



Direct Mail Made Easy

# Client-Artist Product Specification Booklet

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# BEST WAYS TO AVOID CUSTOMER SUPPLIED ARTWORK FROM GETTING FLAGGED FOR ERRORS

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:

## 1. File Formats Incompatible With Our Printer

We can accept a High Quality PDF, and/or the Packaged InDesign Document Folder. High Quality JPGs can be accepted, but these and other common image files are not recommended. Quark, CorelDraw, Publisher, or other software document files should be returned to the artist to output a High Quality PDF from the software on the artist's computer.

## 2. 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 DPI 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 it's original uncompressed format, or they find a comparable image on stock.adobe.com that we can download and send to the artist.

## 3. How we Handle Known Copywritten 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 the client has permission 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 store review websites like TripAdvisor and Yelp. While star rating reviews on a marketing product are important, we cannot use the Google logo itself. Google restricts use of their logo being displayed on our products; this is their own restriction that specifically prevents anyone from using their logo while trying to advertise their Google "Star" Rating. You can however write the word "Google Star Rating" and display the star rating near the words either below or next to. If the client wants to use the Google logo content anyway, the client must digitally acknowledge that they will not hold Mail Shark liable for using content they do not have permission to use.

## 4. 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 backed by white paper to accomplish color. Artwork or images pulled from a website are usually built using an RGB color scheme; RGB is the mixing of 3 colors backed by light to achieve color, commonly used with TVs and computer monitor displays. More established clients with a history of print marketing commonly use spot colors in their artwork to achieve a specific shade of color for their corporate brand, but there is no guarantee that Mail Shark can achieve these spot colors right on the mark. If we receive artwork containing RGB or SPOT Colors, we highly recommend the artwork be returned to the client's artist. This will allow the artist to convert the artwork to CMYK, and work more closely with the client to achieve the color the client desires.

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

A brochure or menu may not be landing on the fold lines correctly, or a scratch-off or peel card box may be landing outside the information landing zone. Whatever the template conflict may be, we recommend the artwork be taken back to the client's artist to be fixed.

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

Mail Shark has the ability to add type or other elements to a client provided PDF such as Mail Shark Customer Codes or an Expiration Date to a coupon. Sometimes when editing text in a PDF file from Acrobat, other text or elements that weren't affected by the change request can shift and move out of place unintentionally. If Mail Shark only has access to the High Quality PDF, and Mail Shark or the client discovers spelling errors or text that needs to be corrected, we recommend the artwork be taken back to the client's artist to be fixed.

To summarize, if Mail Shark determines that the artwork is not eligible to print in its current state, the artwork will be taken back to the original artist to make the necessary corrections. If the client makes the decision to proceed without making our recommended changes, Mail Shark will not be liable for any pixelation & blurriness, color matching issues, and template-related problems that occur during the print process.

# CUSTOMER SUPPLIED ARTWORK REQUIREMENTS SNAPSHOT



Pre-made templates and Specification Booklets are available for use or reference here:

<https://www.themailshark.com/templates/>

## Submission Requirements:

### ARTWORK SUBMISSION

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

### PDF SUBMISSION

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

Here is a short list of common mistakes on customer supplied artwork we'd also like you to check for:

- .125" Type Margin at Edges  
(also .125" type margin from folds OR scratch-off / peel-card box where applicable)
- Fold Locations & Panel Sizes
- Mailing Label / Indicia Location
- CMYK Images & Colors (RGB & Spot Colors are not compatible)
- Scratch-off Box or Peel Card Box wrong size or too close to Edges of Product
- Magnet area should not contain important content
- Use of Google Maps or other copyright content where permission wasn't given for use

# DIRECT MAIL vs. EDDM

The majority of client pieces are created or setup 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.

## 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 customer 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 curated mailing lists, a mailing strategy, and will handle the postage and 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.

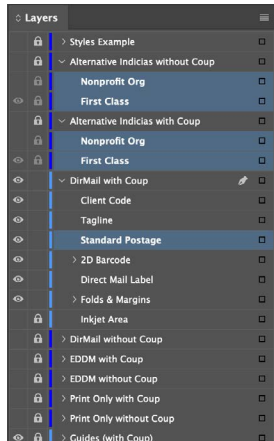


### Alternate Mailing Permits

While most pieces use the standard postage rate, Mail Shark also offers two alternative mailing indicias 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 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

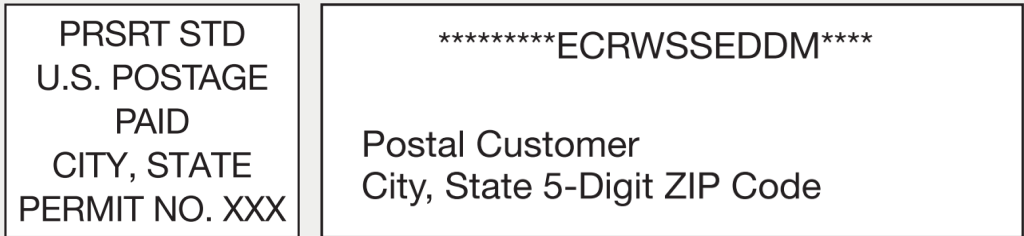
The alternate mailing permits (or indicias) can be found within the layers panel of any Mail Shark InDesign template file (for supported mailing products). The top two layers (one adjusted for coupons, the other without) have both alternate indicias present. Simply expand this layer, turn on visibility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

## 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 forces 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.

## EDDM 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.



## USPS EDDM Label Requirements

The paragraph above described Mail Shark’s recommended design standard for the EDDM labels. However, 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.

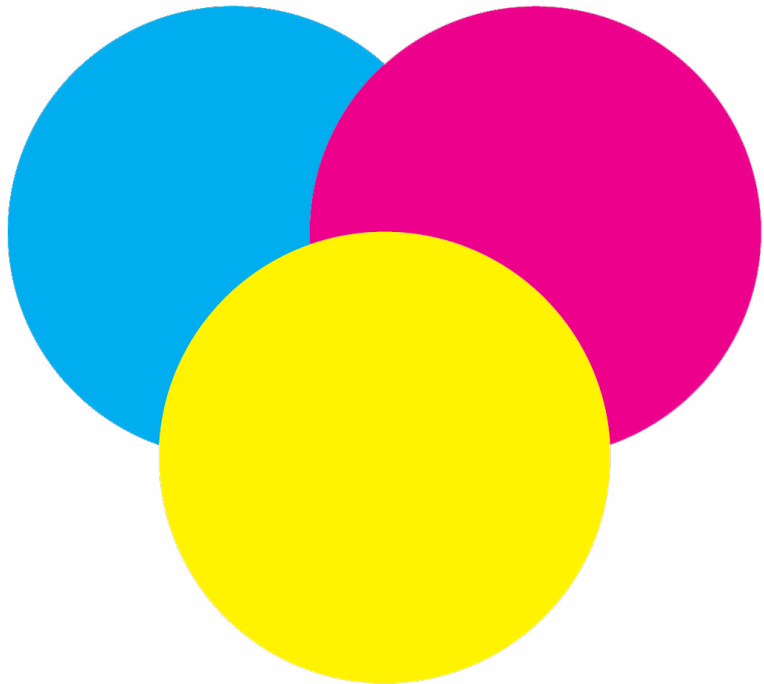




# ARTISTS SHOULD USE OVERPRINT PREVIEW OFTEN

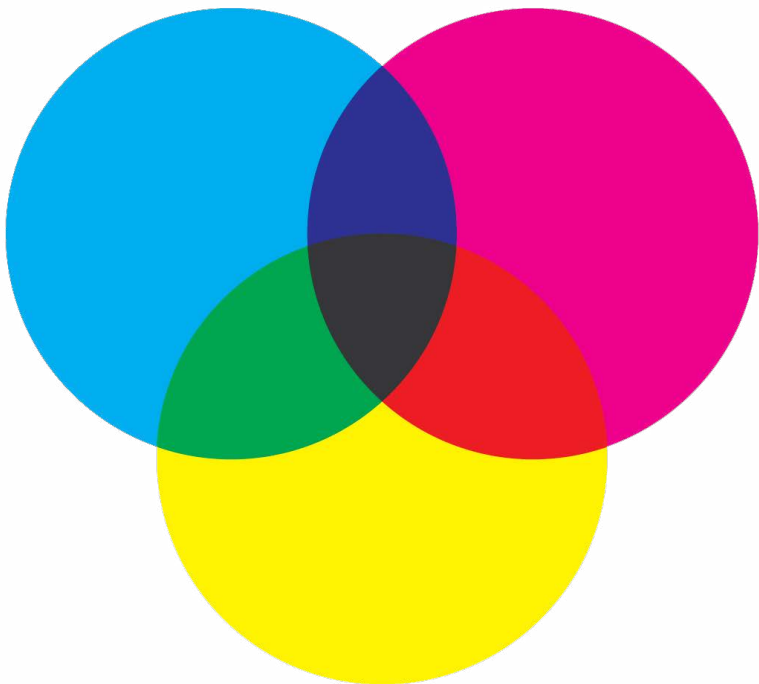
Overprint describes the way one color interacts with another. A shape that is set to overprint will print on top of a color that is below it, instead of knocking it out. For example, a magenta color that is overprinted on top of a cyan color will produce a purple. This option can be turned on and off 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 shapes' color knocks out the shape below it.

