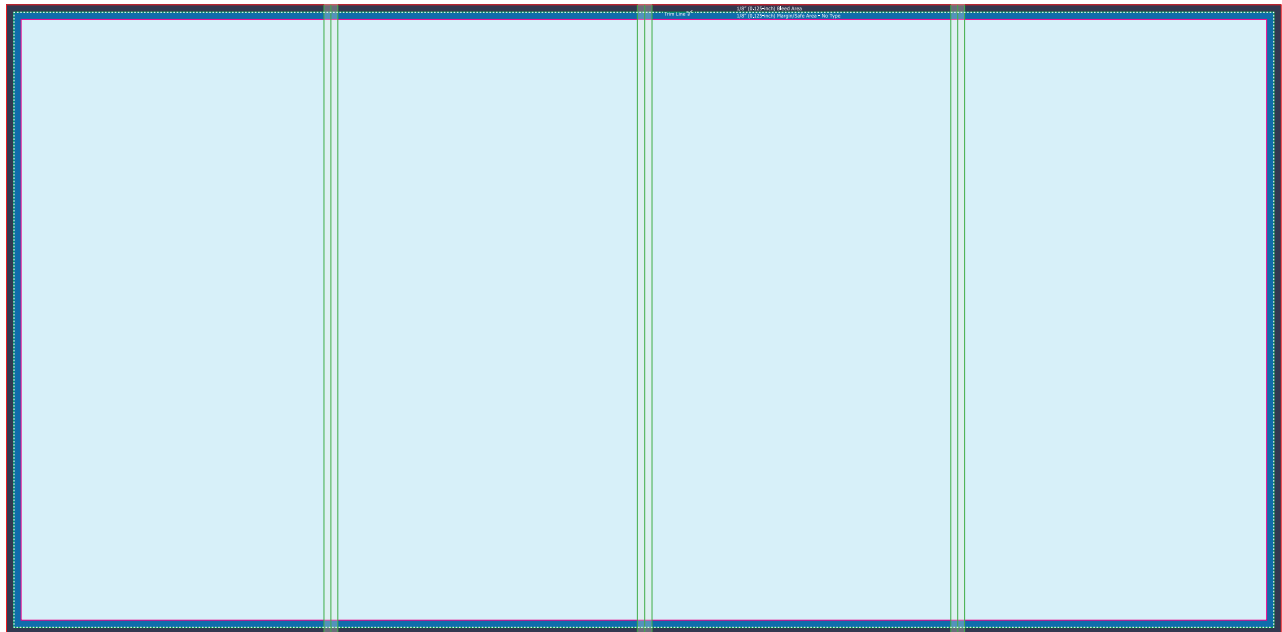
Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Without Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



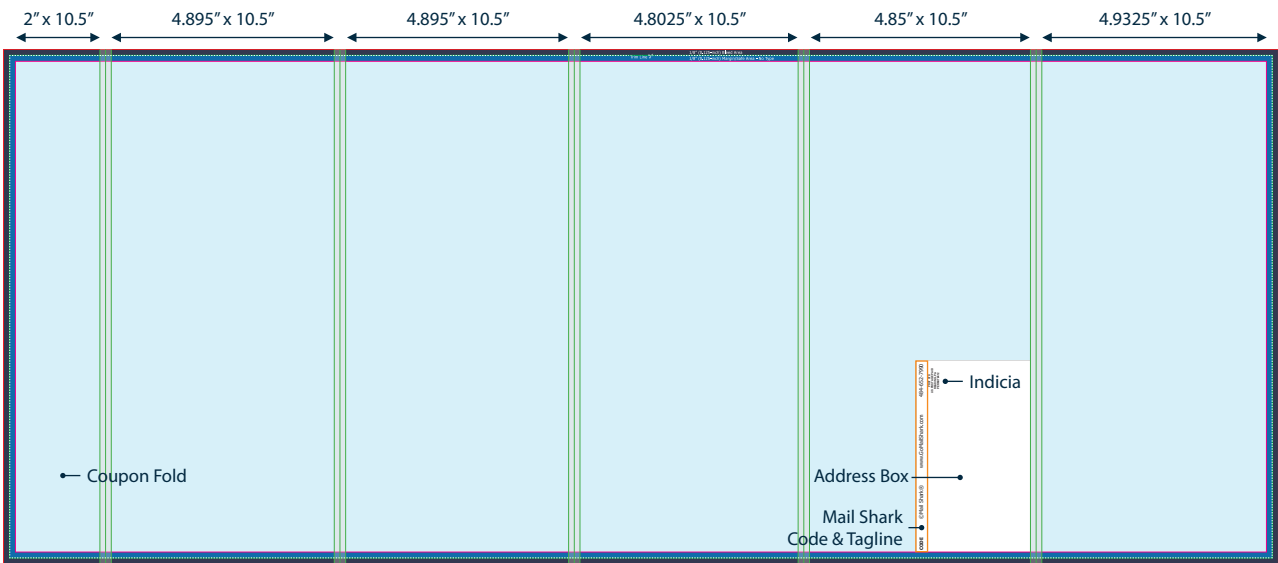
FOLD LINES & GUTTERS

XXL Menu/Brochure

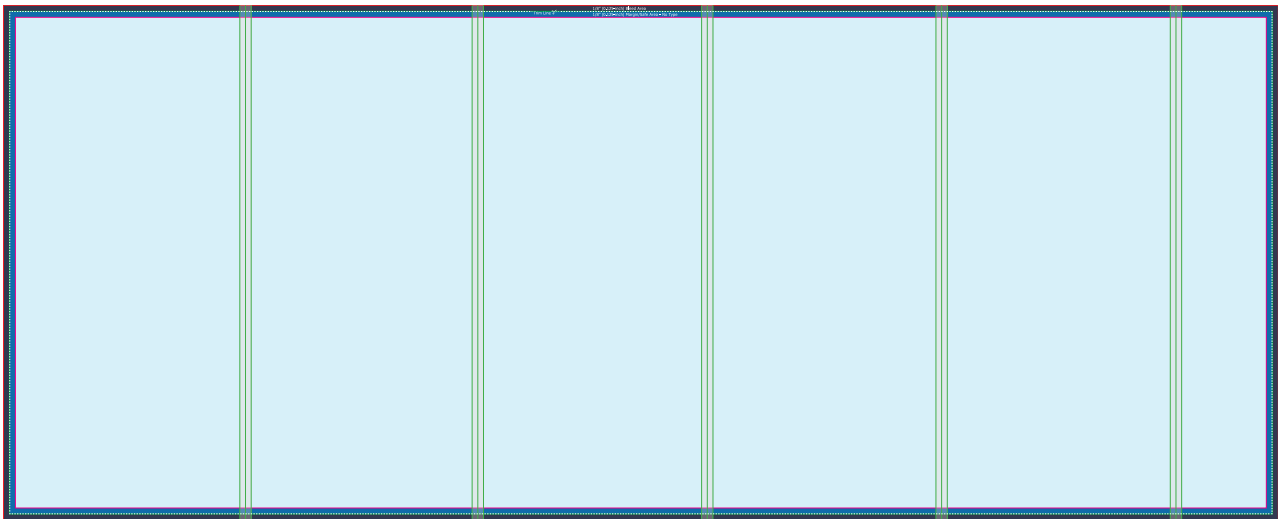
Size 26.375" x 10.5" • **Bleed** 0.125" • **Margin** 0.125"
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)
Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

With Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

XXL Menu/Brochure

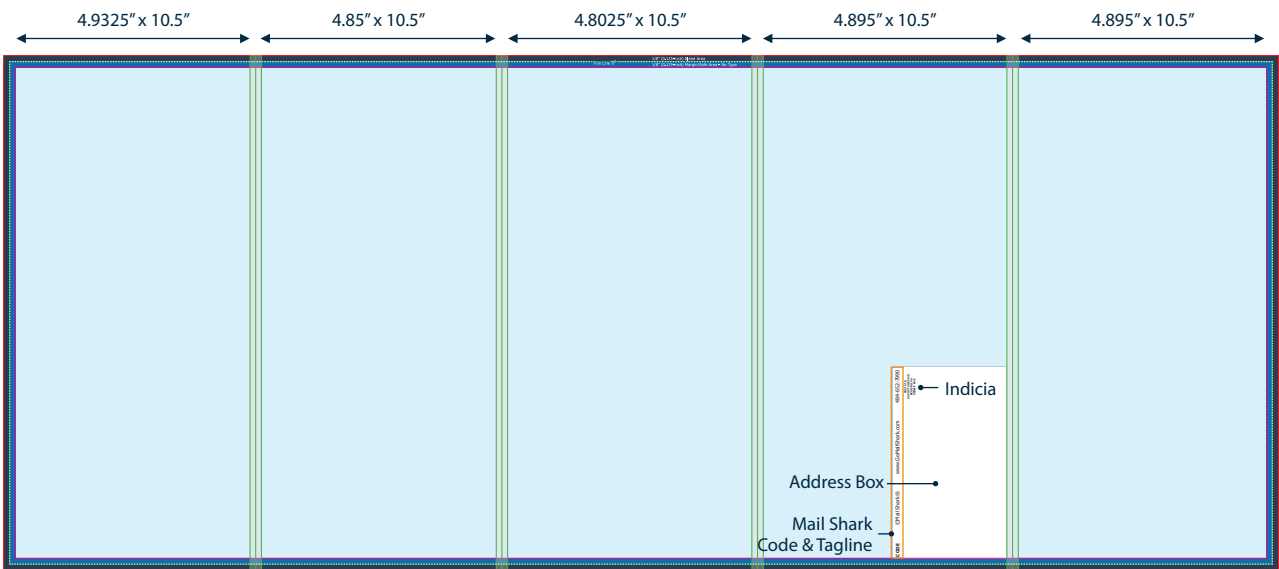
Size 26.375" x 10.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

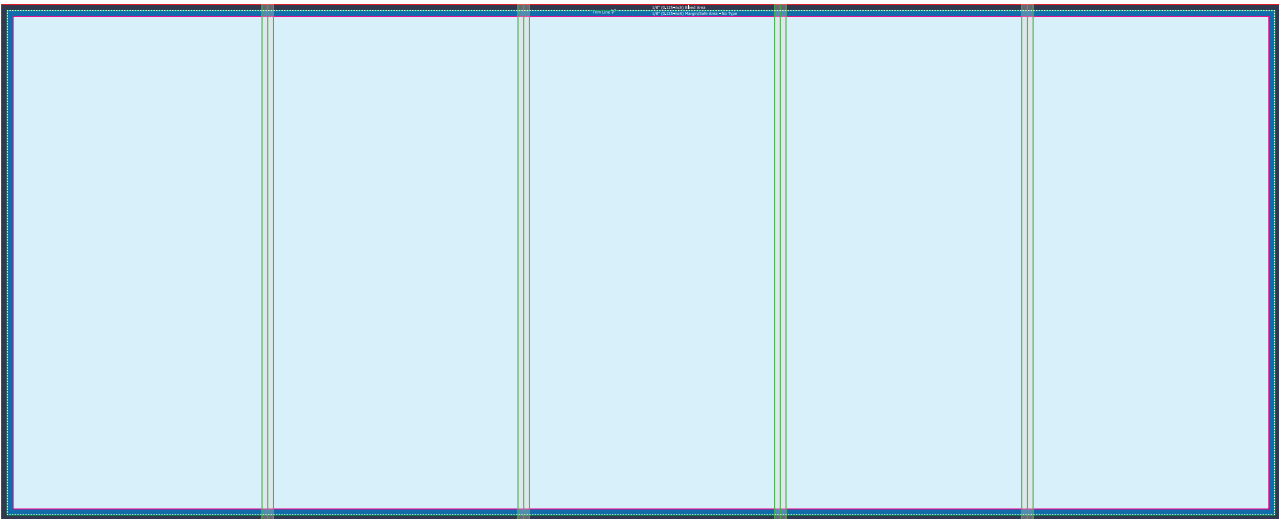
Address Box 4" x 2.375" • Mailing Types: Direct Mail, EDDM, Print Only

Without Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

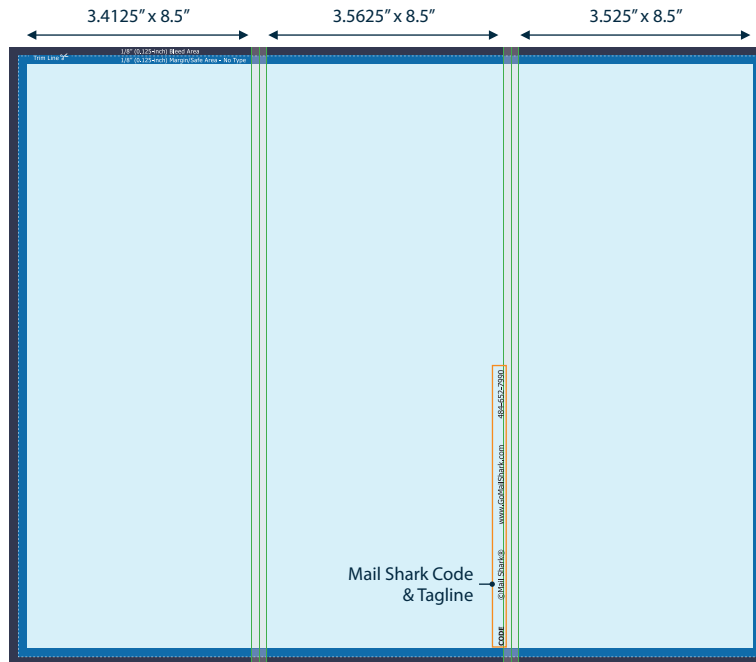
Small Menu/Brochure

Size 10.5" x 8.5" • **Bleed** 0.125" • **Margin** 0.125"

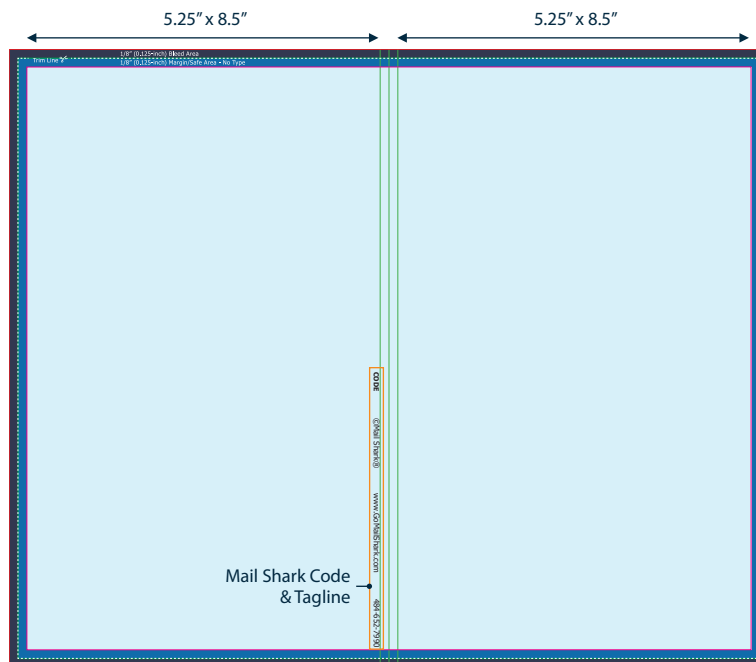
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Mailing Types: Print Only

Tri-Fold



Bi-Fold



COLOR KEY

■ BLEED ■ MARGIN ■ CONTENT ■ FOLD LINES & GUTTERS

Small Menu/Brochure

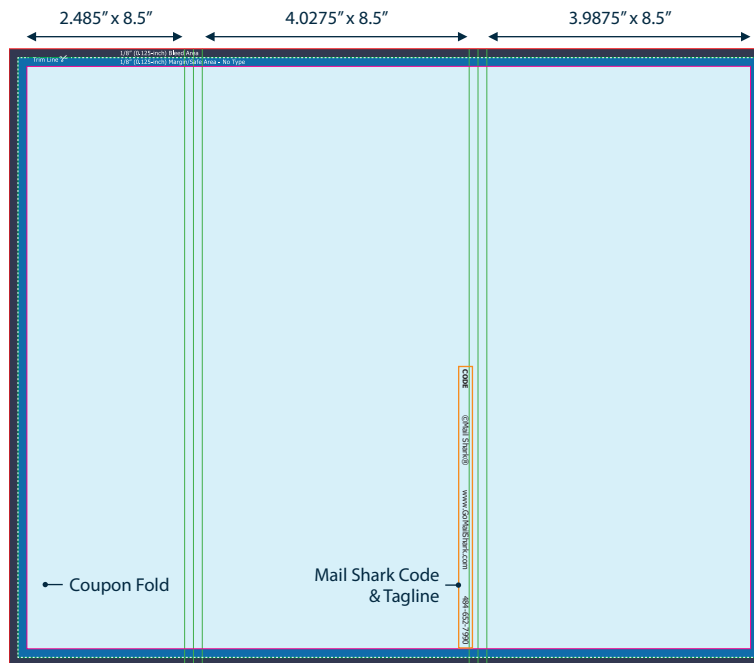
Size 10.5" x 8.5" • Bleed 0.125" • Margin 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

