

FRONT

BLEED

8.625" x 5.25"

Be sure to extend all background colors, images, and graphics to fill the entire bleed area.

TRIM

8.375" x 5"

Indicates approximate trim line on final book.

TYPE-SAFE AREAS

All type-safe areas are 0.25" from edge of trim area.

Position all vital text and design elements within the type-safe area. Any elements outside type-safe area may be cut off.

PERF-DIE-CUT

PERF

CLIENT

4.25"

2.375"

TYPE-SAFE AREA

7.875" x 4.5"

This area is where your main ad elements—logo, location, headline, copy, etc. should be placed.

TYPE-SAFE AREA

3" x 1.75"

This area is where your punch card offer, intended to be torn from the main card, should be placed.
Our recommendation is for a **single offer** with an extended redemption period to accommodate **multiple redemptions** for this type of add-on product.

3.625"

PERF

BACK

BLEED

4.625" x 5.25"

Be sure to extend all background colors, images, and graphics to fill the entire bleed area.

TRIM

4.5" x 5"

Indicates approximate trim line on final book.

TYPE-SAFE AREAS

All type-safe areas are 0.25" from edge of trim area.

Position all vital text and design elements within the type-safe area. Any elements outside type-safe area may be cut off.

PERF-DIE-CUT

PERF

CLIENT

TYPE-SAFE AREA

3" x 1.75"

This area is where your punch card offer, intended to be torn from the main card, should be placed.

Our recommendation is for a **single offer** with an extended redemption period to accommodate **multiple redemptions** for this type of addon product.

TYPE-SAFE AREA 0.5" x 4.5"

This area can be used to promote non-coupon offers, business name/location, or other noteworthy information.

TYPE-SAFE AREA

3.5" x 2.25"

This area is where your standout offer, intended to be torn from the main card, should be placed.

Our recommendation is for a **single offer** for this type of addon product.

POSTAL AREA

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JOB CODE

PERF

PERF