## Overprint Preview



With Overprint Preview turned on, each shape's color mixes with the color below it. Overprint Preview 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.

# SPOT & RGB COLORS



Please use Adobe Acrobat to view this page accurately.

## Do not use Spot colors or RGB colors.

All artwork is converted to pure CMYK before being sent to the printing press. This means that if your artwork is using spot or RGB colors, they will be converted to CMYK using Adobe's Color Engine.

### Do Not Use Spot or PANTONE Colors

Artwork is converted to CMYK. We do not use special inks. There are many spot and Pantone colors that we cannot properly color match. We prefer artists avoid using them.



### Do Not Use RGB Colors

RGB is an 'additive' color model which uses light to produce it's vibrant colors. CMYK is a 'subtractive' color model which uses ink (Cyan, Magenta, Yellow and Black) to produce color on white paper. There are many RGB colors that cannot be accurately reproduced using the CMYK color model.



### 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.

Vector Artwork in RGB



Converted to CMYK



### 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.

# PLAIN BLACK vs. RICH BLACK

## Black on your computer screen is not always what comes off of the printing press

### 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?

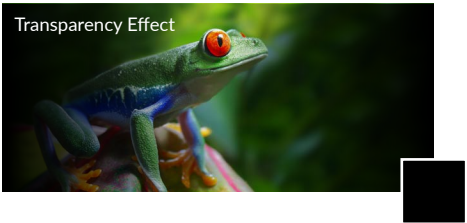
Rich Black is the result of adding more ink to Plain Black. Because adding ink increases the ink’s density, it will appear darker than Plain Black. There are different varieties of Rich Black, including Warm Black, Cool Black.

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

Plain Black [0, 0, 0, 100]



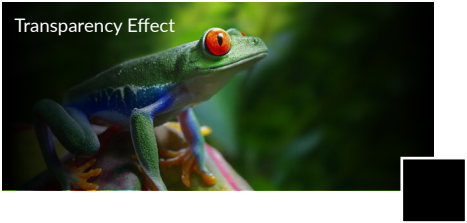
Cool Black [36, 18, 19, 100]



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.

#### 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

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. See Page 9 for details.

# 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 Cyan, Magenta and Yellow plate is created only once. Then, a Black plate is made for each location. This saves money and effort in production.

## Variable information must be Plain Black

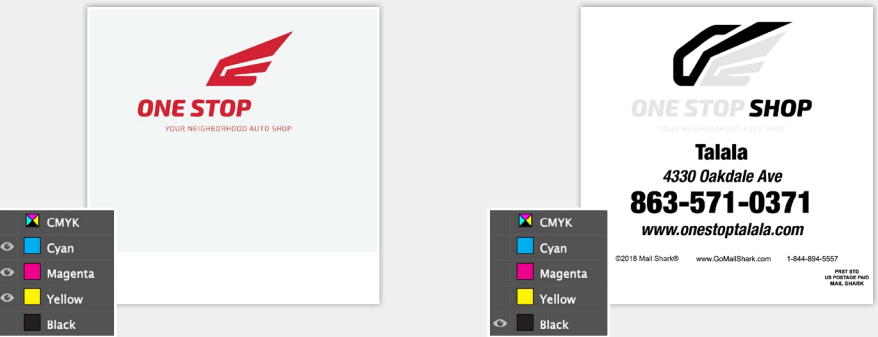
Because the only plate that is being created for each piece in a black plate group is the Black plate, any information that changes from one location to the next must be made using only black ink. All colors that utilize Cyan, Magenta and Yellow should not be changed or moved from one print file to the 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.

### 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.



Example Location 1



Example Location 2

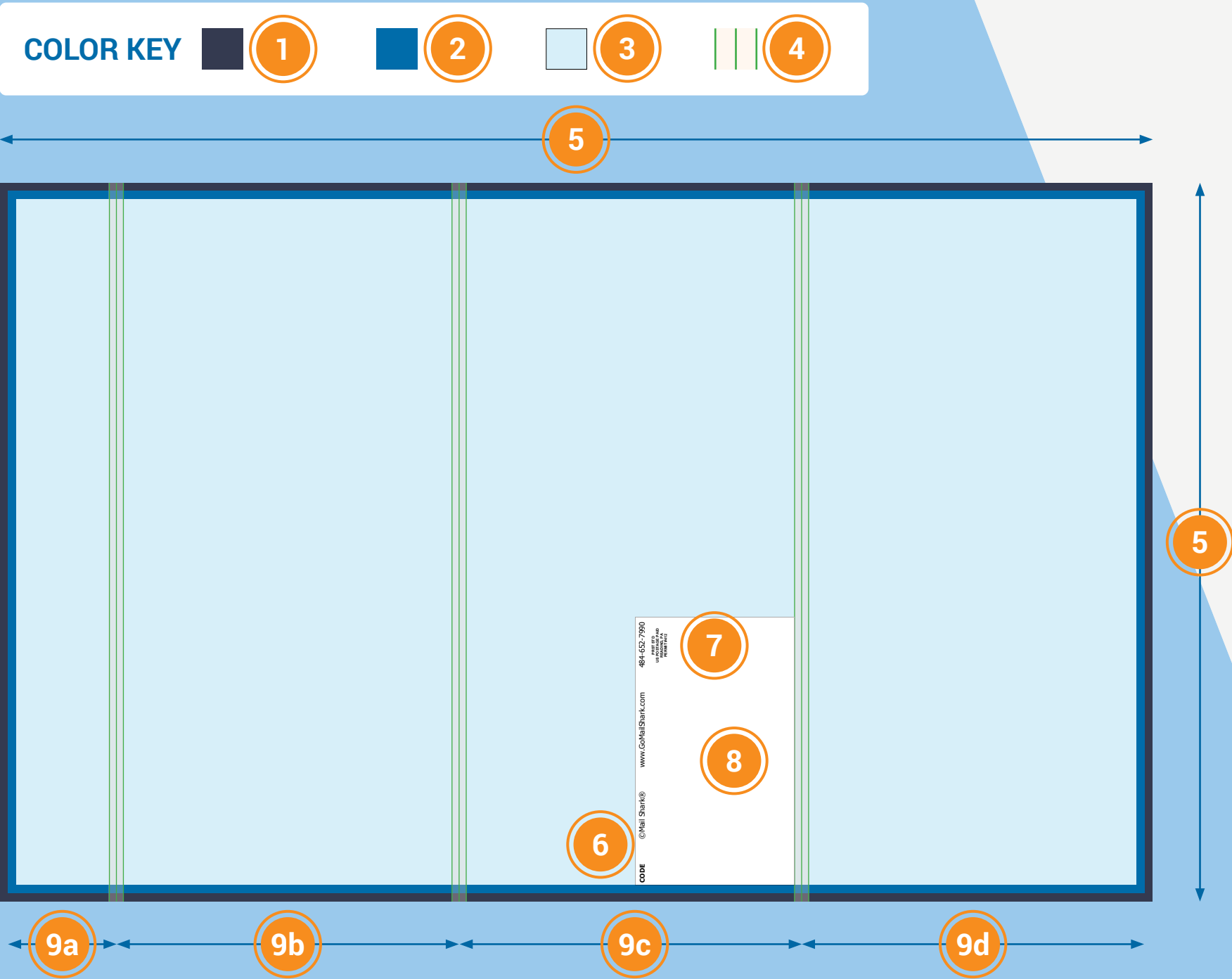


Example Location 3



Example Location 4





**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 SIZE**

The document's width is 17" while it's height is 10.5". The document's entire width and height, including the bleed, is 17.25" x 10.75".