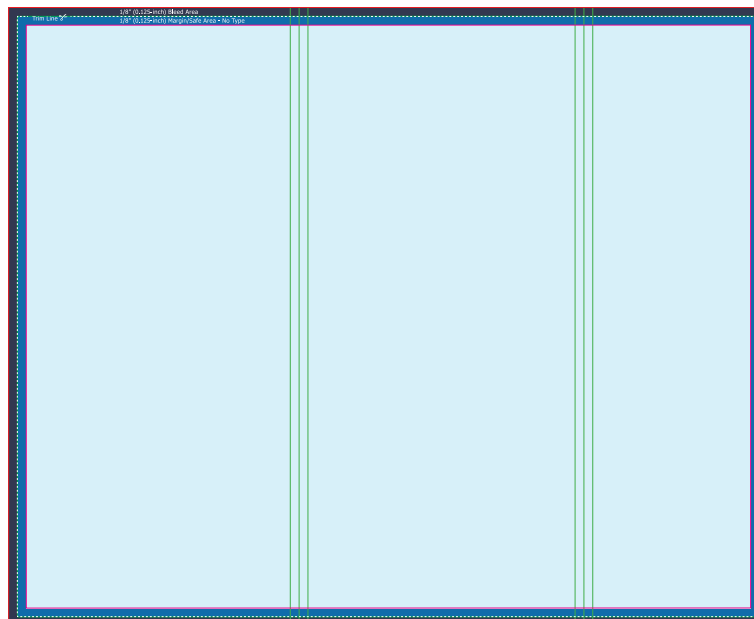
Mailing Types: Print Only

With Coupon Fold

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

Small Menu/Brochure

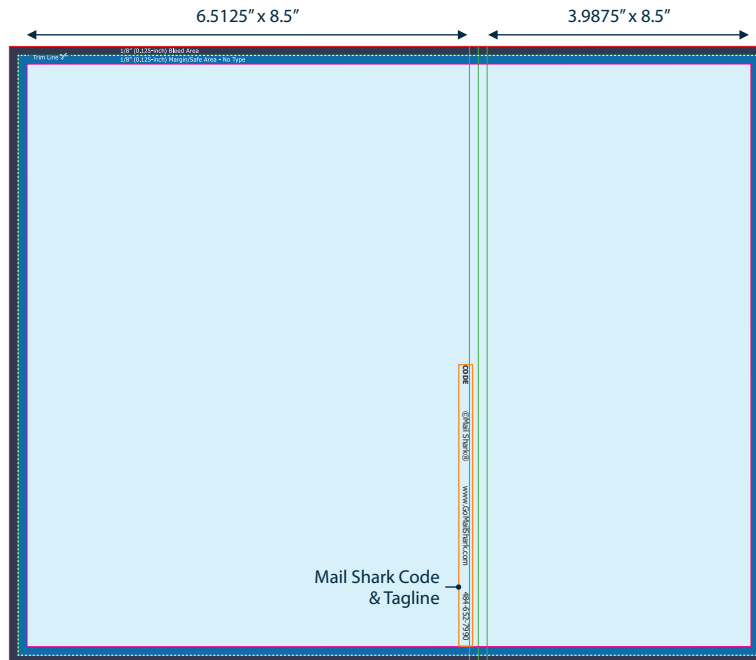
Size 10.5" x 8.5" • **Bleed** 0.125" • **Margin** 0.125"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

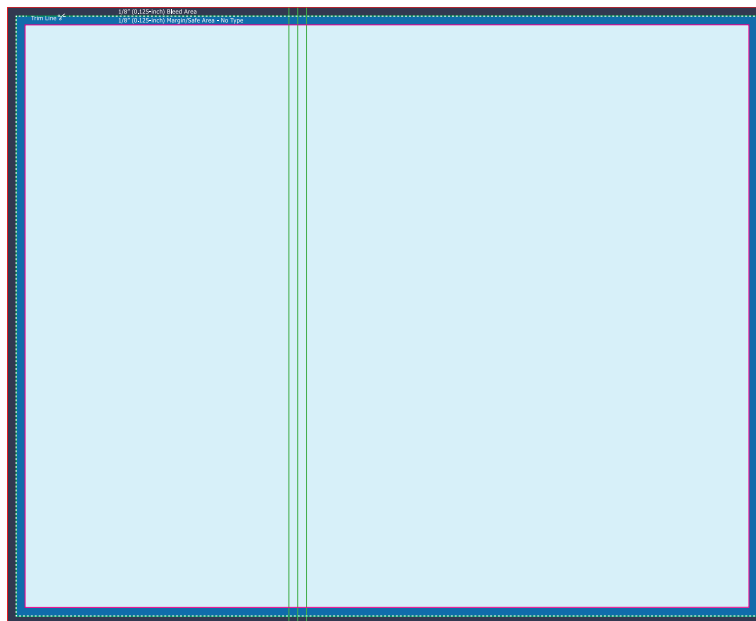
Mailing Types: Print Only

Bi-Fold "For Flat"

Outside



Inside



COLOR KEY



BLEED



MARGIN



CONTENT



FOLD LINES & GUTTERS

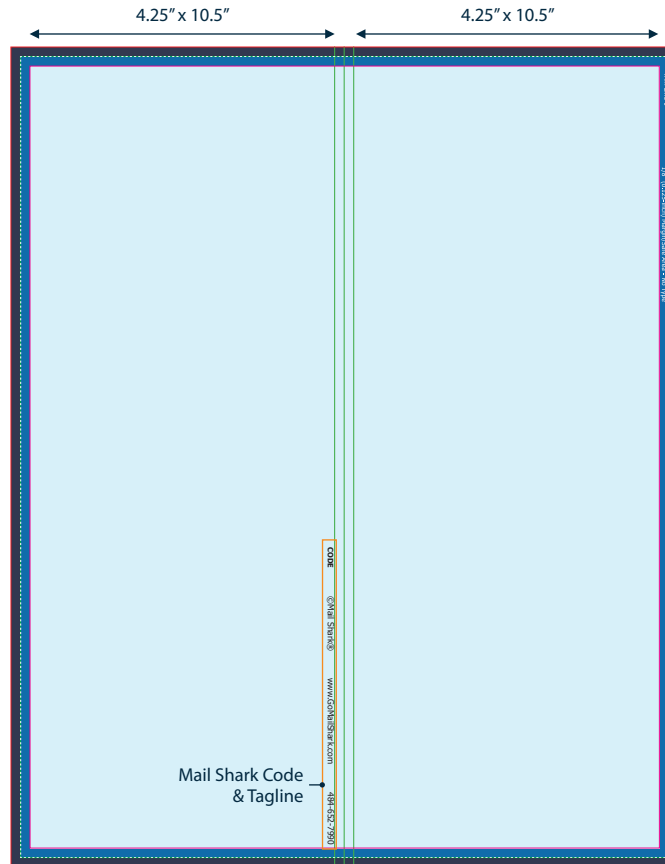
Small Menu/Brochure

Size 10.5" x 8.5" • **Bleed** 0.125" • **Margin** 0.125"

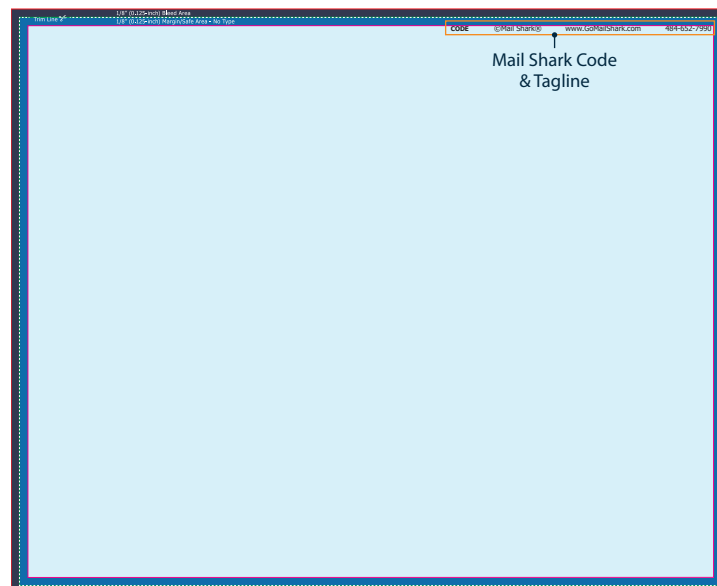
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Mailing Types: Print Only

Tall Bi-Fold



Flat



COLOR KEY

BLEED

MARGIN

CONTENT

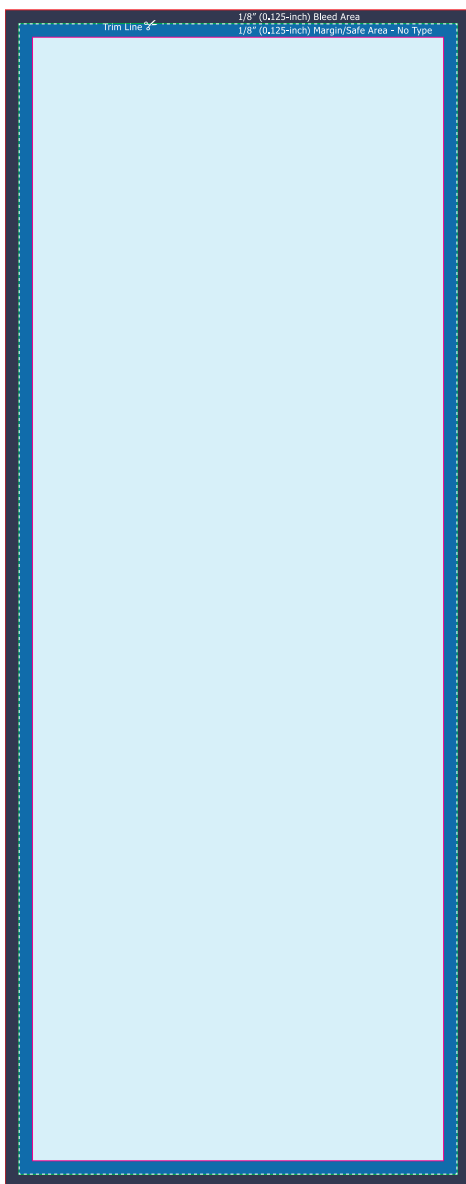
Two Sided Box Topper/Flyer

Size 4" x 10.5" • Bleed 0.125" • Margin 0.125"

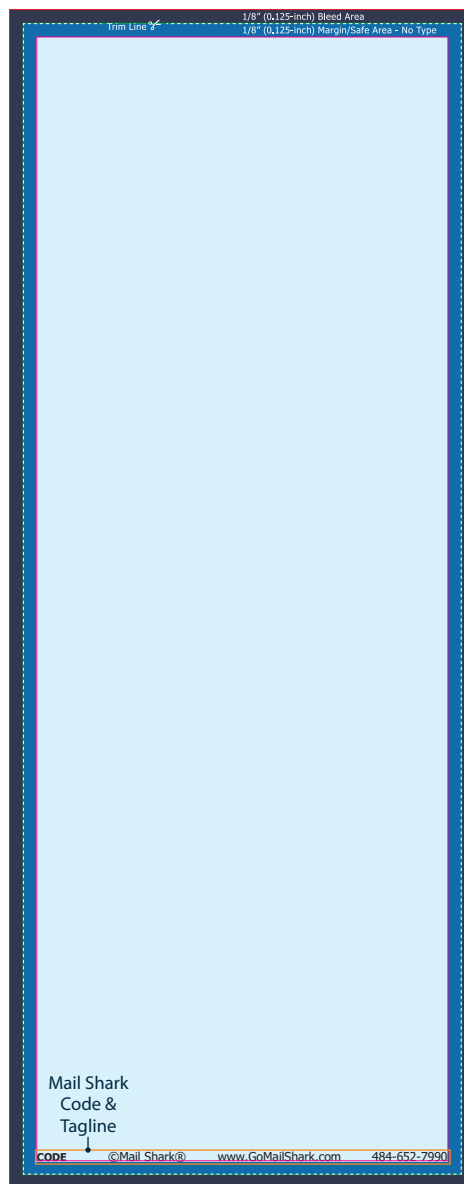
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Mailing Types: Print Only

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT

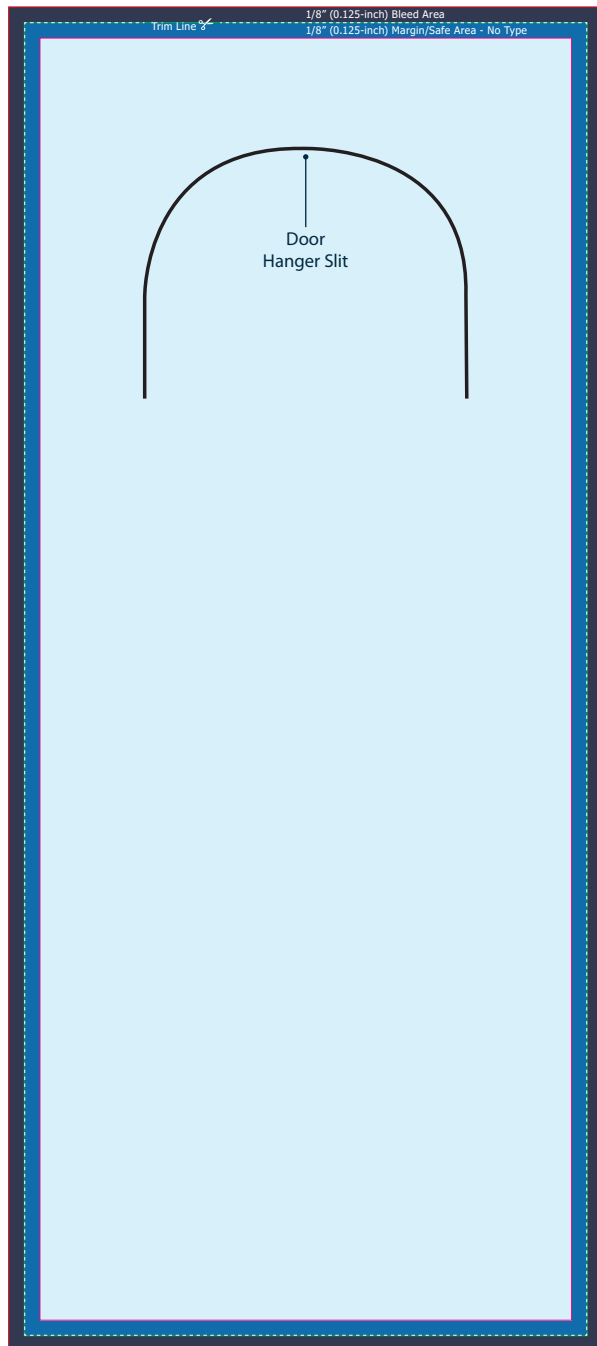
Door Hanger

Size 4.5" x 10.5" • Margin 0.125" • Bleed 0.125"

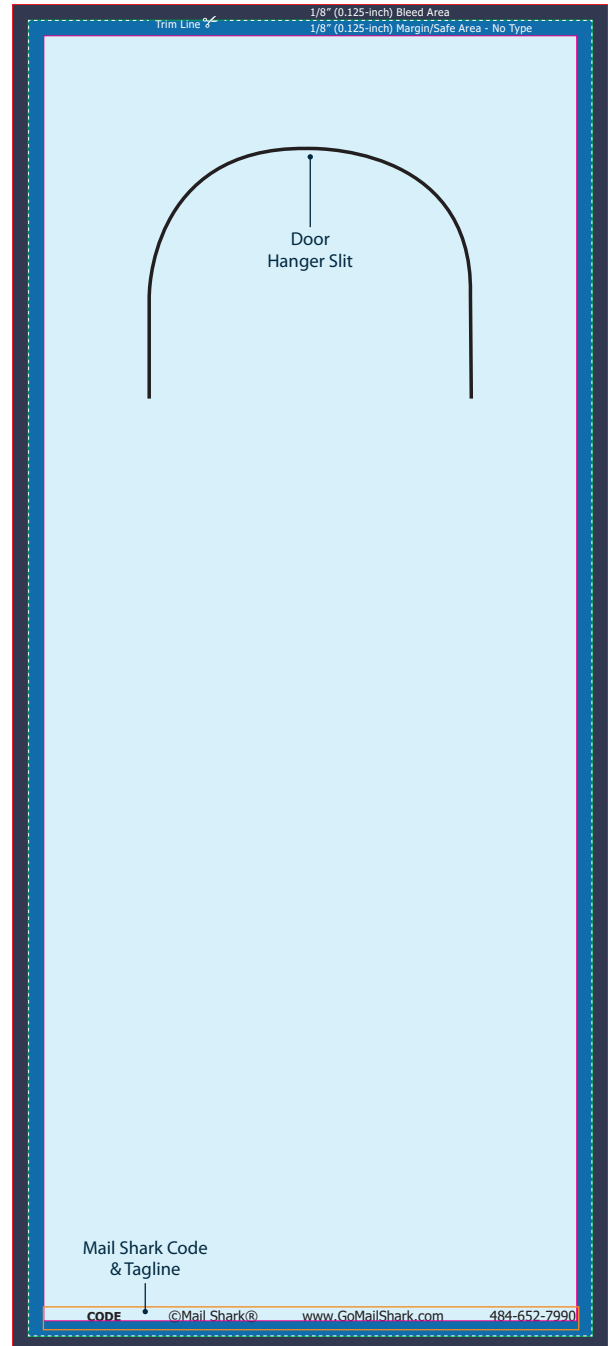
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Mailing Types: Print Only

