

FRONT

T PERFORATION

CLIENT

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.

TYPE-SAFE AREA

4.375" x 4.5"

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

TYPE-SAFE AREA

3" x 2"

This area is where your coupon offer, intended to be torn from the main card, should be placed. Our recommendation is for **two coupon offers** for this type of add-on product.

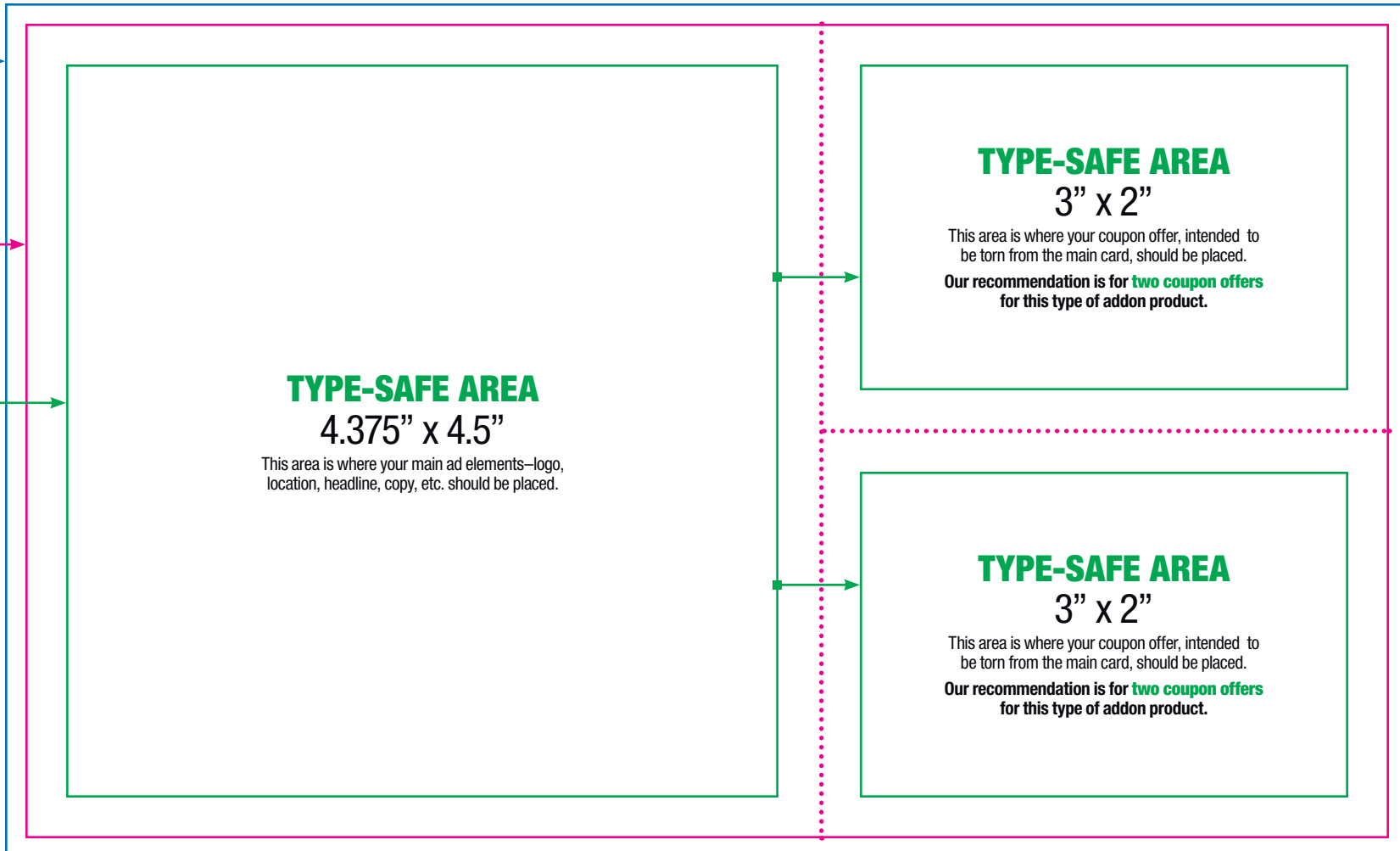
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TYPE-SAFE AREA 0.5" x 4.5"

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

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JOB CODE

POSTAL AREA

CLIENT