**6 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**7 PERMIT INDICIA**

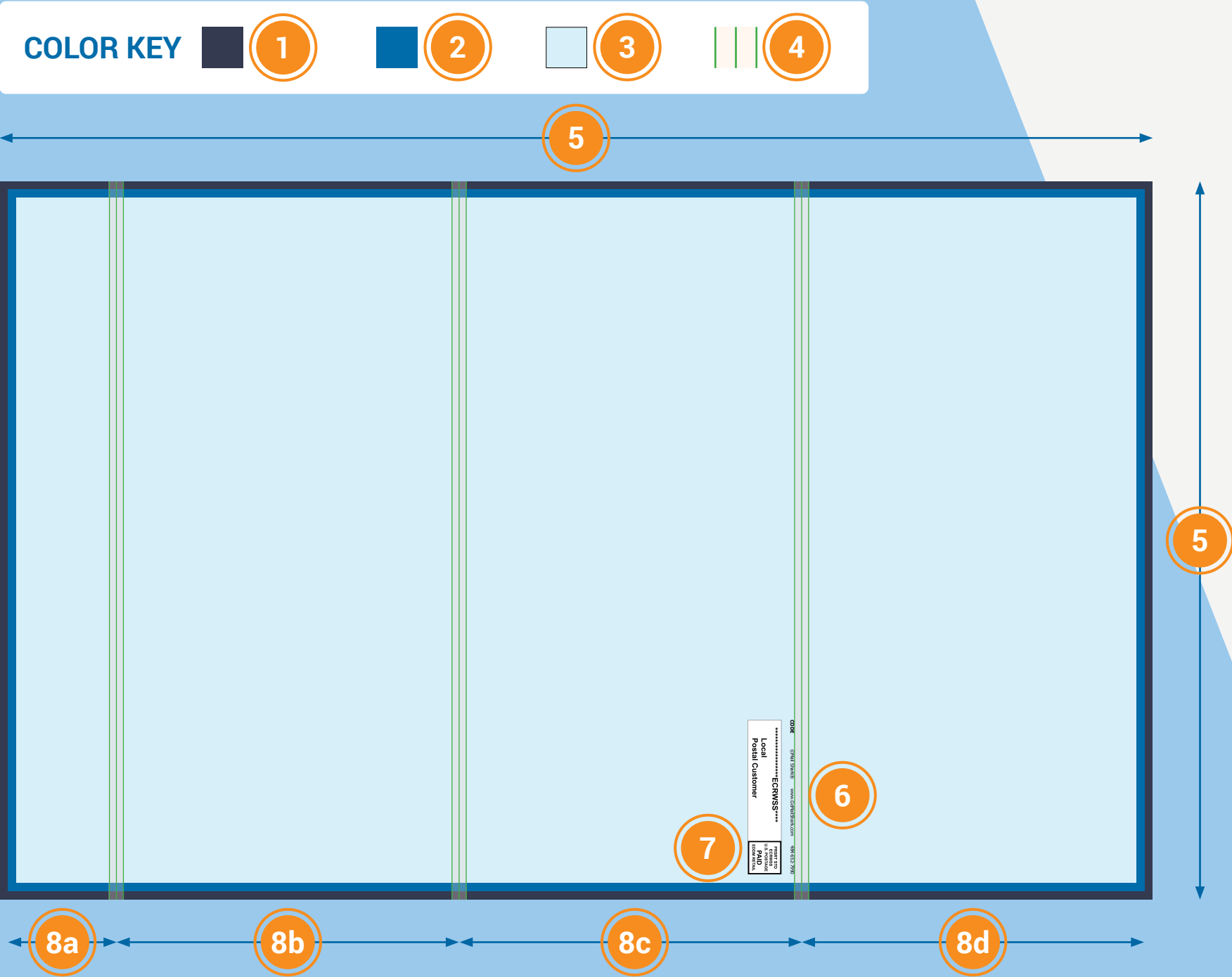
The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

**8 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork in the lower right hand corner of the back panel of the menu. The mailing label must be resting on the bottom right intersection of the margin lines, and have a total width of 2.375" and height of 4".

**9 PANEL WIDTHS**

Panel 9a is the coupon panel and it is 1.625" wide from the cutline to the first fold line. Panel 9b is 5.125" wide to each fold line. Panel 9c is the back cover and is 5.125" wide to each fold line. Panel 9d is the front cover and is 5.125" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**?** What is EDDM: Every Door Direct Mail?

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.

**1** **BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2** **MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3** **CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4** **FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5** **SIZE**

The document's width is 17" while it's height is 10.5". The document's entire width and height, including the bleed, is 17.25" x 10.75".

**6** **CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

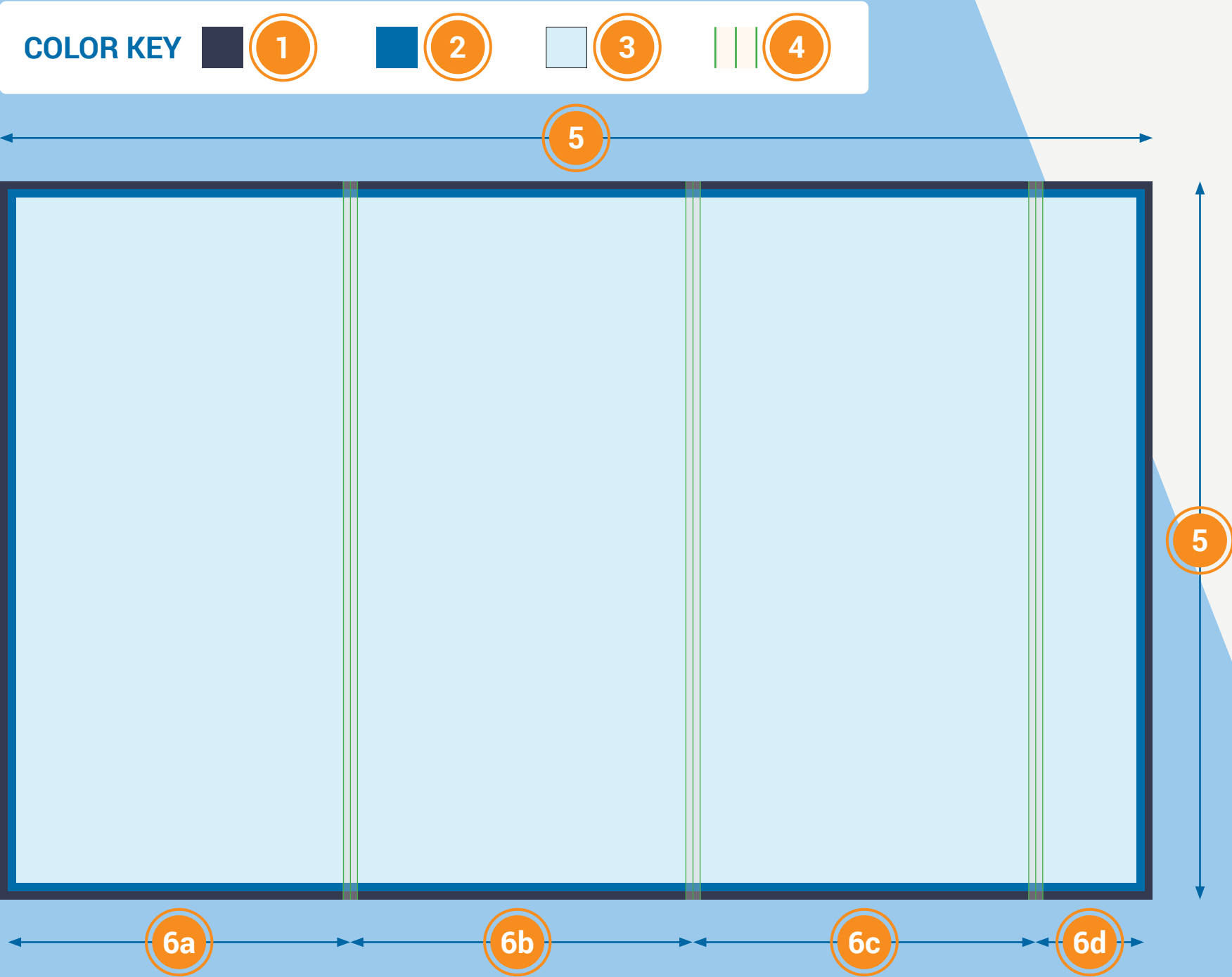
**7** **EDDM INDICIA**

The EDDM mailing information must appear inside the margin in the lower right corner of the back cover. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