Front



Back



COLOR KEY

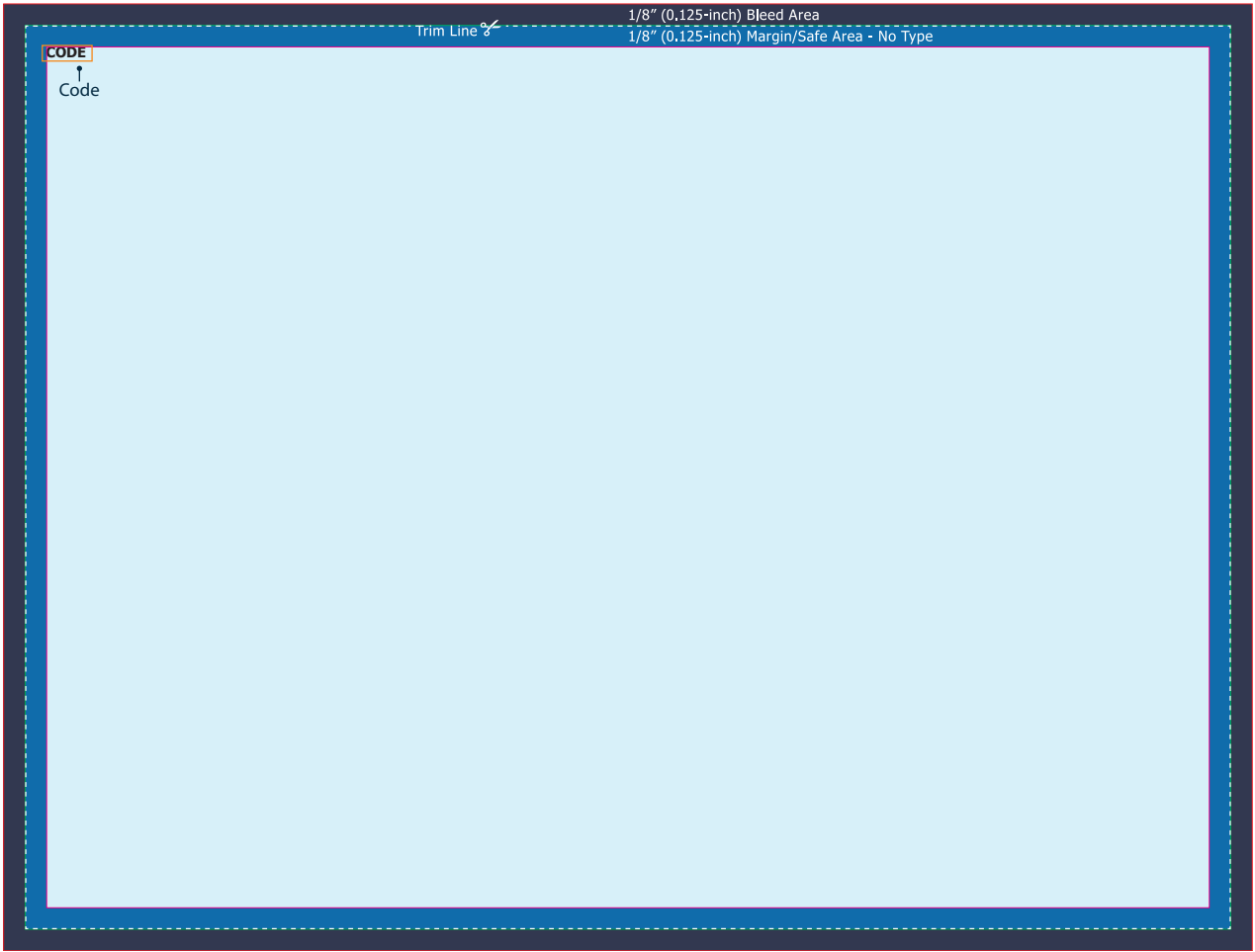
BLEED

MARGIN

CONTENT

Monthly Box Topper

Size 7" x 5.25" • **Bleed** 0.125" • **Margin** 0.125" • 1-Sided
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)
Mailing Types: Print Only



COLOR KEY



BLEED



MARGIN



CONTENT

Envelope #10

Size 9.375" x 4.125" • No Bleed • Margin 0.25"+
Final Export: High Quality Print (No Bleeds)
Mailing Types: Direct Mail

Window (Variable)



No Window (Static)



COLOR KEY

MARGIN

CONTENT

Envelope #10

Size 9.375" x 4.125" • No Bleed • Margin 0.25"

Final Export: High Quality Print (No Bleeds)

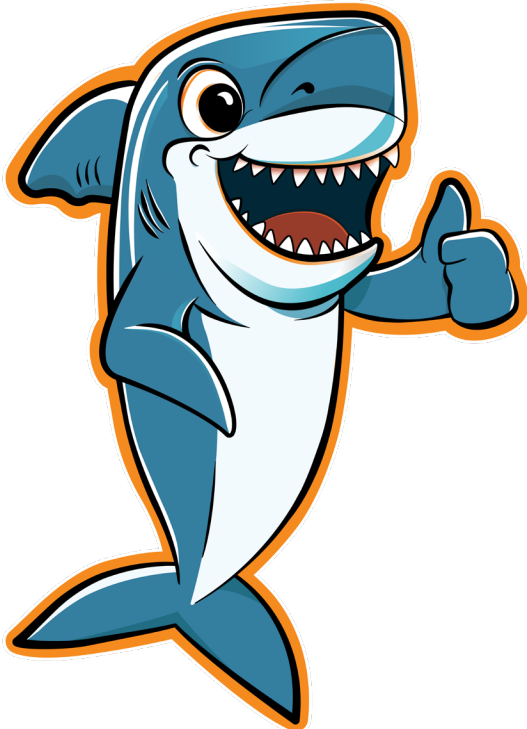
Mailing Types: Direct Mail

Optional Return Envelope

Mail Shark Postage — **PLACE STAMP HERE**

CODE
↑
Code

Company Name
Attn: Company Department
Company Street
Company Address



For all letter mailers and envelopes, artwork cannot bleed off the page. The margin area will be filled in with white during our production process. Please keep this in mind when creating your design as anything that falls outside of the content area will not show on the final piece. If you have any questions please reach out to your Project Coordinator or Account Executive!

COLOR KEY

 MARGIN

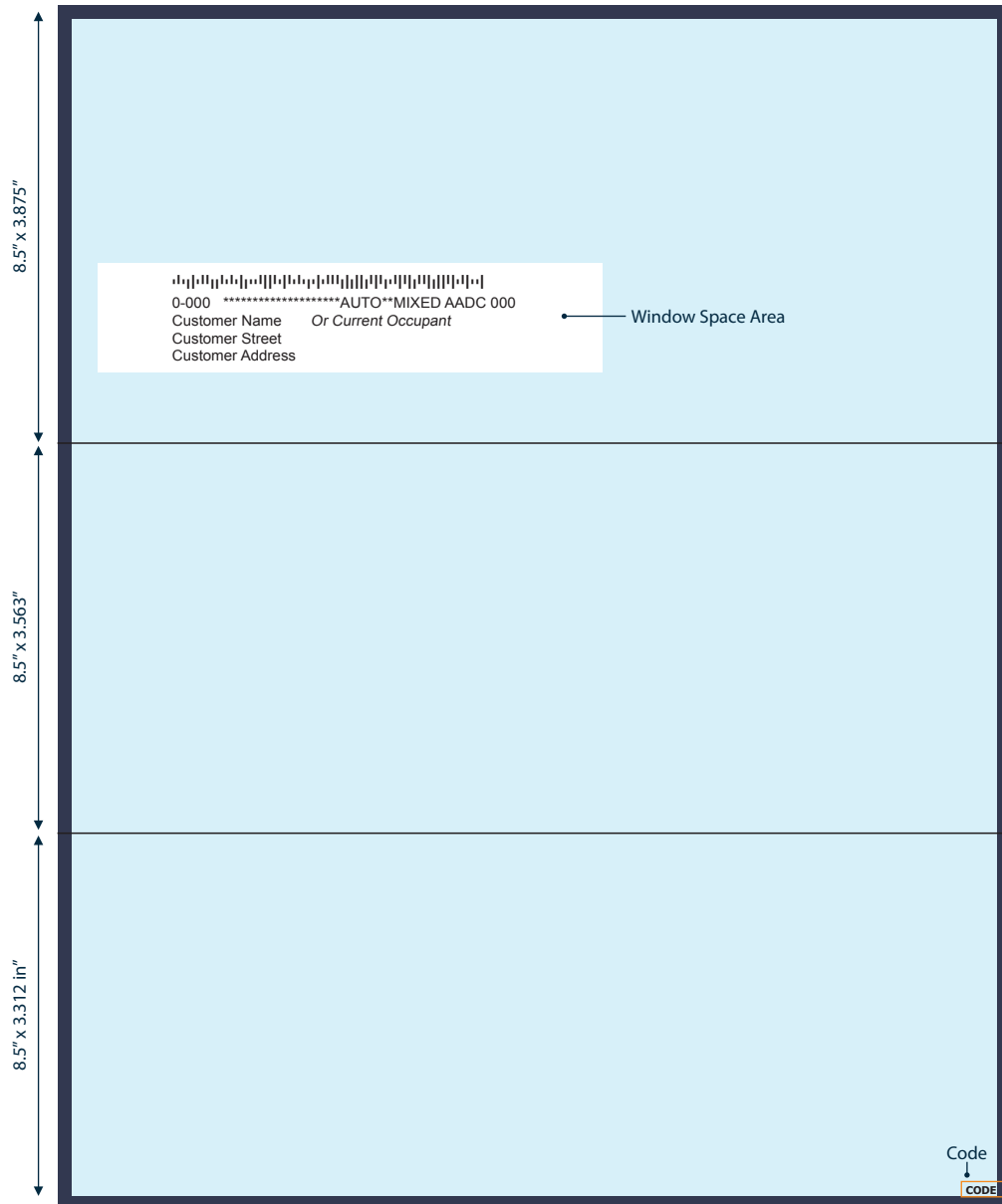
 CONTENT

Standard Letter (Variable)

Size 8.5" x 11" • Margin 0.125"

Final Export: High Quality Print (No Bleeds)

Envelope Type: Window • Mailing Types: Direct Mail



COLOR KEY



MARGIN



CONTENT



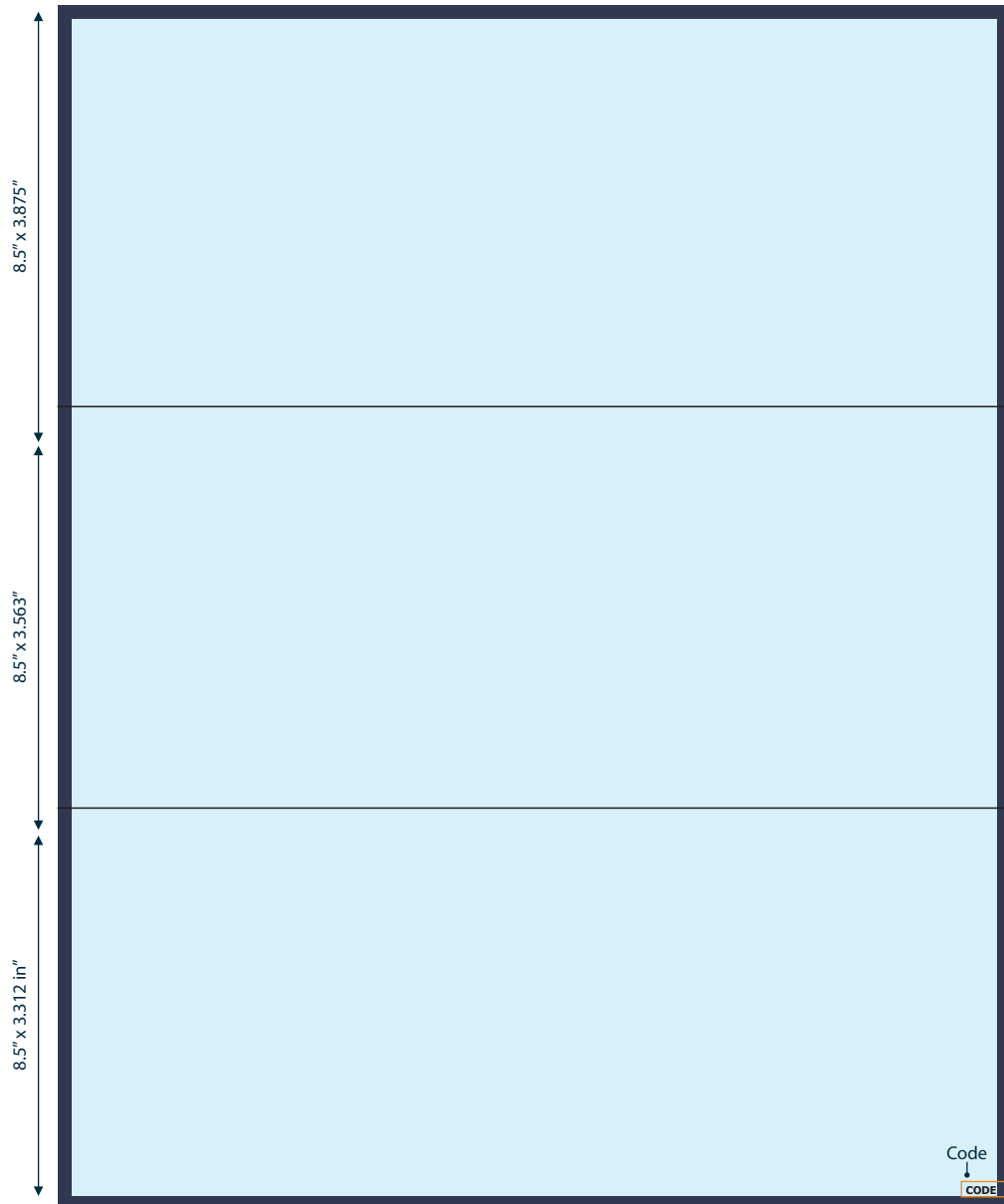
FOLD LINES

Standard Letter (Static)

Size 8.5" x 11" • Margin 0.125"

Final Export: High Quality Print (No Bleeds)

Envelope Type: No Window • Mailing Types: Direct Mail



COLOR KEY



MARGIN



CONTENT



FOLD LINES

Legal Letter (Variable)

Size 8.5" x 14" • Margin 0.125"

Final Export: High Quality Print (No Bleeds)

Envelope Type: Window • Mailing Types: Direct Mail

The diagram illustrates a vertical envelope template with a light blue content area and a dark blue margin. The envelope is divided into four horizontal sections by fold lines. The dimensions for each section are indicated on the left side with double-headed arrows:

- Top section: 8.5" x 3.875"
- Second section: 8.5" x 4"
- Third section: 8.5" x 4"
- Bottom section: 8.5" x 1.875"

A white rectangular window is located in the top section, containing the following text:

0-000 *****AUTO**MIXED AADC 000
Customer Name Or Current Occupant
Customer Street
Customer Address

A line points from the text "Window Space Area" to the window.

In the bottom right corner of the bottom section, there is a small box labeled "CODE" with the word "Code" written above it.

COLOR KEY



MARGIN



CONTENT



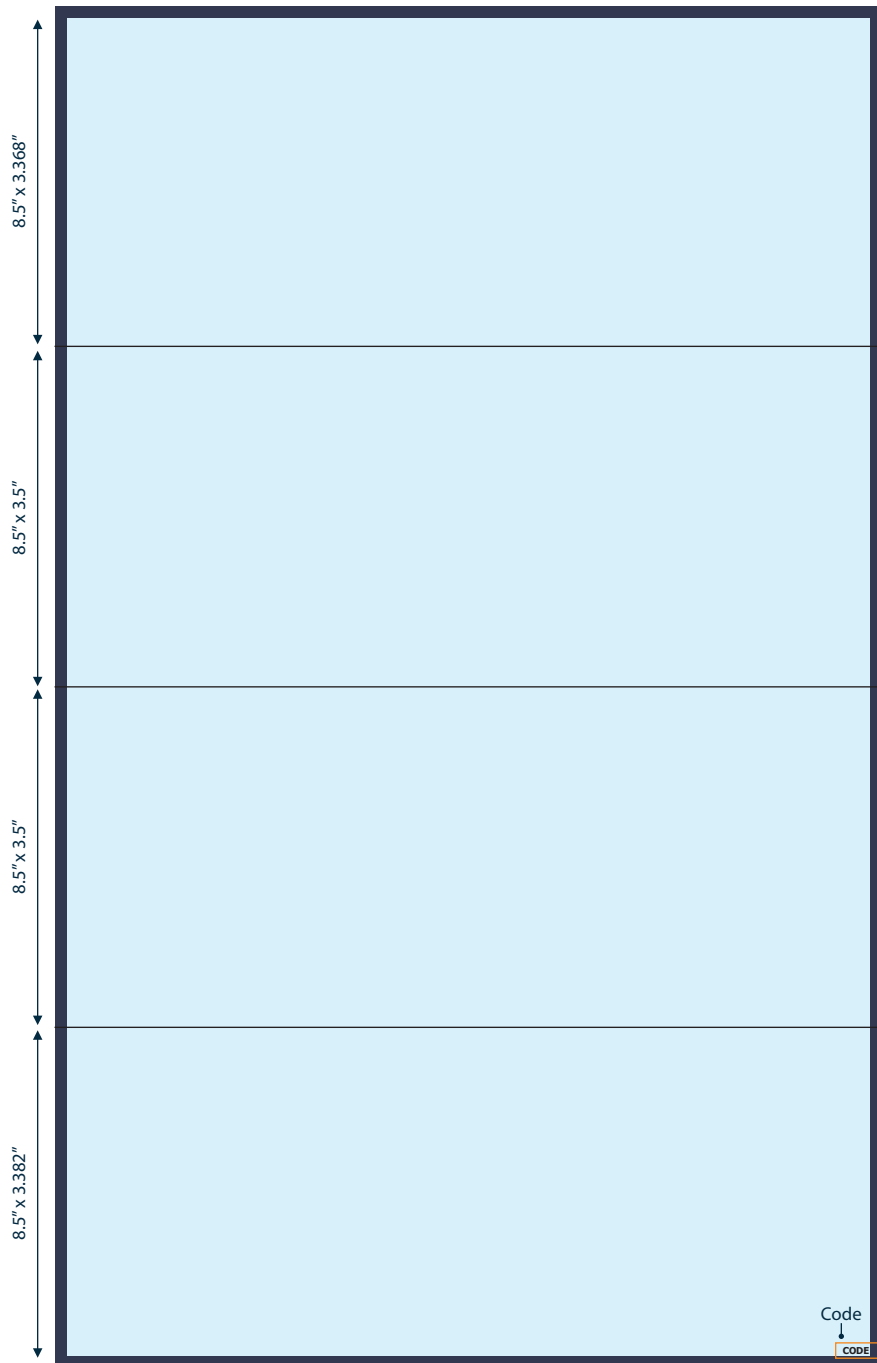
FOLD LINES

Legal Letter (Static)