**8** **PANEL WIDTHS**

Panel 8a is the coupon panel and it is 1.625" wide from the cutline to the first fold line. Panel 8b is 5.125" wide to each fold line. Panel 8c is the back cover and is 5.125" wide to each fold line. Panel 8d is the front cover and is 5.125" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).





**1** **BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2** **MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3** **CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4** **FOLD LINE AND GUTTERS**

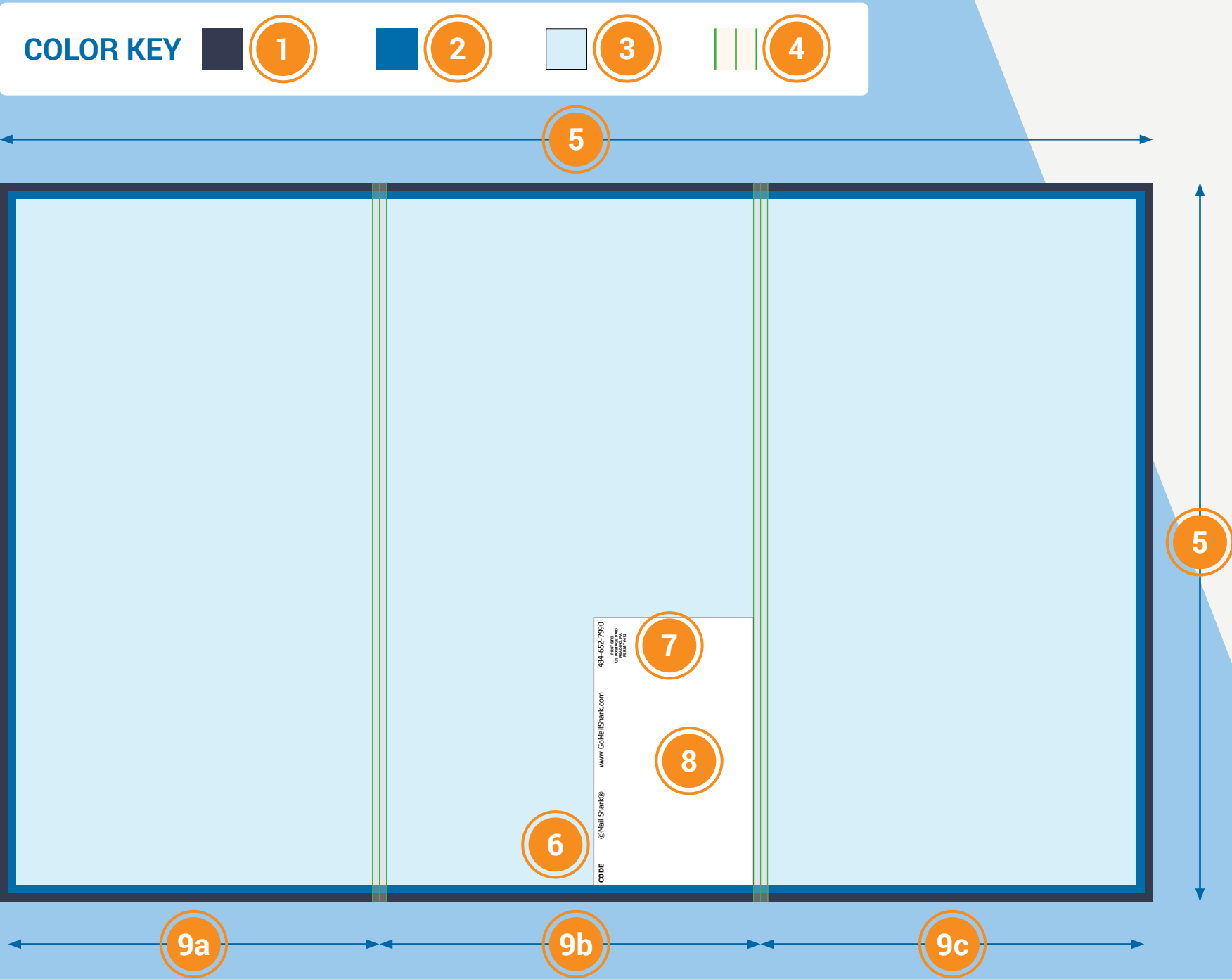
The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5** **SIZE**

The document's width is 17" while it's height is 10.5". The document's entire width and height, including the bleed, is 17.25" x 10.75".

**6** **PANEL WIDTHS**

Panel 6a is 5.125" wide from the cutline to the first fold line. Panel 6b is 5.125" wide to each fold line. Panel 6c is 5.125" wide to each fold line. Panel 6d is 1.625" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 SIZE**

The document's width is 17" while it's height is 10.5". The document's entire width and height, including the bleed, is 17.25" x 10.75".

**6 CODE AND MAIL SHARK TAGLINE**

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**7 PERMIT INDICIA**

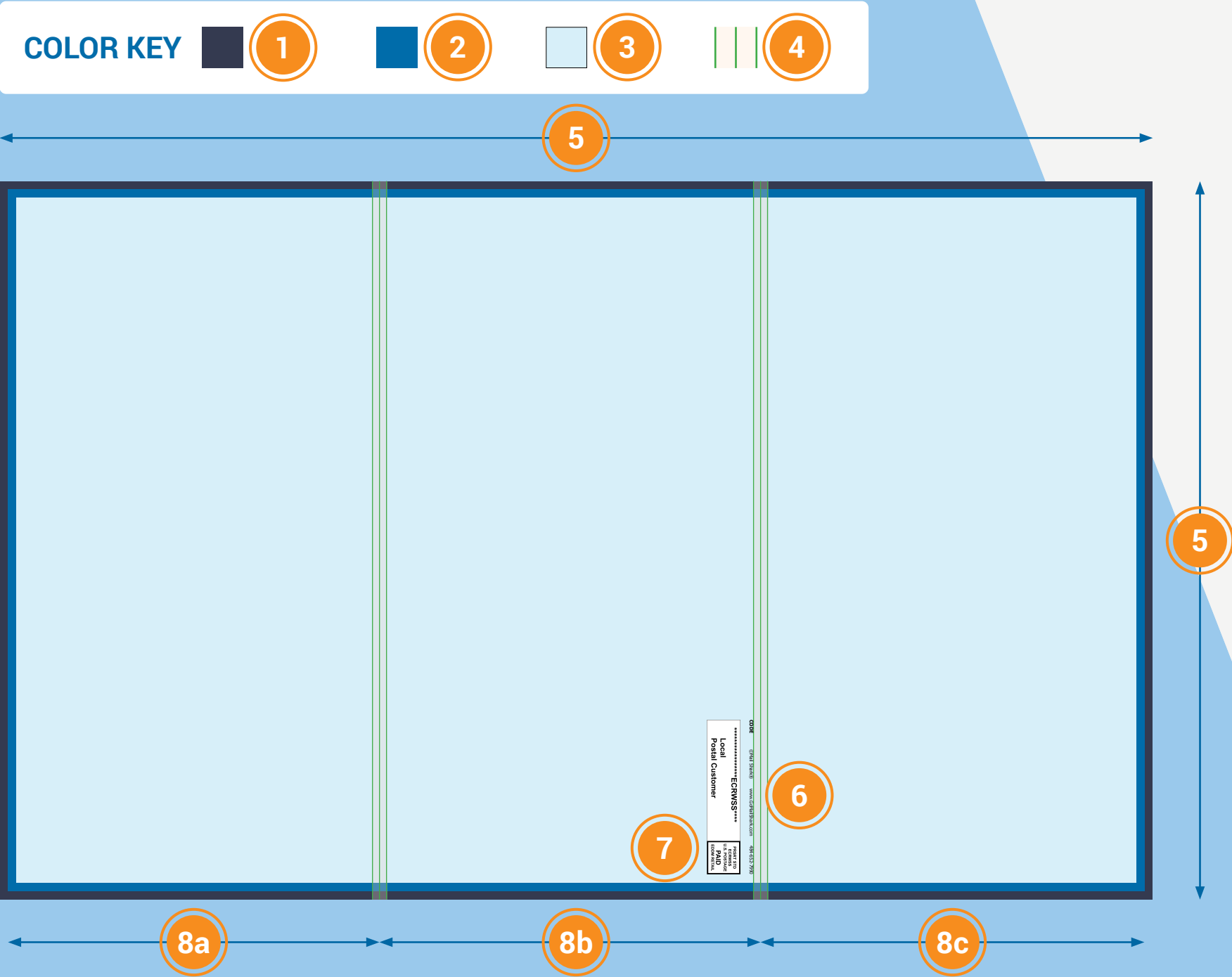
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**8 ADDRESS BOX**

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**9 PANEL WIDTHS**

Panel 9a is 5.5625" wide from the cutline to the first fold line. Panel 9b is the back cover and is 5.7" wide to each fold line. Panel 9c is the front cover and is 5.7365" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



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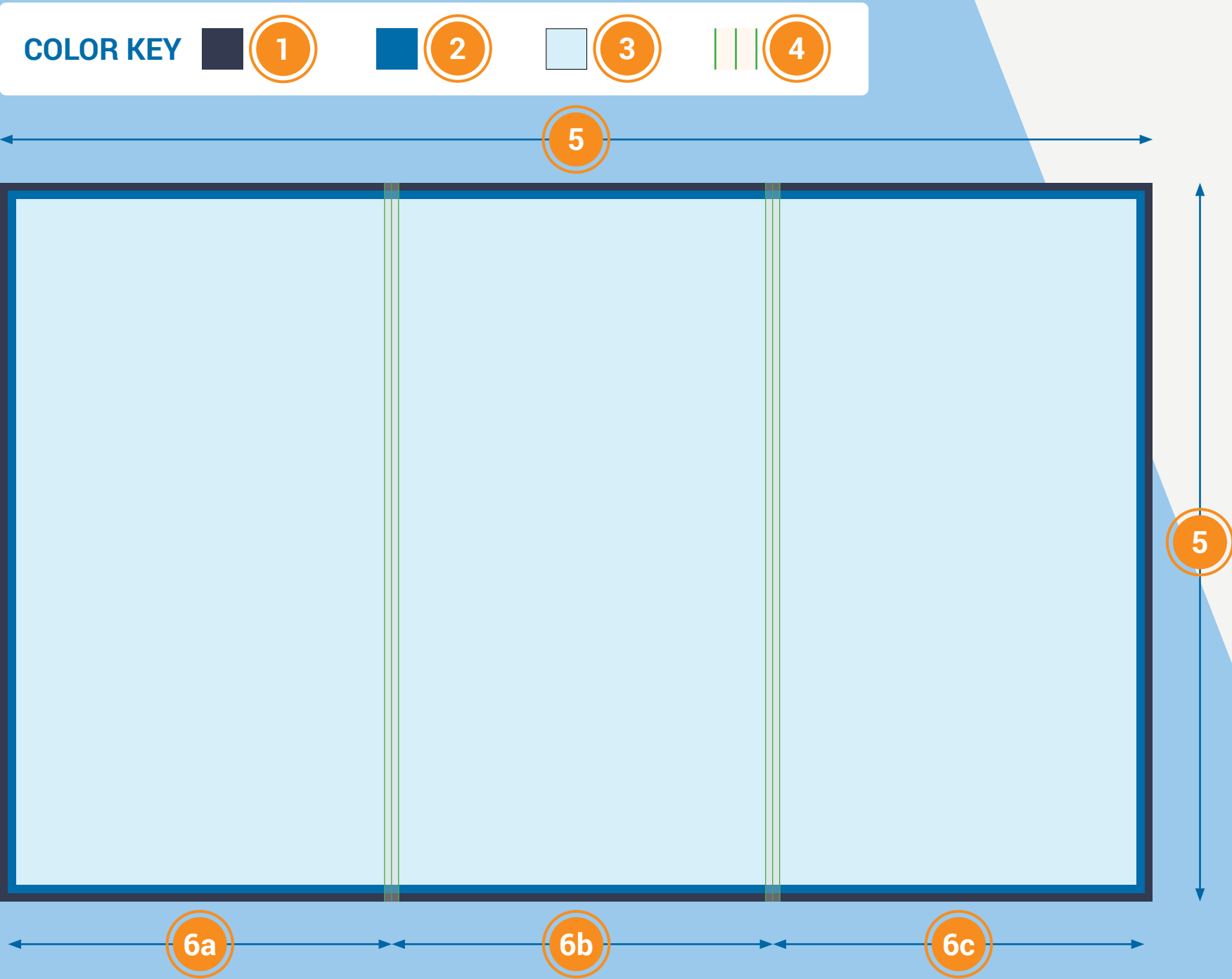
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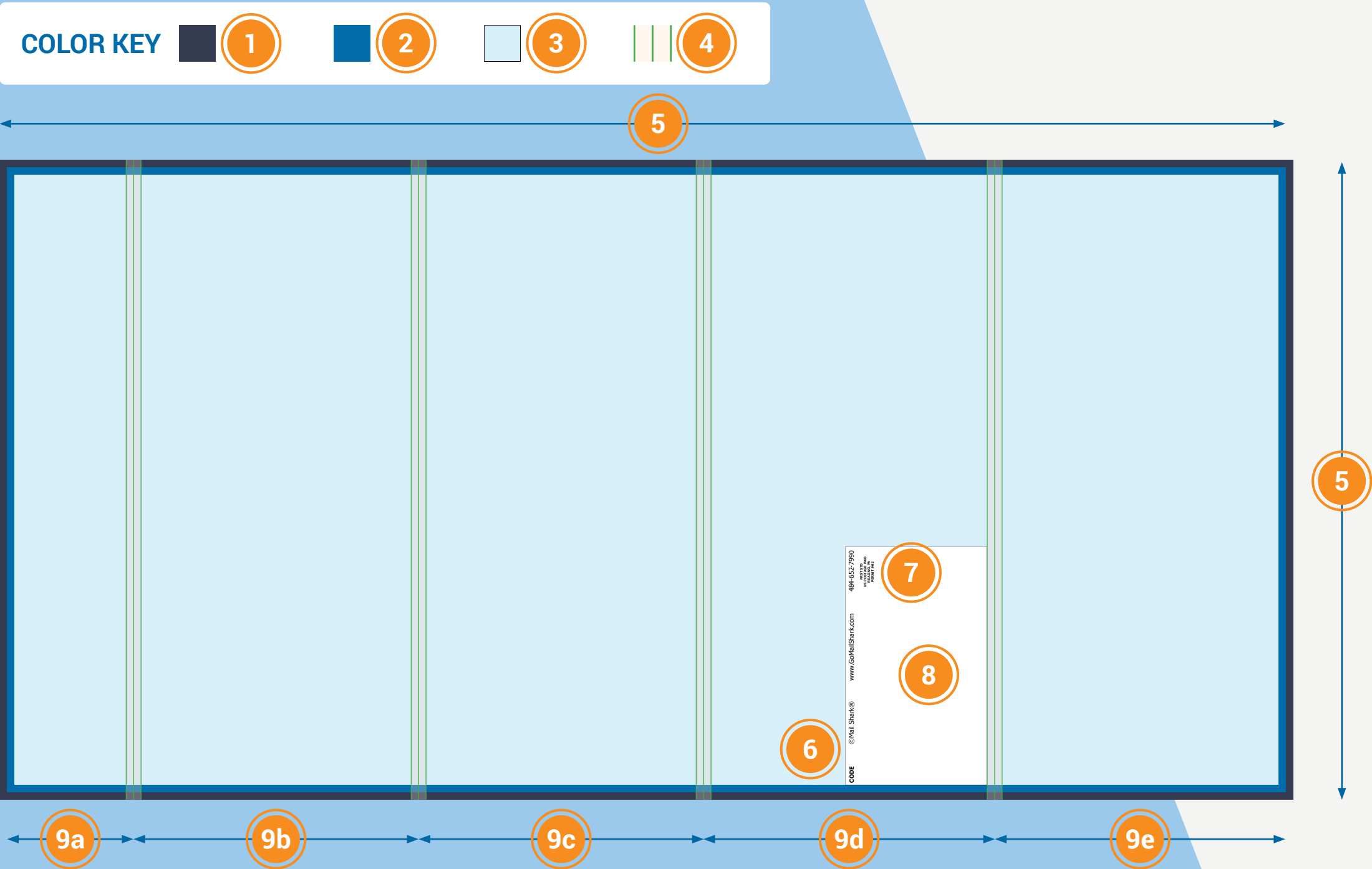
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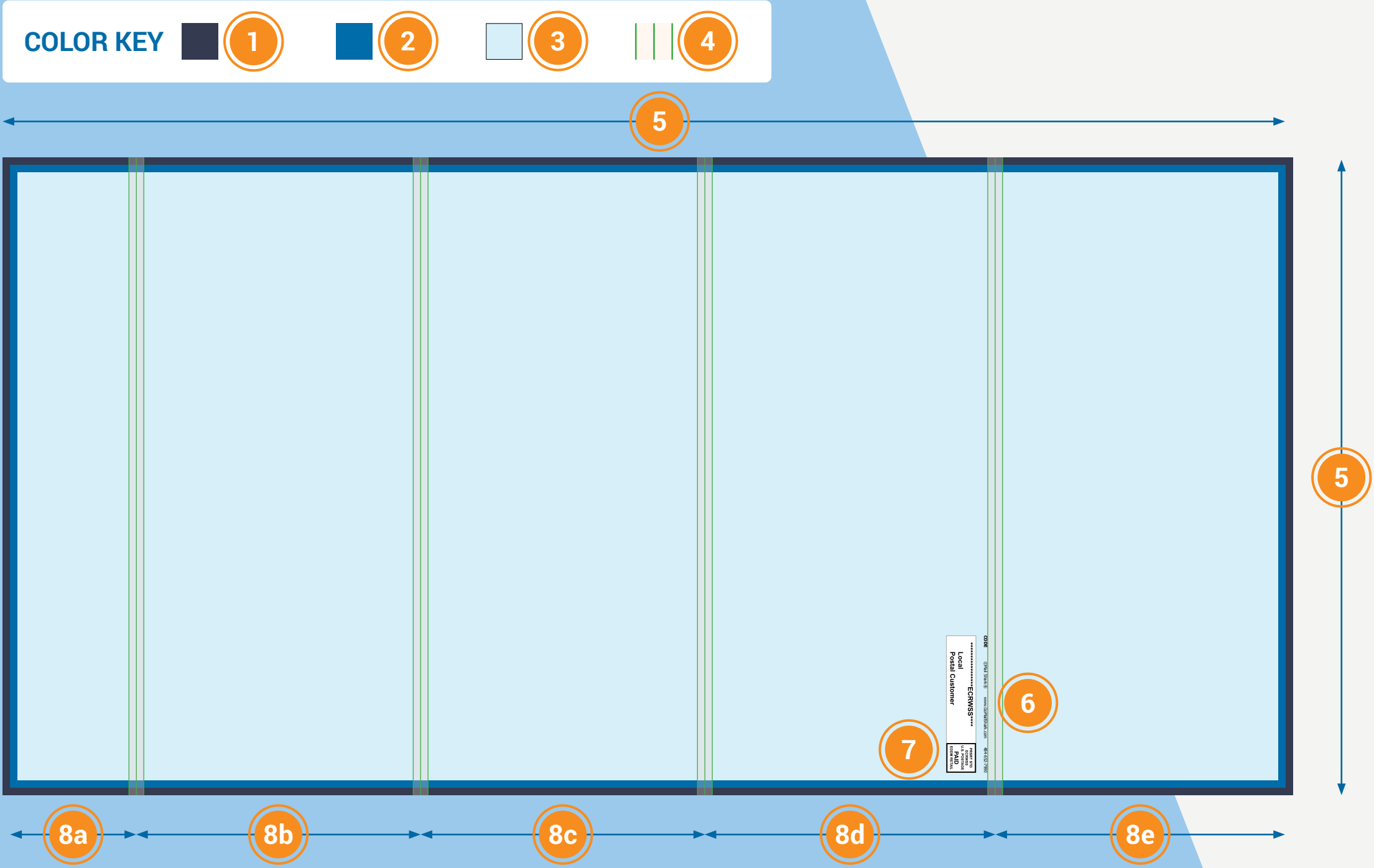