Size 8.5" x 14" • Margin 0.25"

Final Export: High Quality Print (No Bleeds)

Envelope Type: No Window • Mailing Types: Direct Mail



COLOR KEY



MARGIN



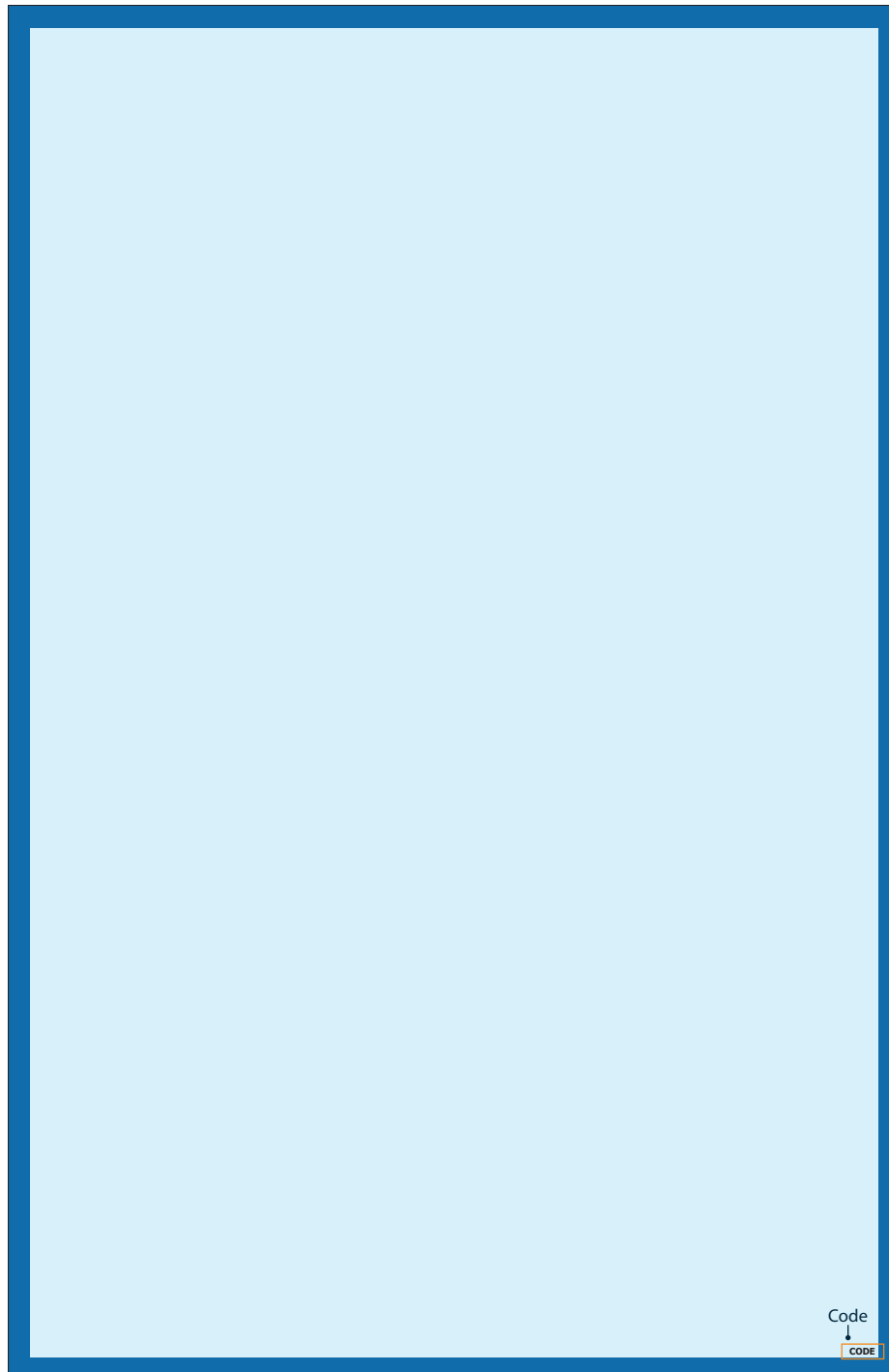
CONTENT



FOLD LINES

Window Cling

Size 24" x 36" or 29.25" x 40" • **Margin** 0.5"
Final Export: High Quality Print (No Bleeds)
Mailing Types: Print Only



Custom Sizes Available

Please Speak with your Account Executive or Project Coordinator

COLOR KEY



MARGIN



CONTENT

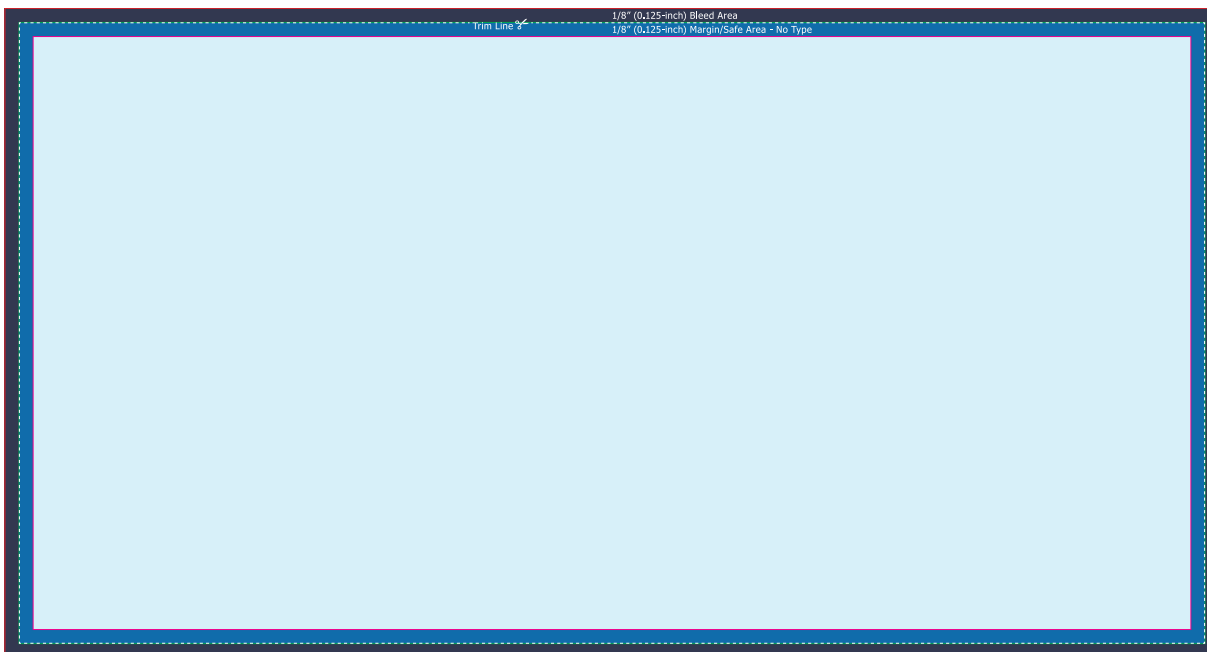
Oversized Postcard

Size 10.5" x 5.5" • Margin 0.125" • Bleed 0.125"

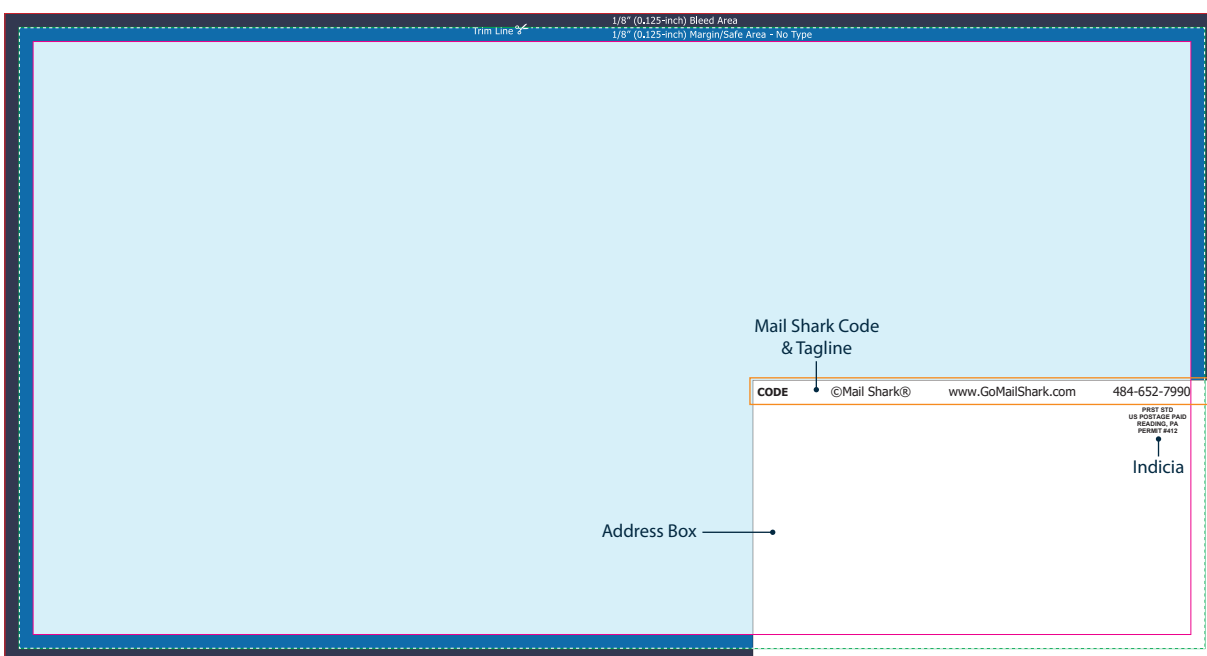
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT

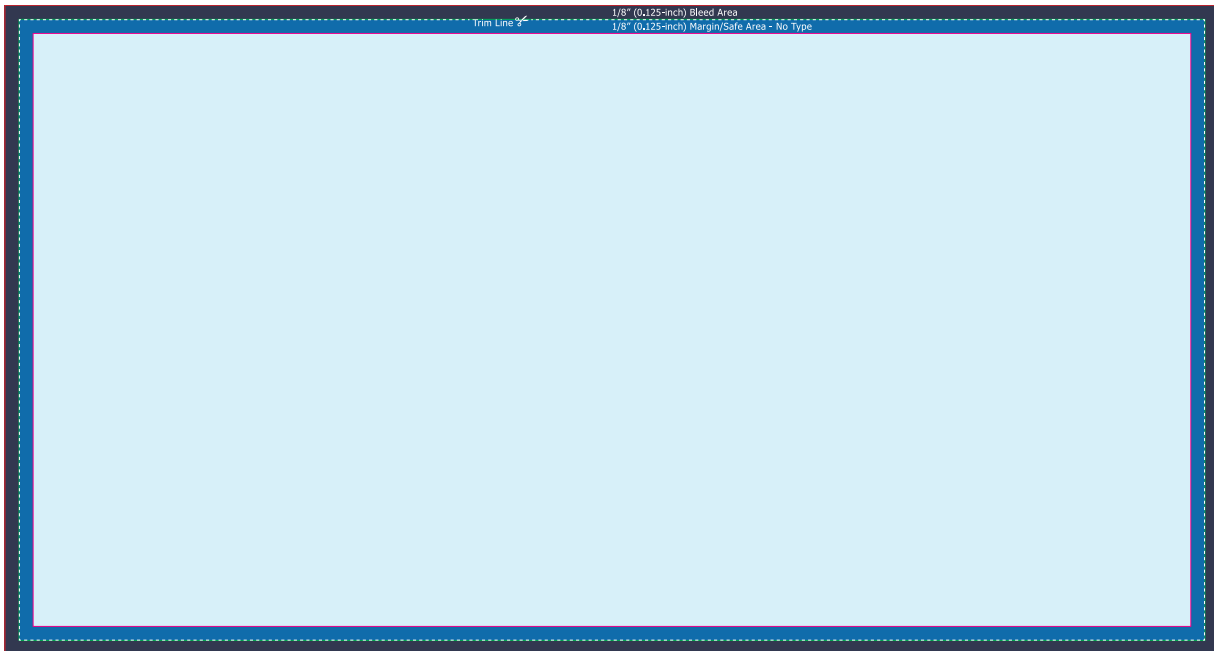
Scratch-Off Postcard

Size 10.5" x 5.5" • **Margin** 0.125" • **Bleed** 0.125"

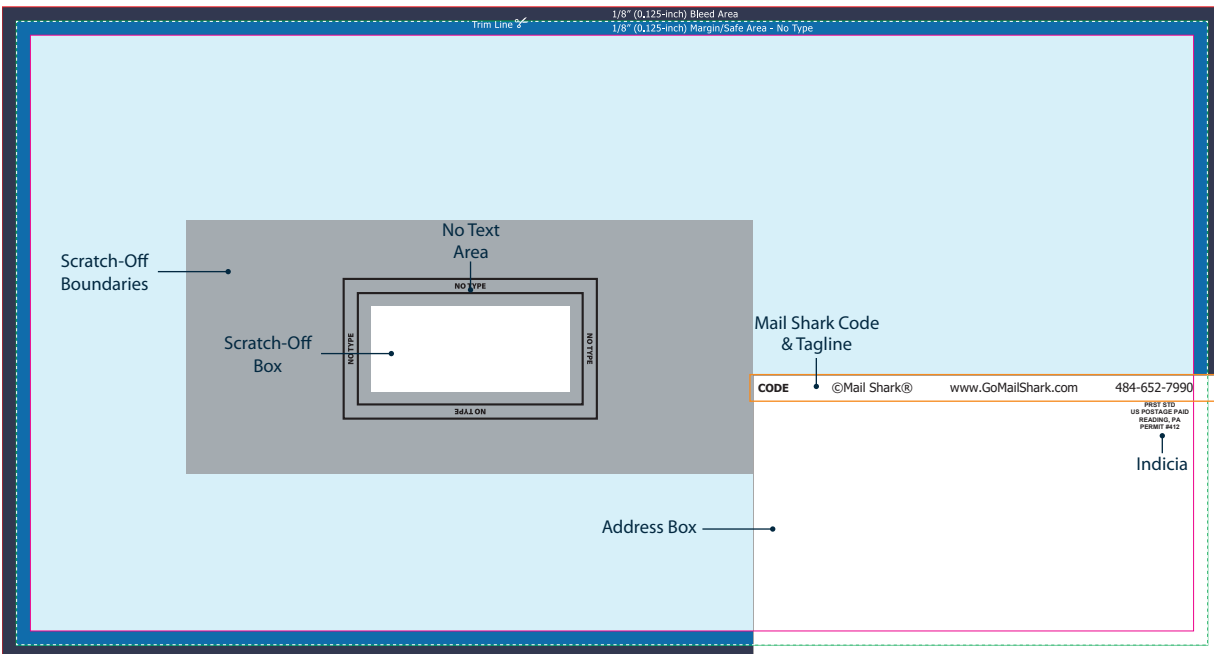
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



Scratch-Off Boundaries 5" x 2.2378" • Scratch-Off Box 1.75" x 0.75"

COLOR KEY

BLEED

MARGIN

CONTENT

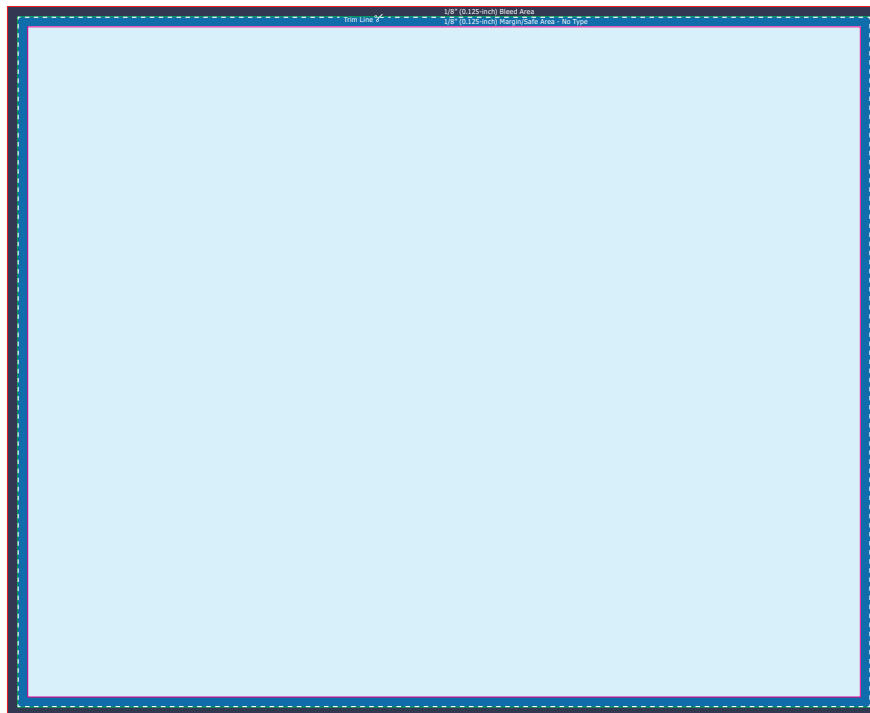
Jumbo Postcard

Size 10.5" x 8.5" • **Margin** 0.125" • **Bleed** 0.125"