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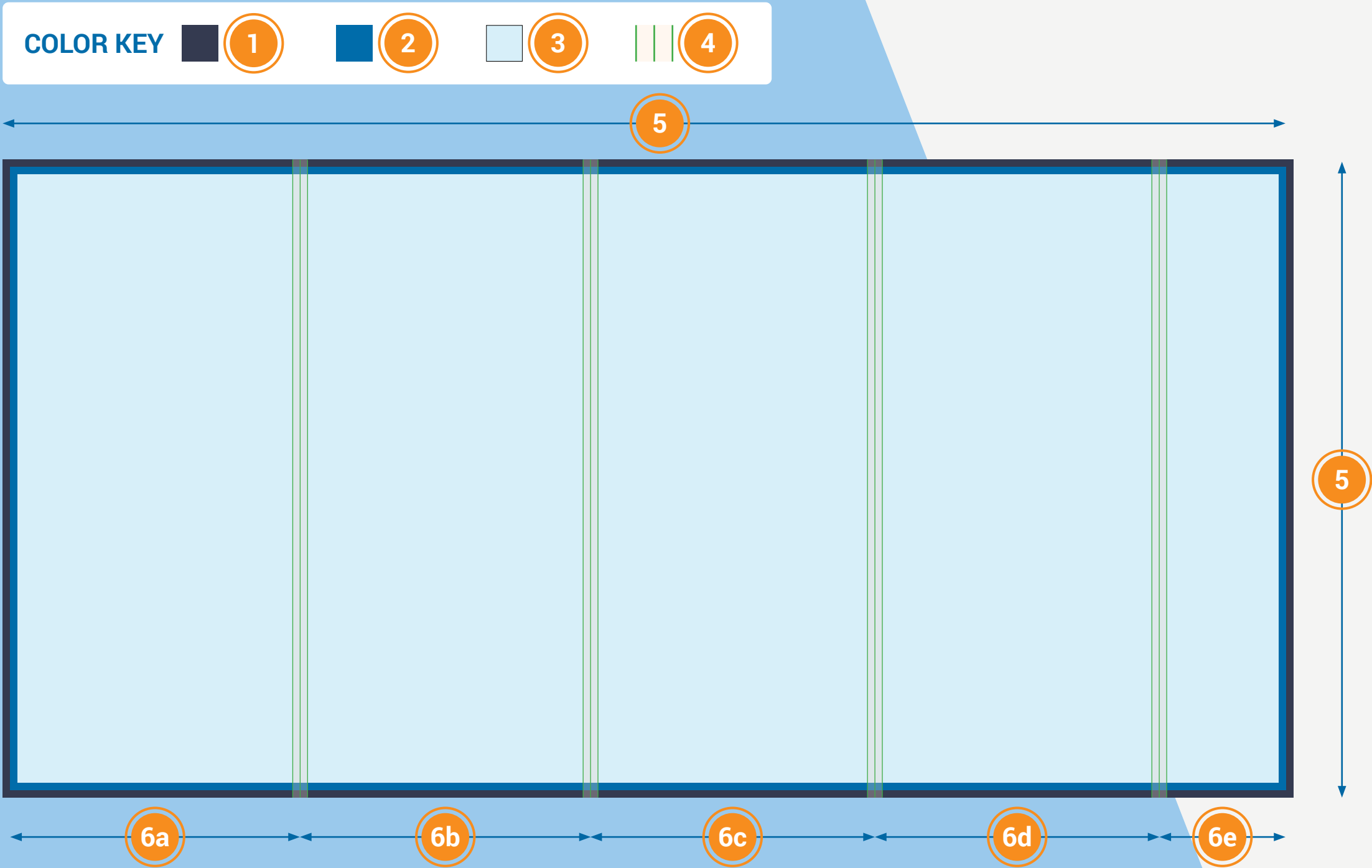
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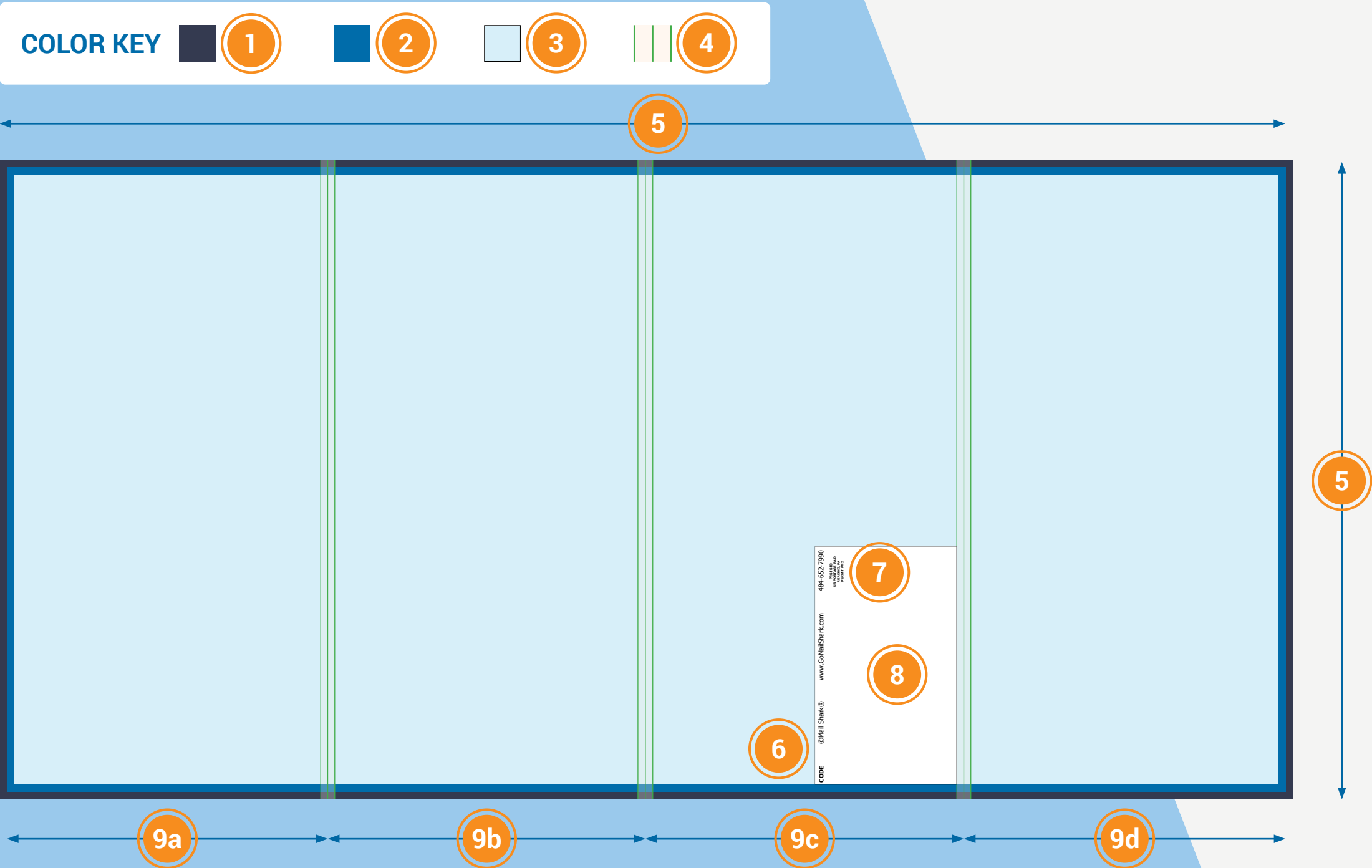
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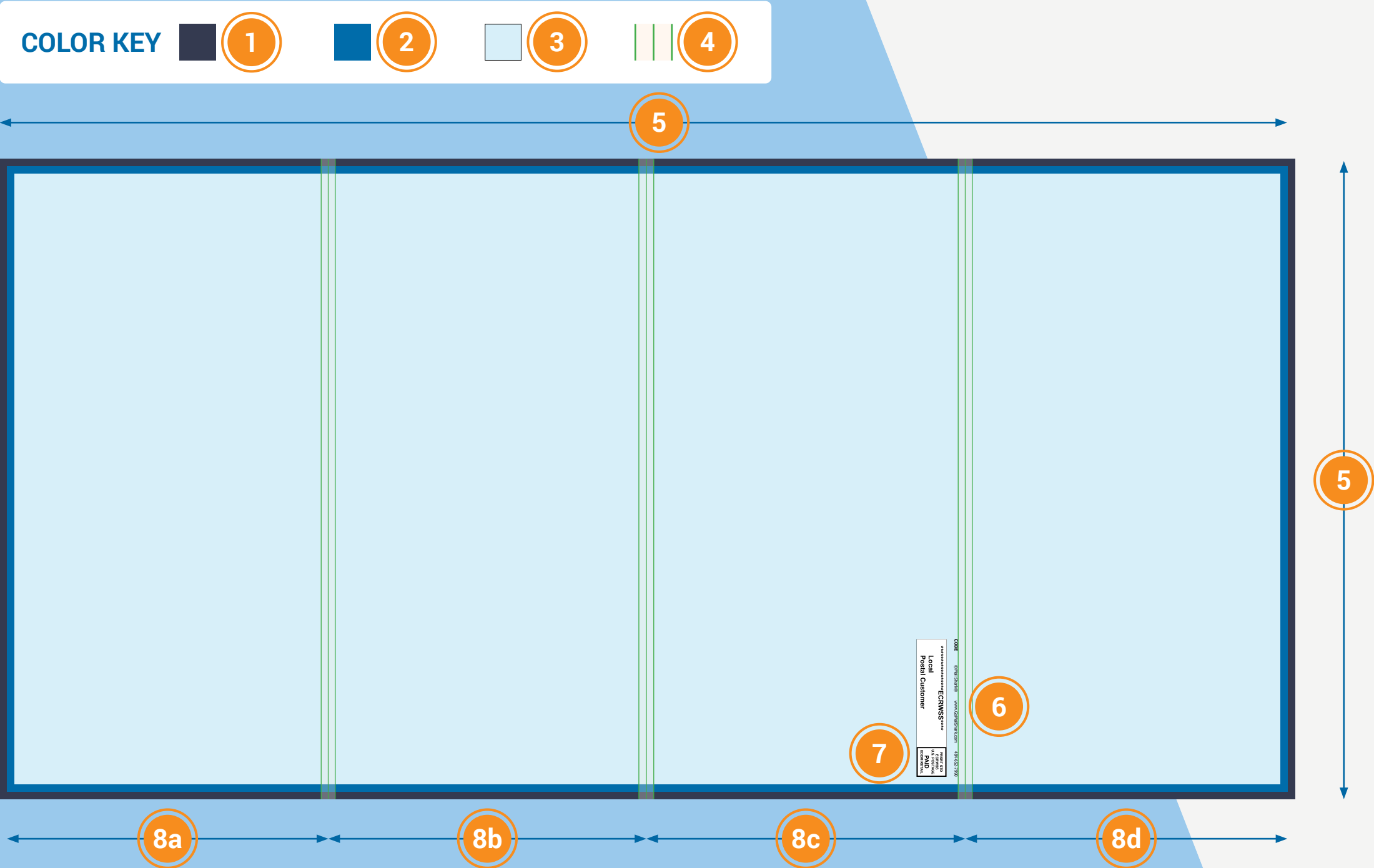
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**9 PANEL WIDTHS**