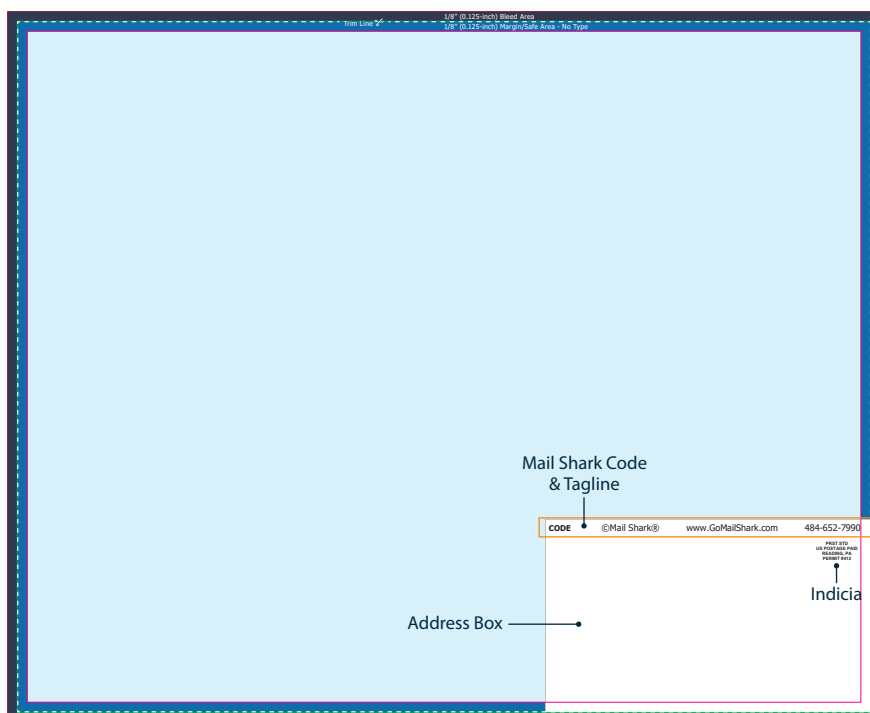
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT

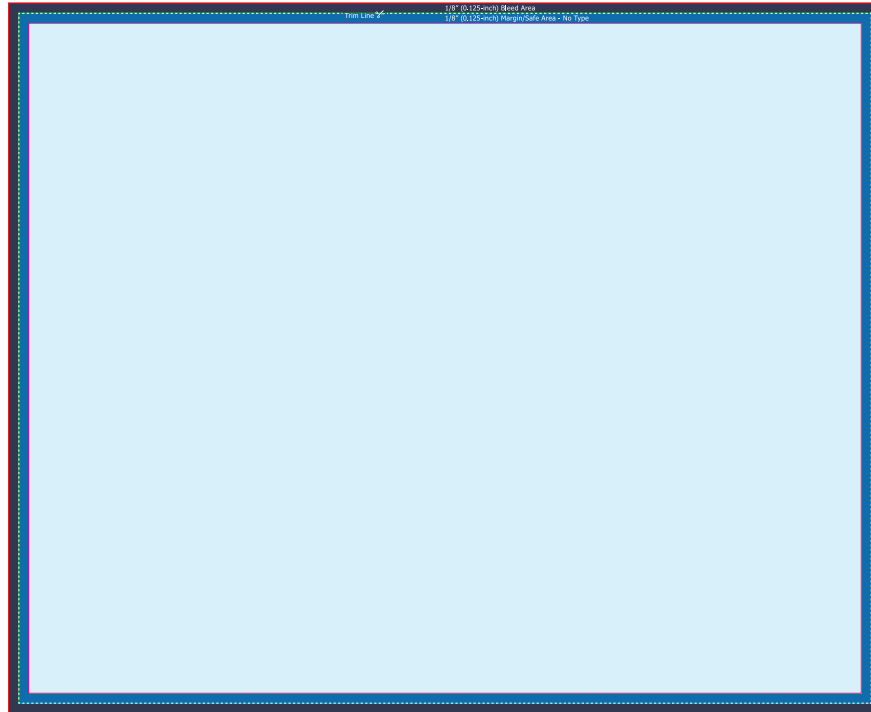
Jumbo Postcard Scratch-Off

Size 10.5" x 8.5" • Margin 0.125" • Bleed 0.125"

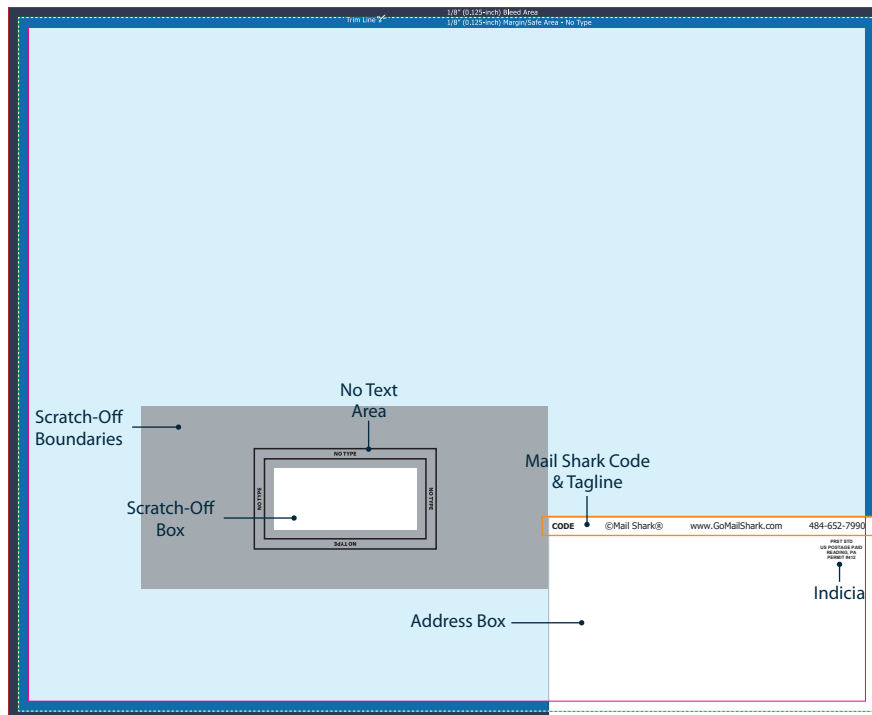
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



Scratch-Off Boundaries 5" x 2.2378" • Scratch-Off Box 1.75" x 0.75"

COLOR KEY

 BLEED

 MARGIN

 CONTENT

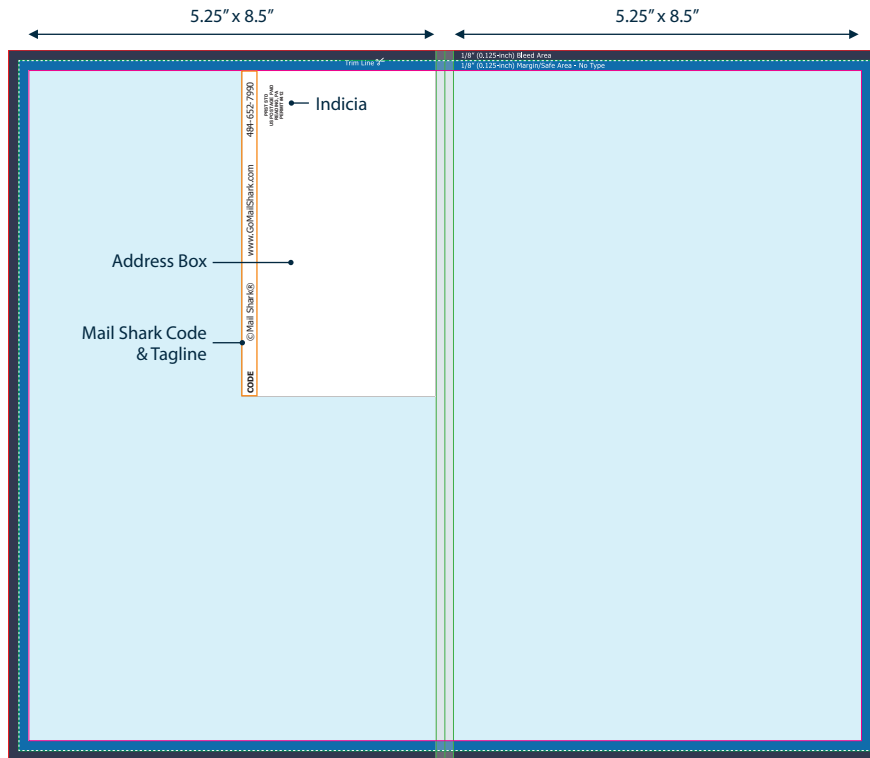
Folded Jumbo Postcard

Size 10.5" x 8.5" • **Margin** 0.125" • **Bleed** 0.125"

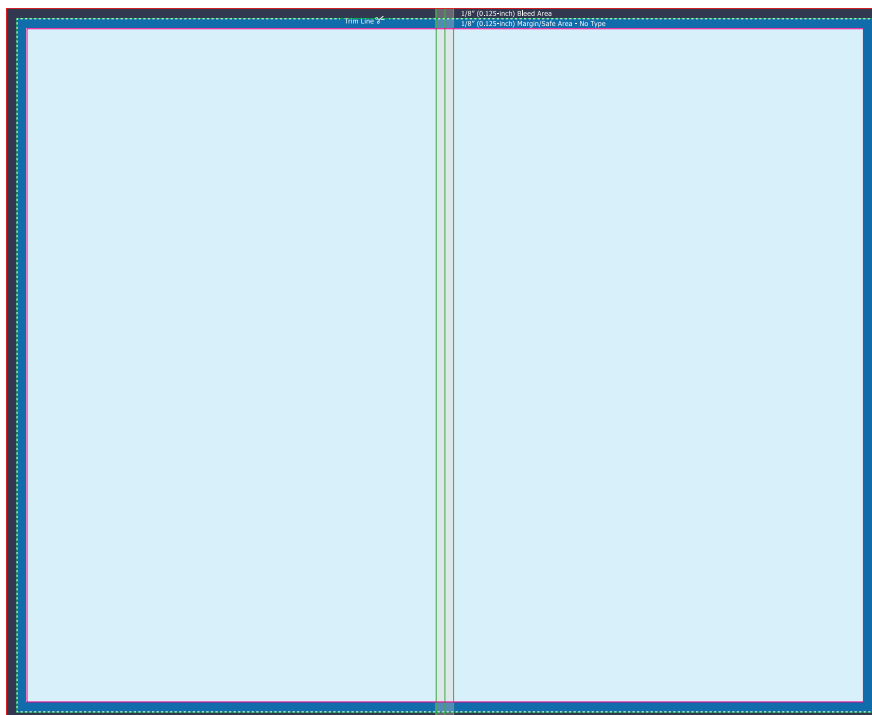
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.375" • **Mailing Types:** Direct Mail, EDDM, Print Only

Outside



Inside



COLOR KEY

BLEED MARGIN CONTENT FOLD LINES & GUTTERS

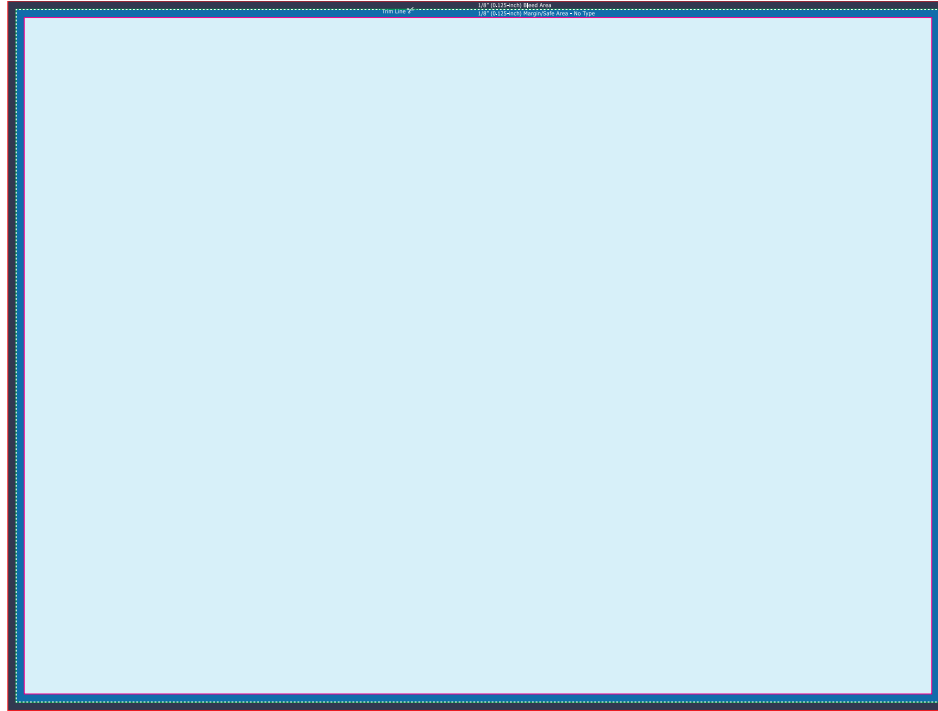
Colossal Postcard (Horizontal)

Size 14" x 10.5" • **Margin** 0.125" • **Bleed** 0.125"

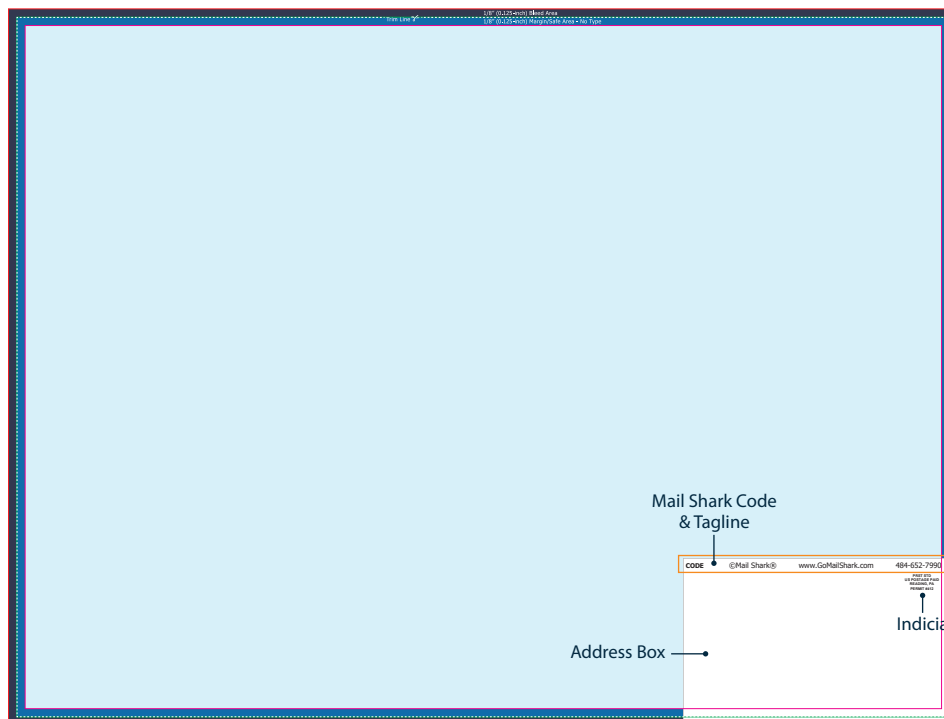
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4.25" x 2.25" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



COLOR KEY

BLEED

MARGIN

CONTENT

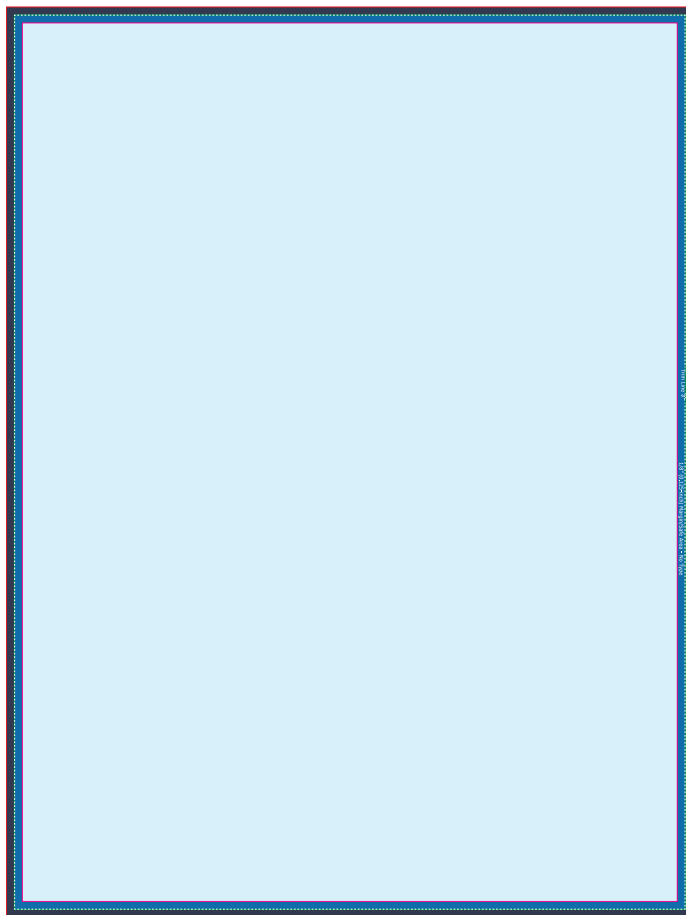
Colossal Postcard (Vertical)

Size 10.5" x 14" • **Margin** 0.125" • **Bleed** 0.125"

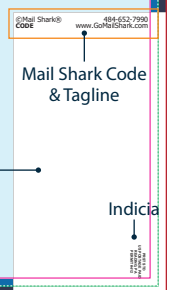
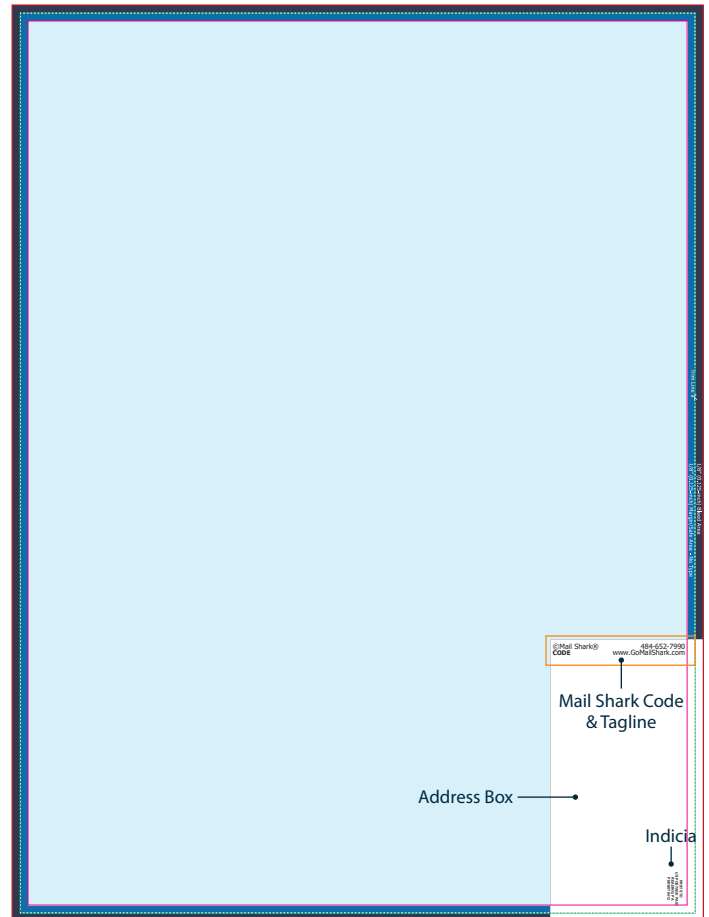
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4.25" x 2.25" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT

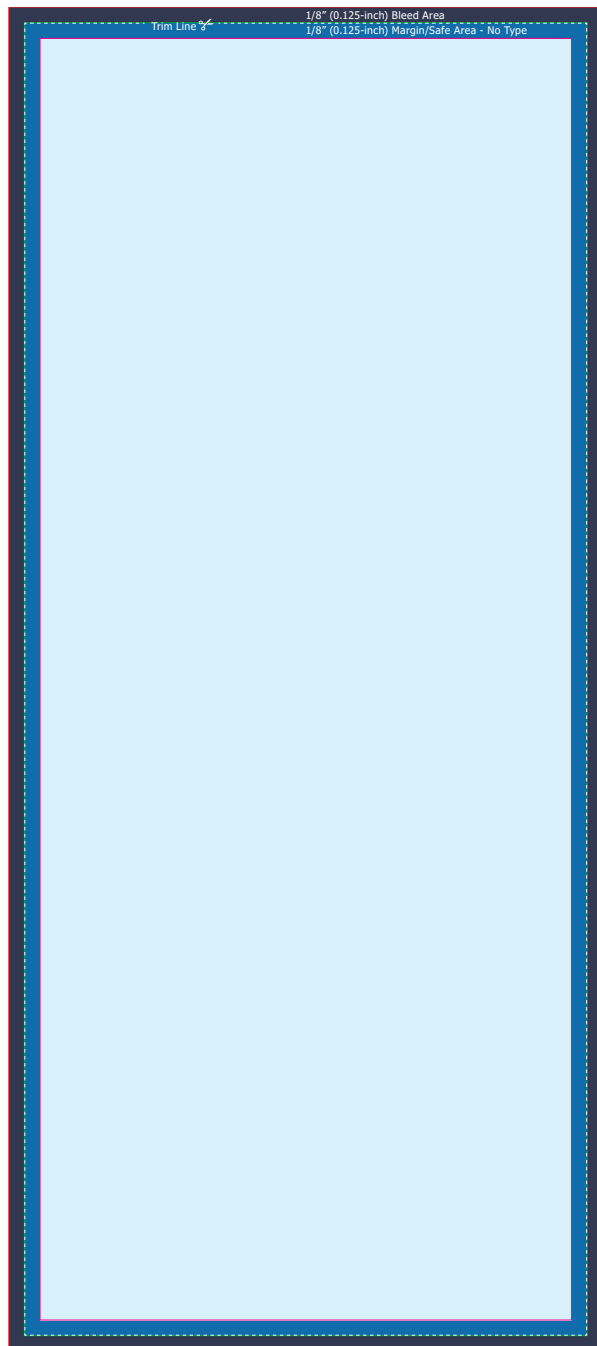
Magnet

Size 4.5" x 10.5" • **Margin** 0.125" • **Bleed** 0.125"

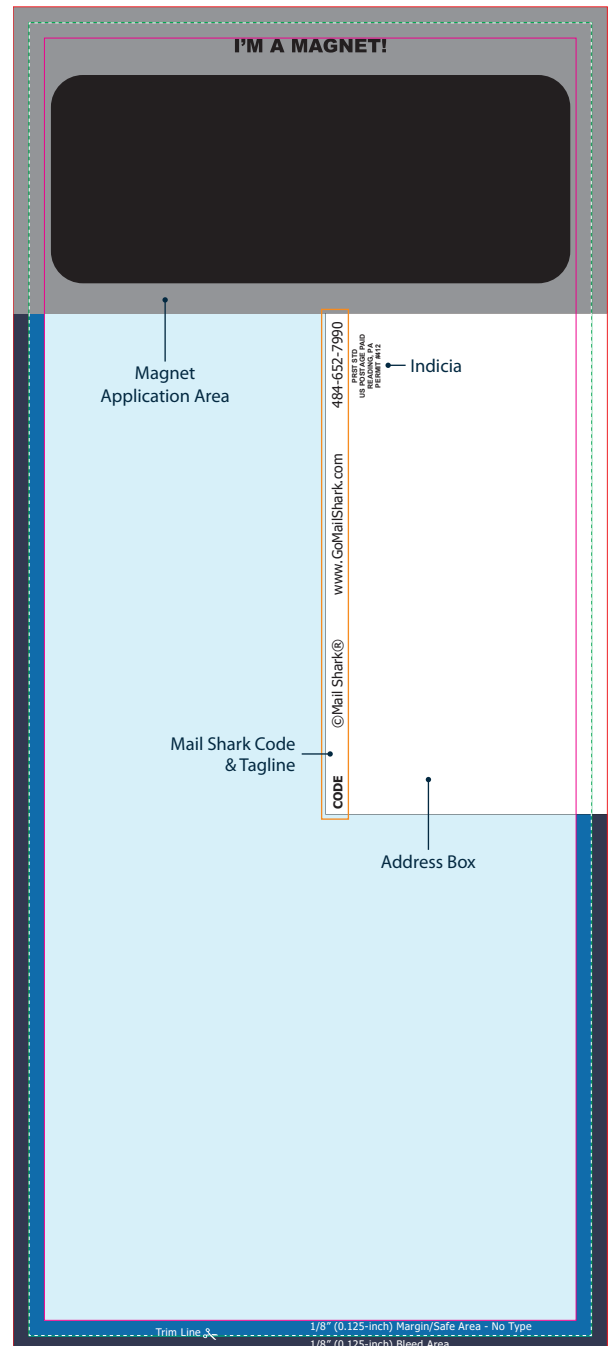
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.125" • **Mailing Types:** Direct Mail, EDDM, Print Only

Front



Back



COLOR KEY

BLEED

MARGIN

CONTENT

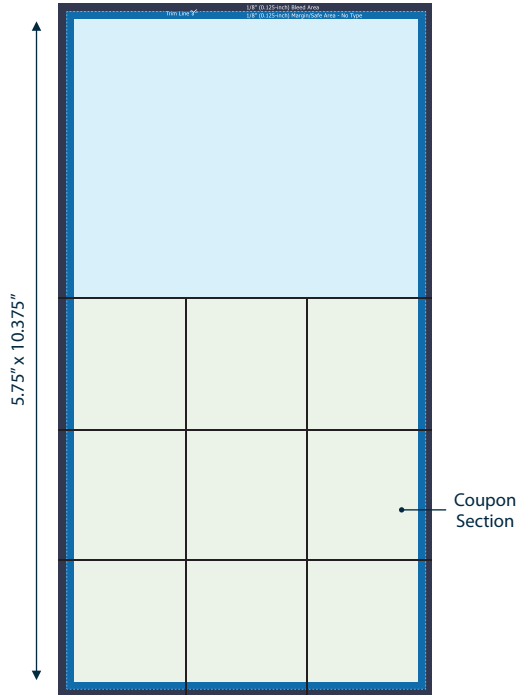
Folded Magnet

Size 5.75" x 21" • Margin 0.125" • Bleed 0.125"

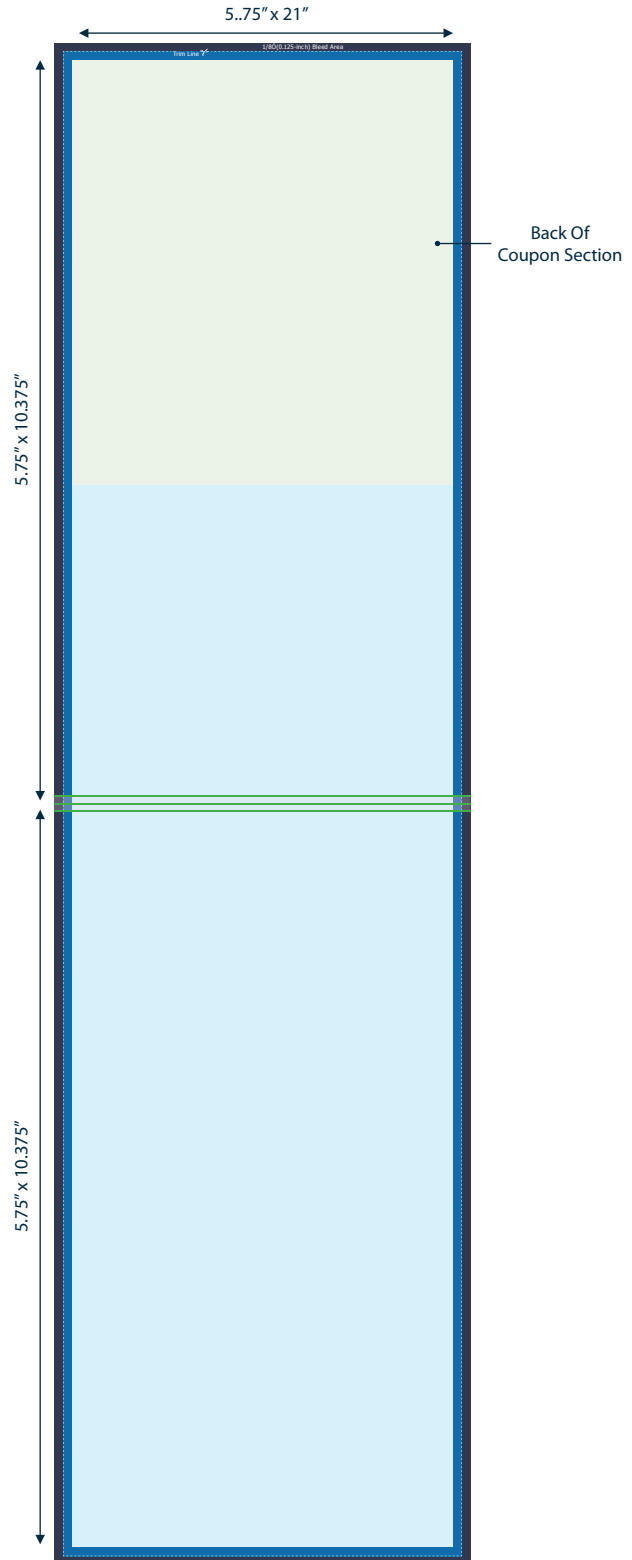
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4" x 2.125" • Mailing Types: Direct Mail, EDDM, Print Only

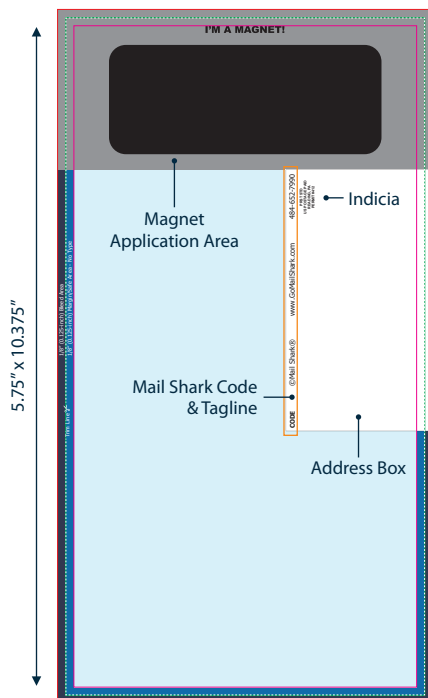
Front



Inside



Back



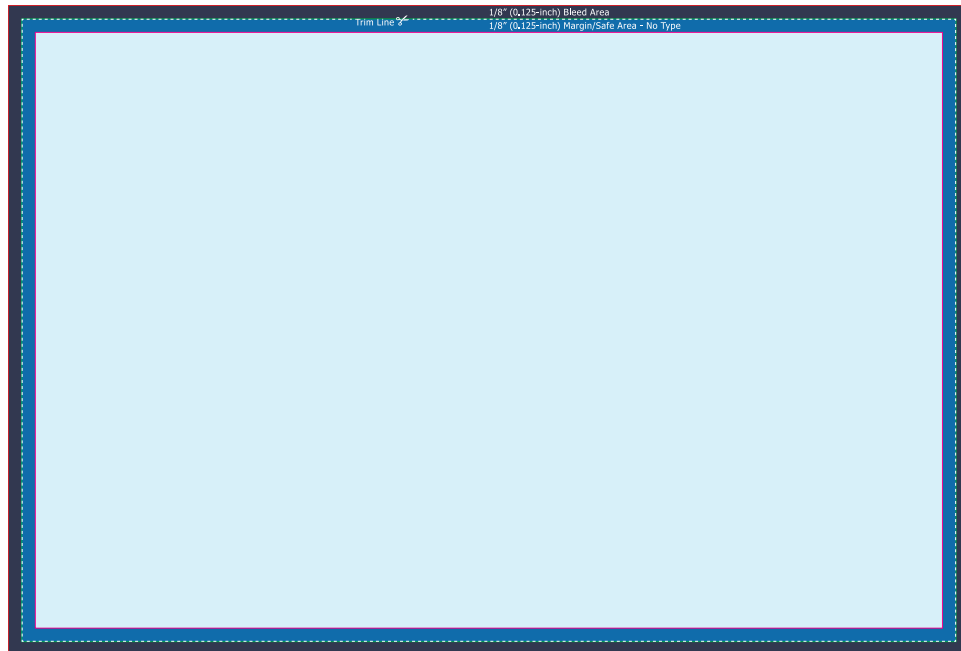
COLOR KEY



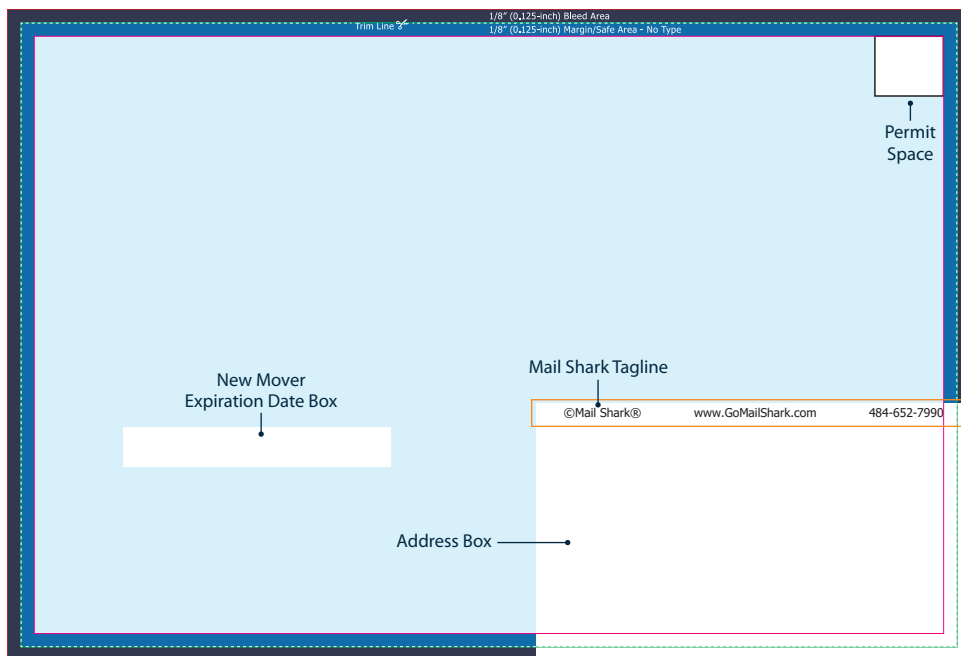
New Mover Postcard

Size 8.625" x 5.75" • **Margin** 0.125" • **Bleed** 0.125"
Final Export: High Quality Print (No Bleeds)
Address Box 3.875" x 2.25" • **Mailing Types:** Direct Mail

Front



Back - 1 Coupon



COLOR KEY

BLEED

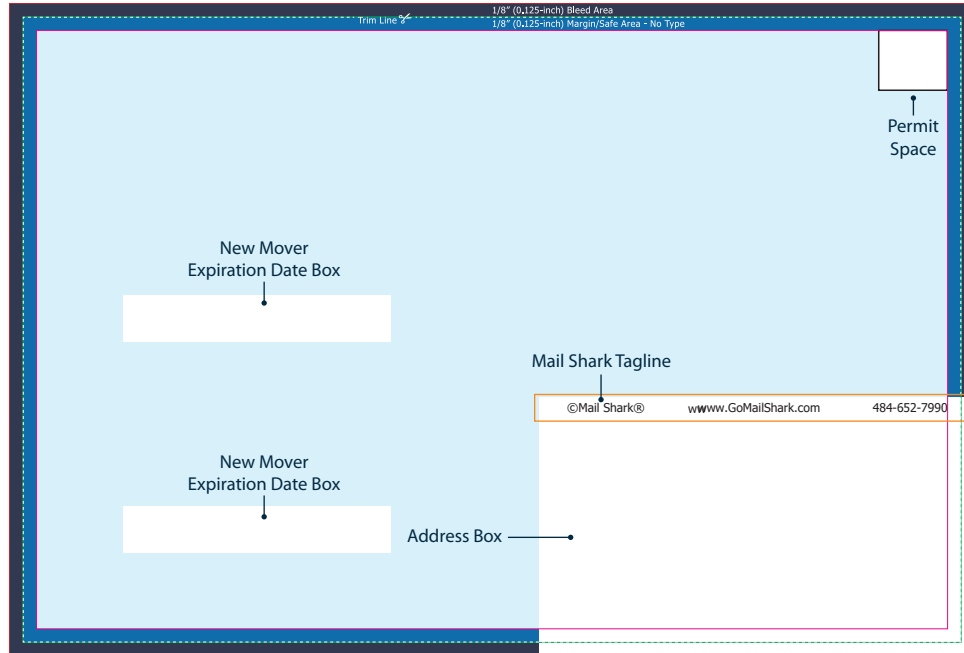
MARGIN

CONTENT

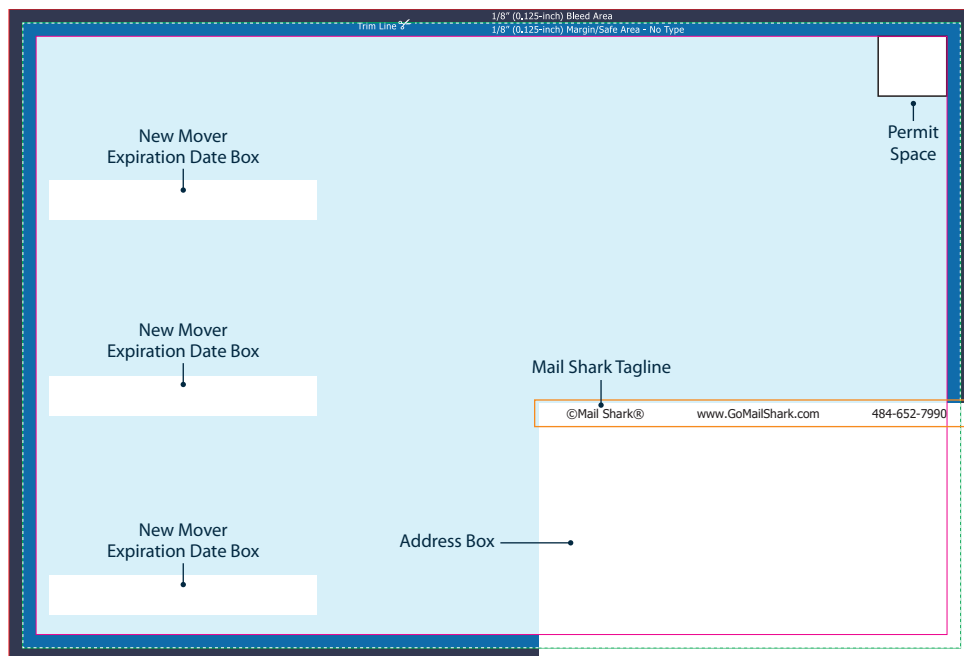
New Mover Postcard

Size 8.625" x 5.75" • **Margin** 0.125" • **Bleed** 0.125"
Final Export: High Quality Print (No Bleeds)
Address Box 3.875" x 2.25" • **Mailing Types:** Direct Mail

Back - 2 Coupons



Back - 3 Coupons



COLOR KEY

BLEED

MARGIN

CONTENT

New Mover Plastic Postcard

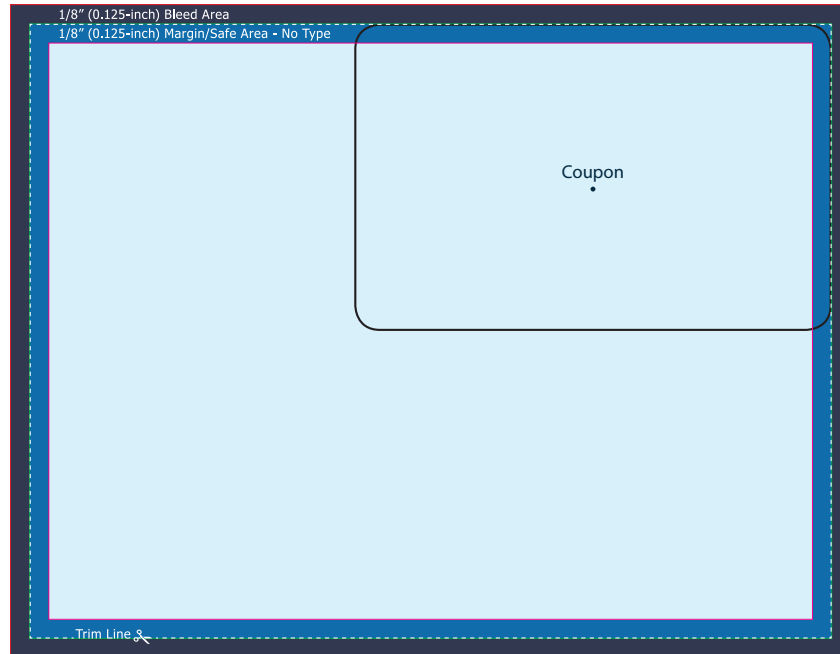
Size 5.2187" x 4" • **Margin** 0.125" • **Bleed** 0.125"

Coupon Size 3.1073" x 2" • **Coupon Corner Size/Shape** Rounded, 0.1667"

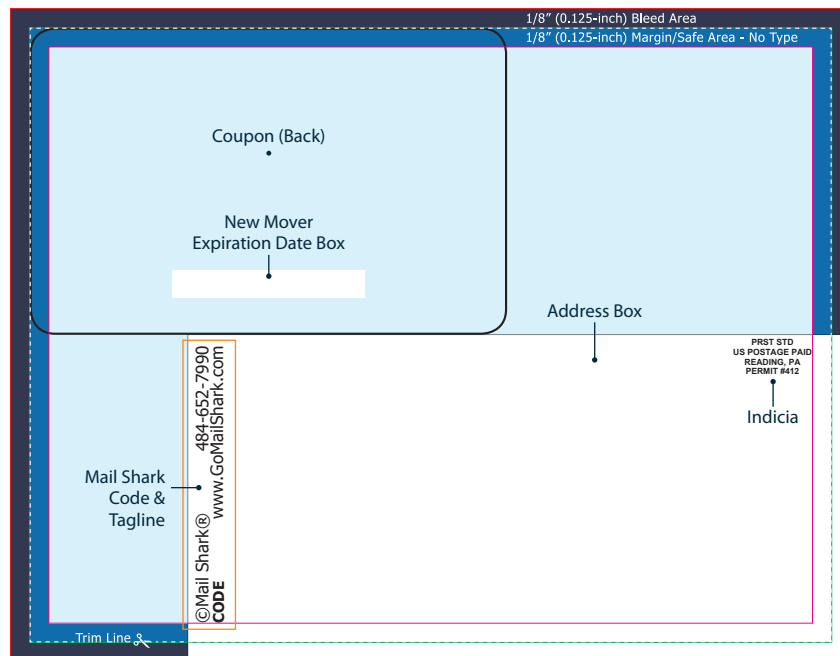
Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

Address Box 4.1875" x 2" • **Mailing Types:** Direct Mail

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON CUT LINE

Small Plastic Postcard

Size 5.2187" x 4" • **Margin** 0.125" • **Bleed** 0.125"

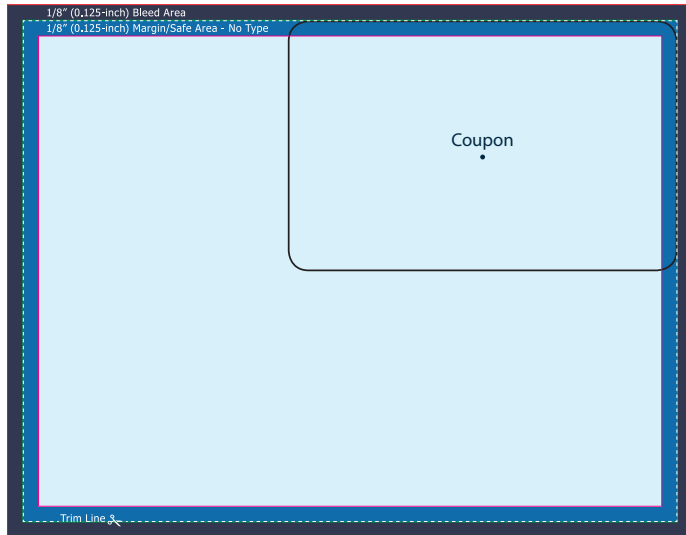
Coupon Size 3.1073" x 2" • **Coupon Corner Size/Shape** Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

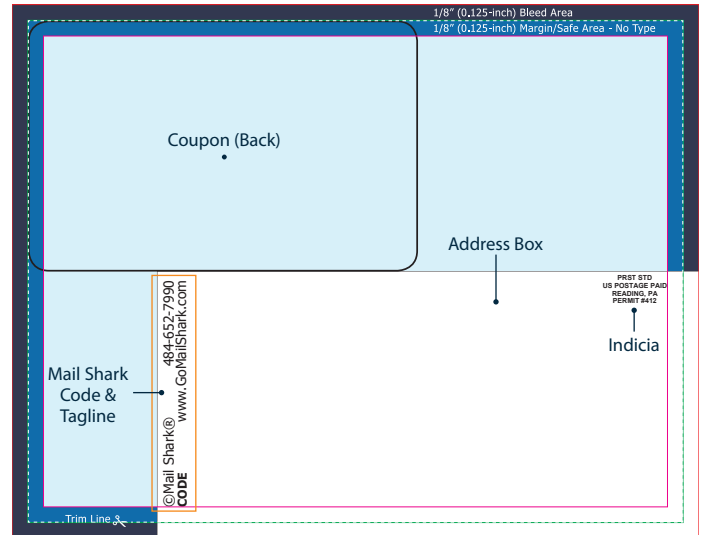
Address Box 4.1875" x 2" • **Mailing Types:** Direct Mail

1 Coupon

Front



Back

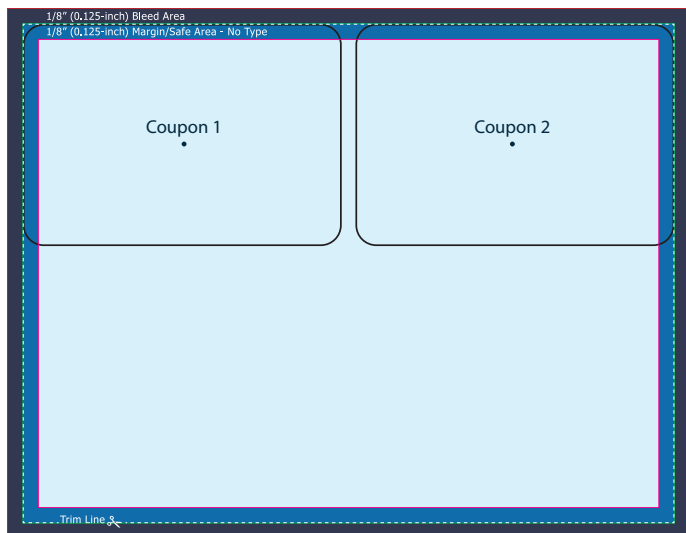


2 Coupons

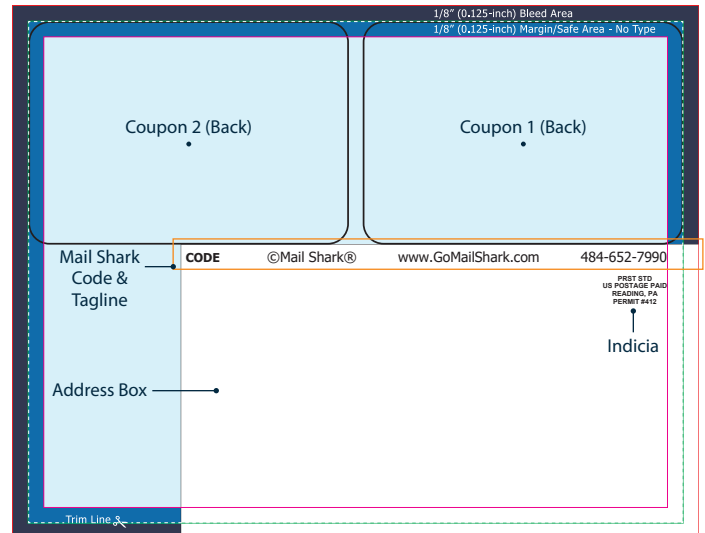
Please note that the 2 coupon configuration changes the size of both the coupons and the address box

Coupon Size 1.78" x 2.5545" • **Address Box Size** 4.1319" x 2.3519"

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON/KEYTAG CUT LINE

Small Plastic Postcard

Size 5.2187" x 4" • Margin 0.125" • Bleed 0.125"

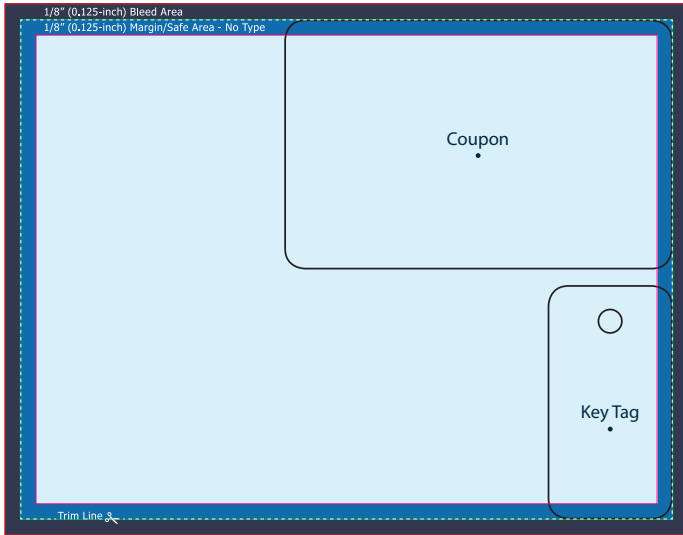
Coupon Size 3.1073" x 2" • Coupon & Keytag Corner Size/Shape Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

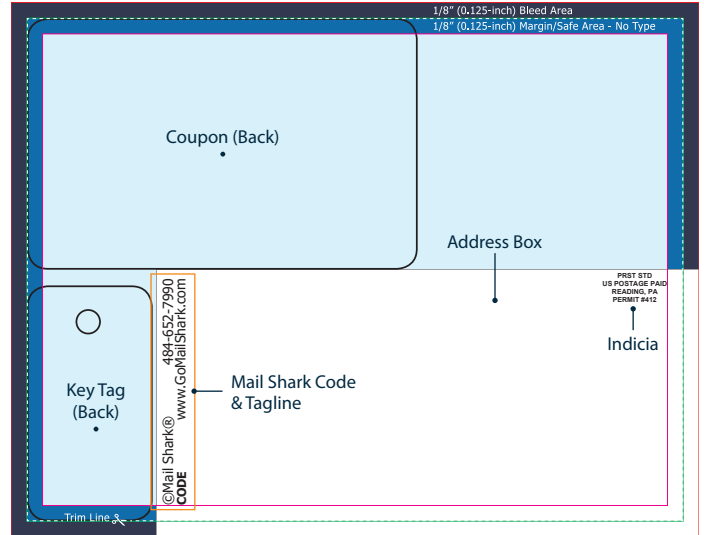
Address Box 4.1875" x 2" • Mailing Types: Direct Mail

1 Coupon + 1 Key Tag

Front

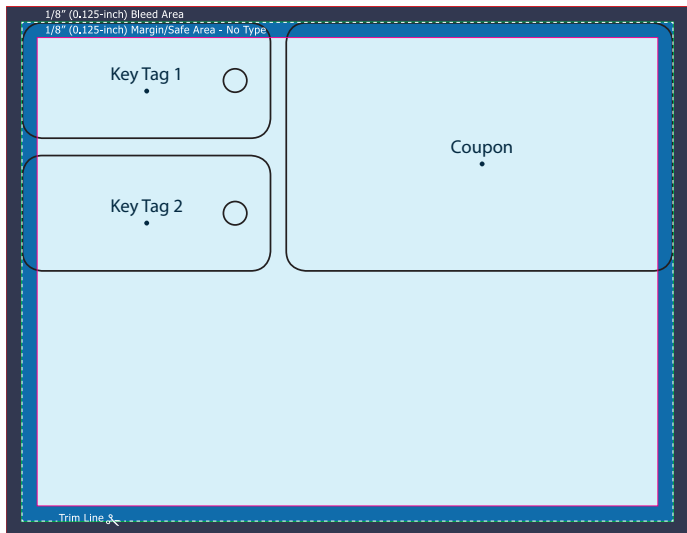


Back

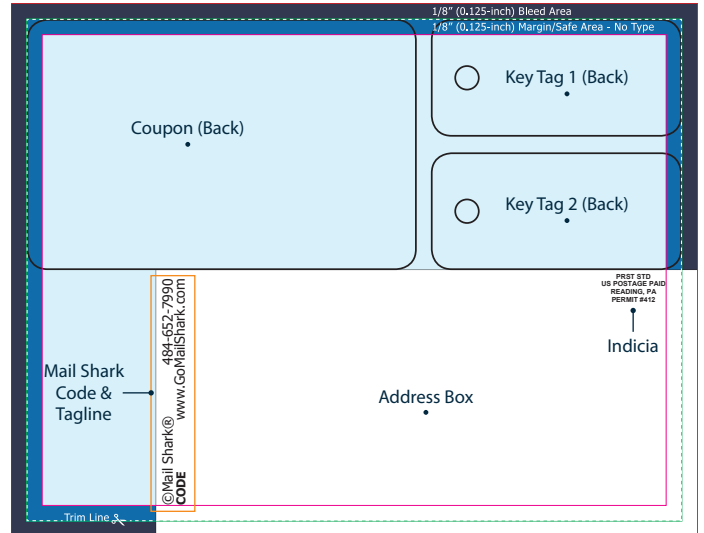


1 Coupon + 2 Key Tags

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON/KEYTAG CUT LINE

Medium Plastic Postcard

Size 7" x 4.5625" • Margin 0.125" • Bleed 0.125"

Coupon Size 3.375" x 2.125" • Keytag Size 1" x 2"

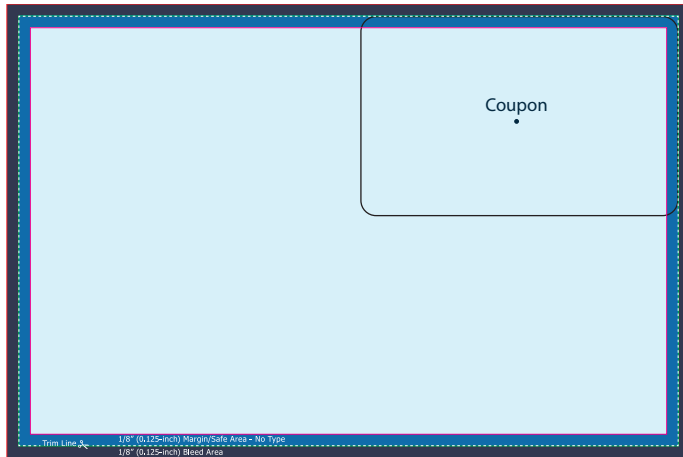
Coupon & Keytag Corner Size/Shape Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

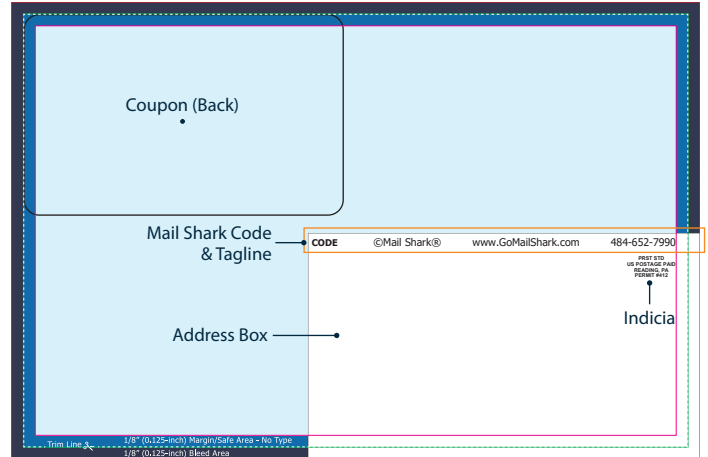
Address Box 4" x 2.25" • Mailing Types: Direct Mail

1 Coupon

Front

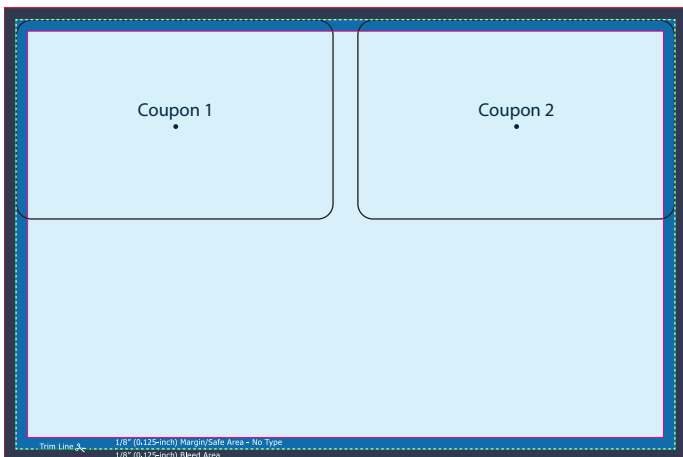


Back

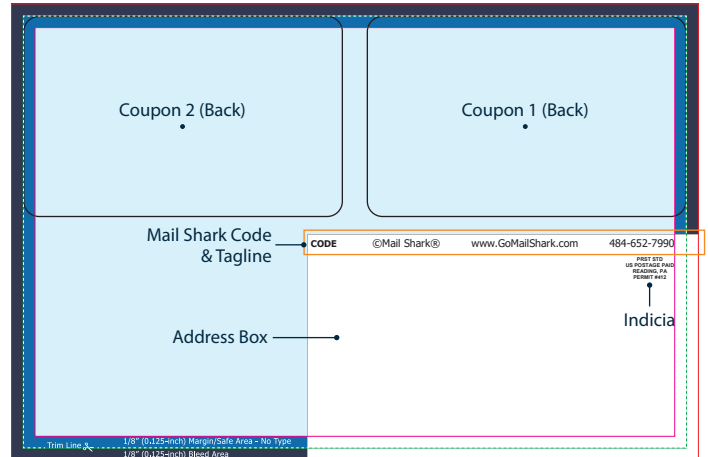


2 Coupons

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON/KEYTAG CUT LINE

Medium Plastic Postcard

Size 7" x 4.5625" • Margin 0.125" • Bleed 0.125"

Coupon Size 3.375" x 2.125" • Keytag Size 1" x 2"

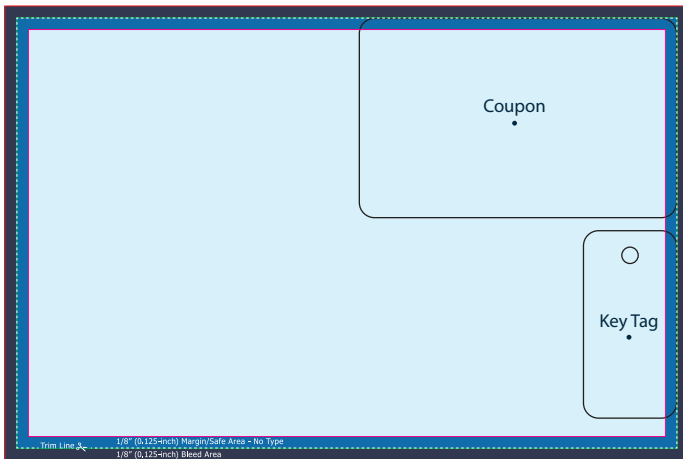
Coupon & Keytag Corner Size/Shape Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

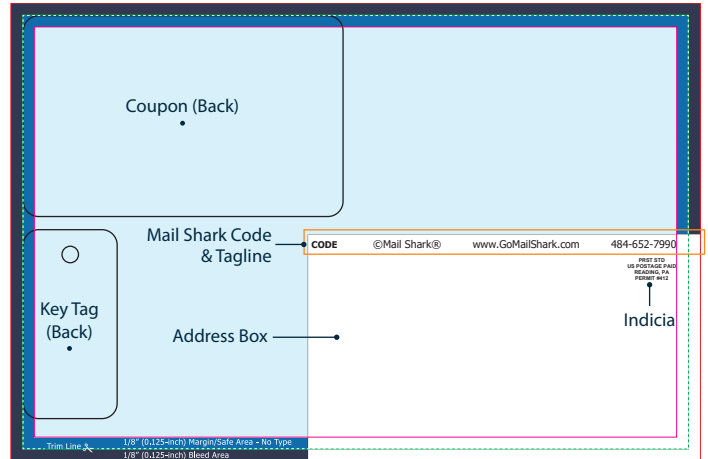
Address Box 4" x 2.25" • Mailing Types: Direct Mail

1 Coupon + 1 Key Tag

Front

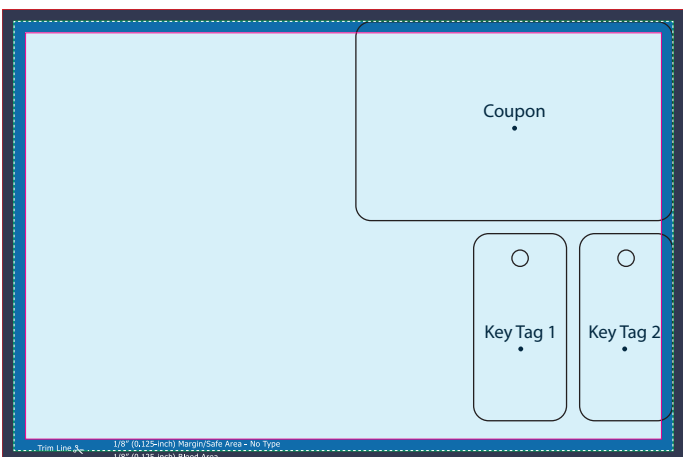


Back

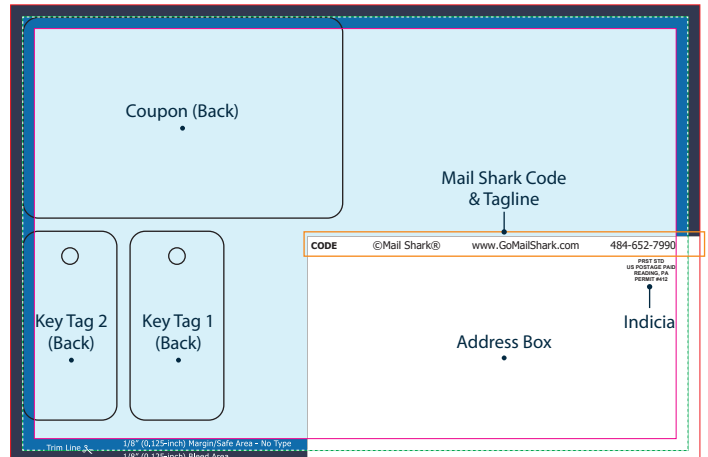


1 Coupon + 2 Key Tags

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON/KEYTAG CUT LINE

Large Plastic Postcard

Size 10.5" x 5.5" • Margin 0.125" • Bleed 0.125"

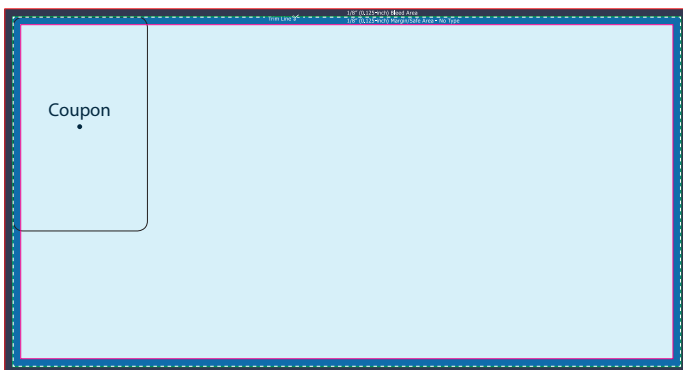
Coupon Size 3.375" x 2.125" • Coupon Corner Size/Shape Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

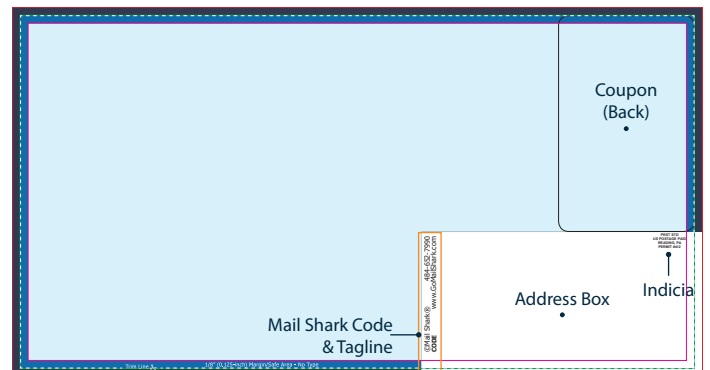
Address Box 4.25" x 2.125" • Mailing Types: Direct Mail

1 Coupon

Front

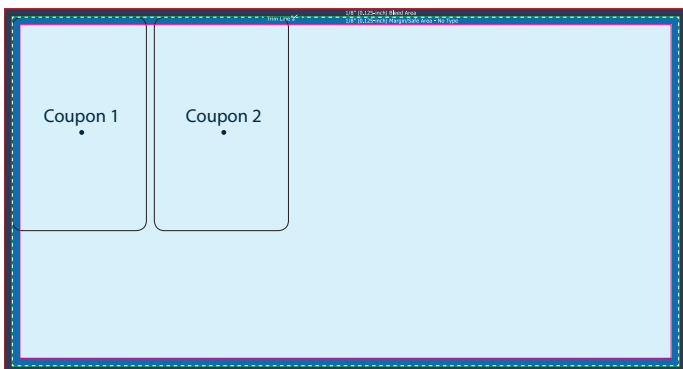


Back

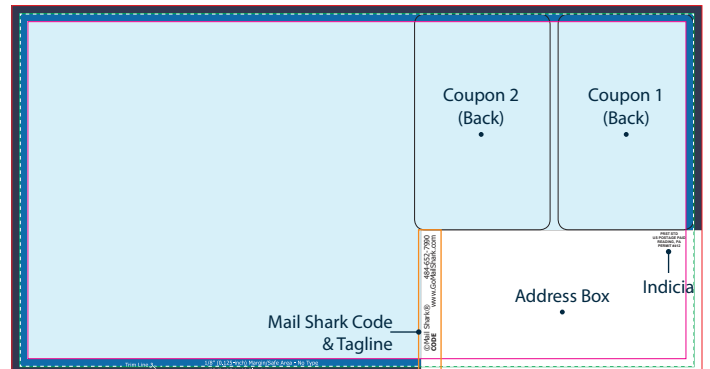


2 Coupons

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON CUT LINE

Large Plastic Postcard

Size 10.5" x 5.5" • Margin 0.125" • Bleed 0.125"

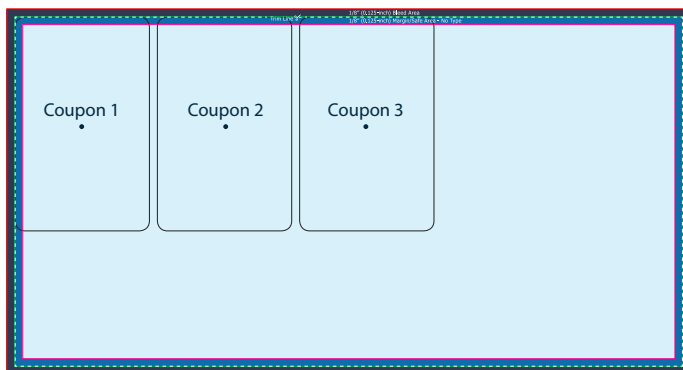
Coupon Size 3.375" x 2.125" • Coupon Corner Size/Shape Rounded, 0.1667"

Final Export: High Quality Print (with Document Bleed Settings Toggled ON)

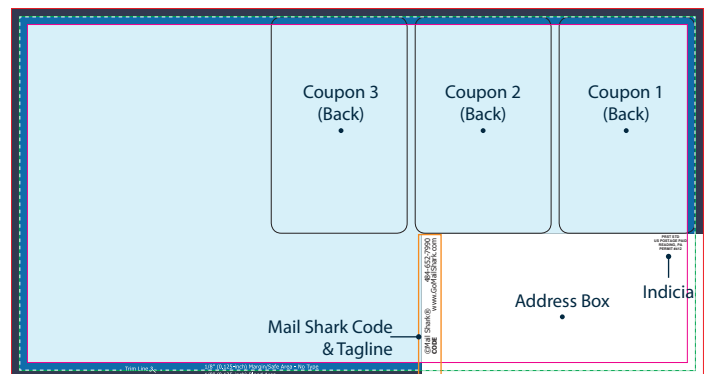
Address Box 4.25" x 2.125" • Mailing Types: Direct Mail

3 Coupons

Front

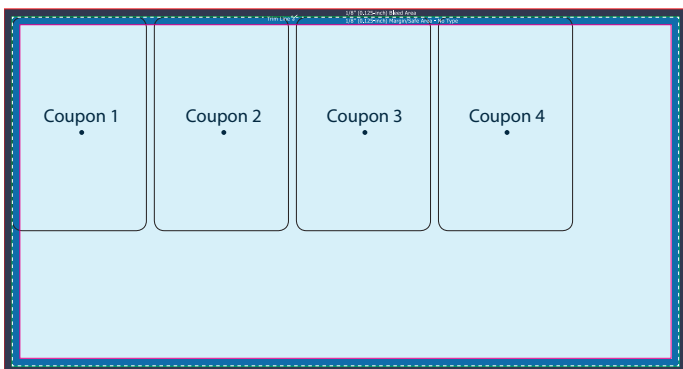


Back

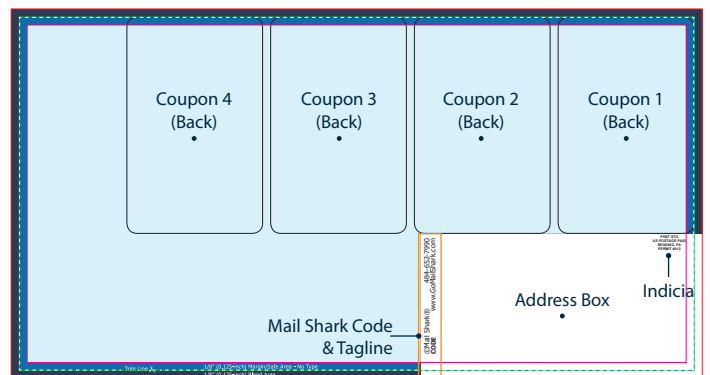


4 Coupons

Front



Back



COLOR KEY



BLEED



MARGIN



CONTENT



COUPON CUT LINE