Panel 9a is 5.395" wide from the cutline to the first fold line. Panel 9b is 5.345" wide to each fold line. Panel 9c is the back cover and is 5.345" wide to each fold line. Panel 9d is the front cover and is 5.415" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).





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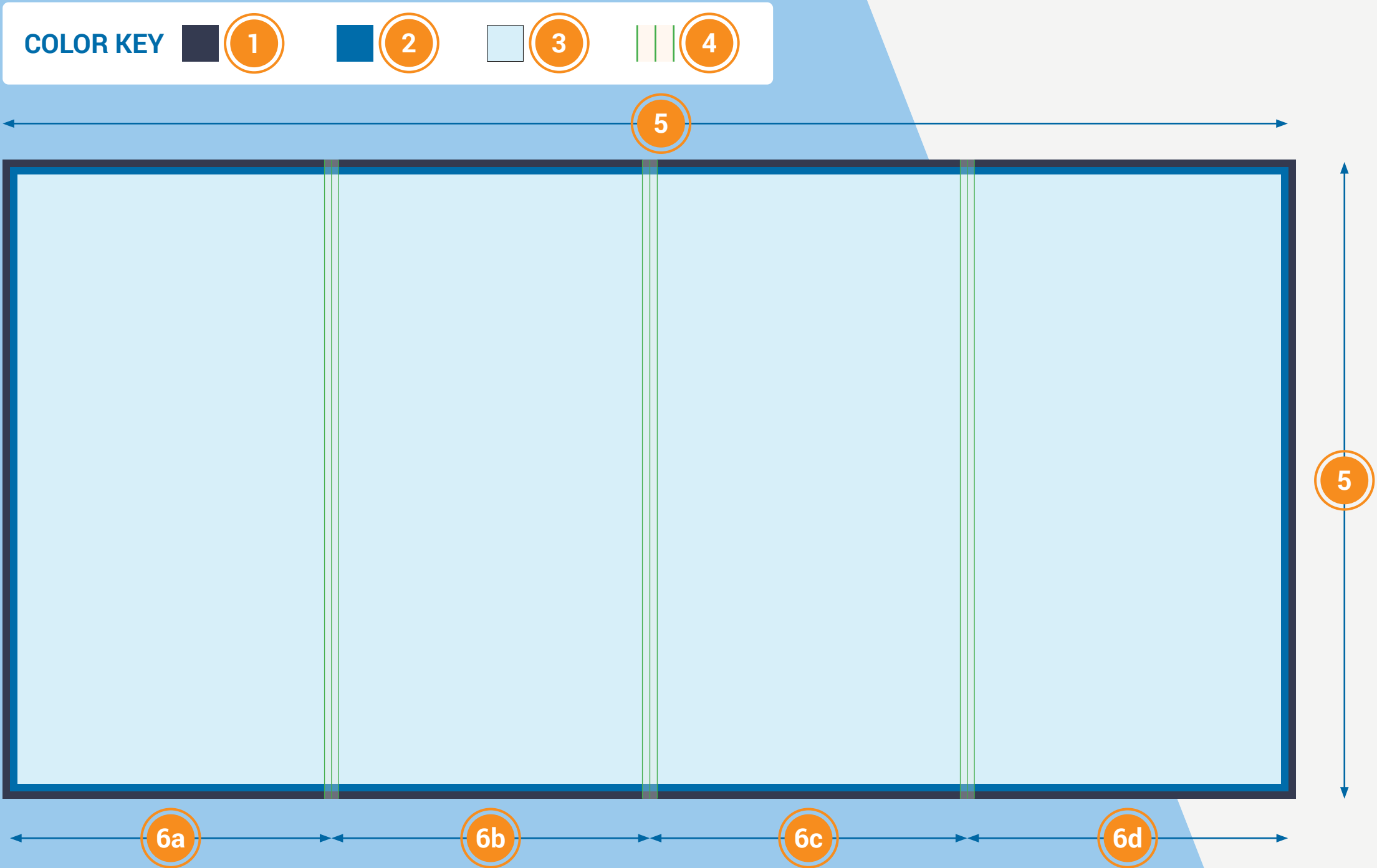
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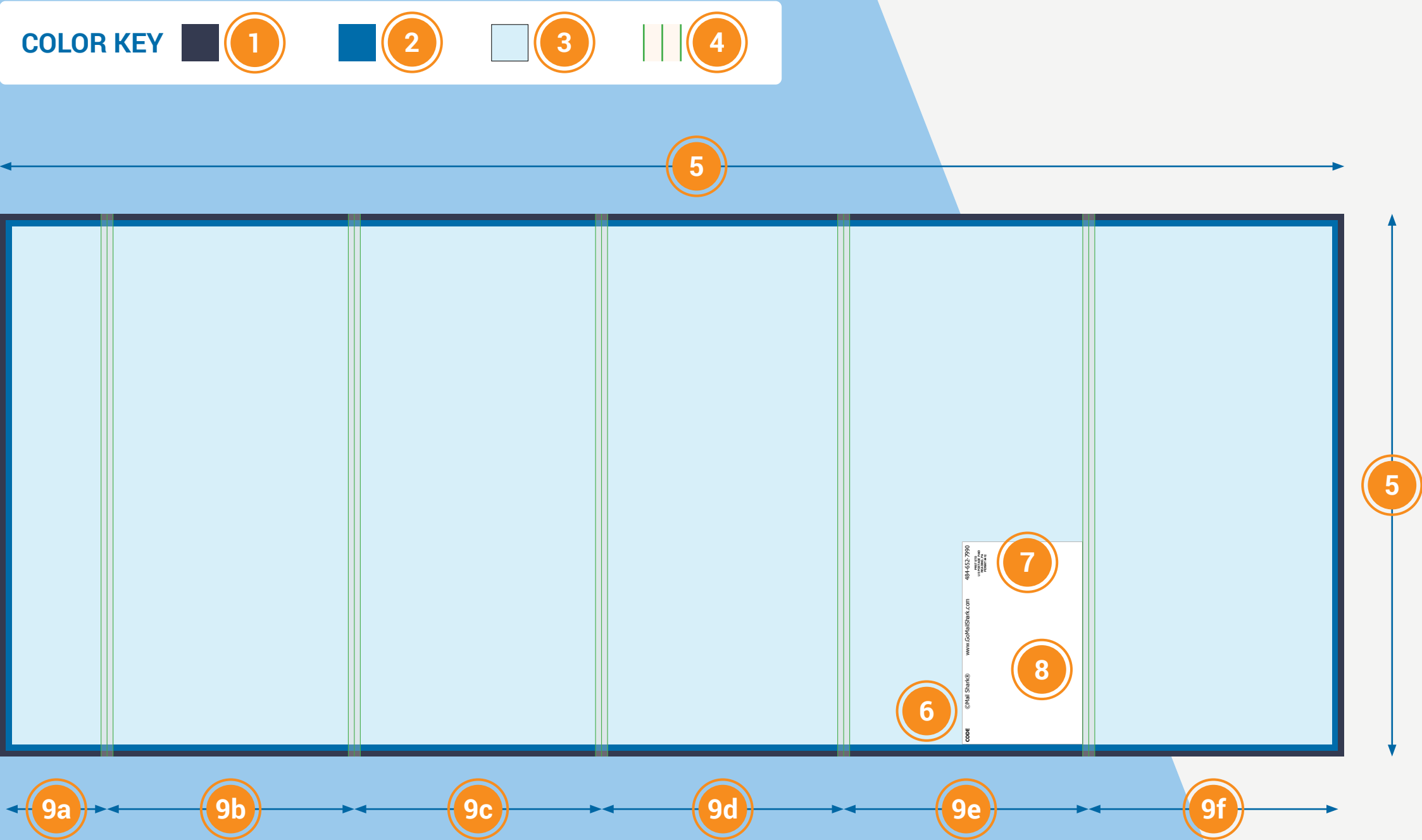
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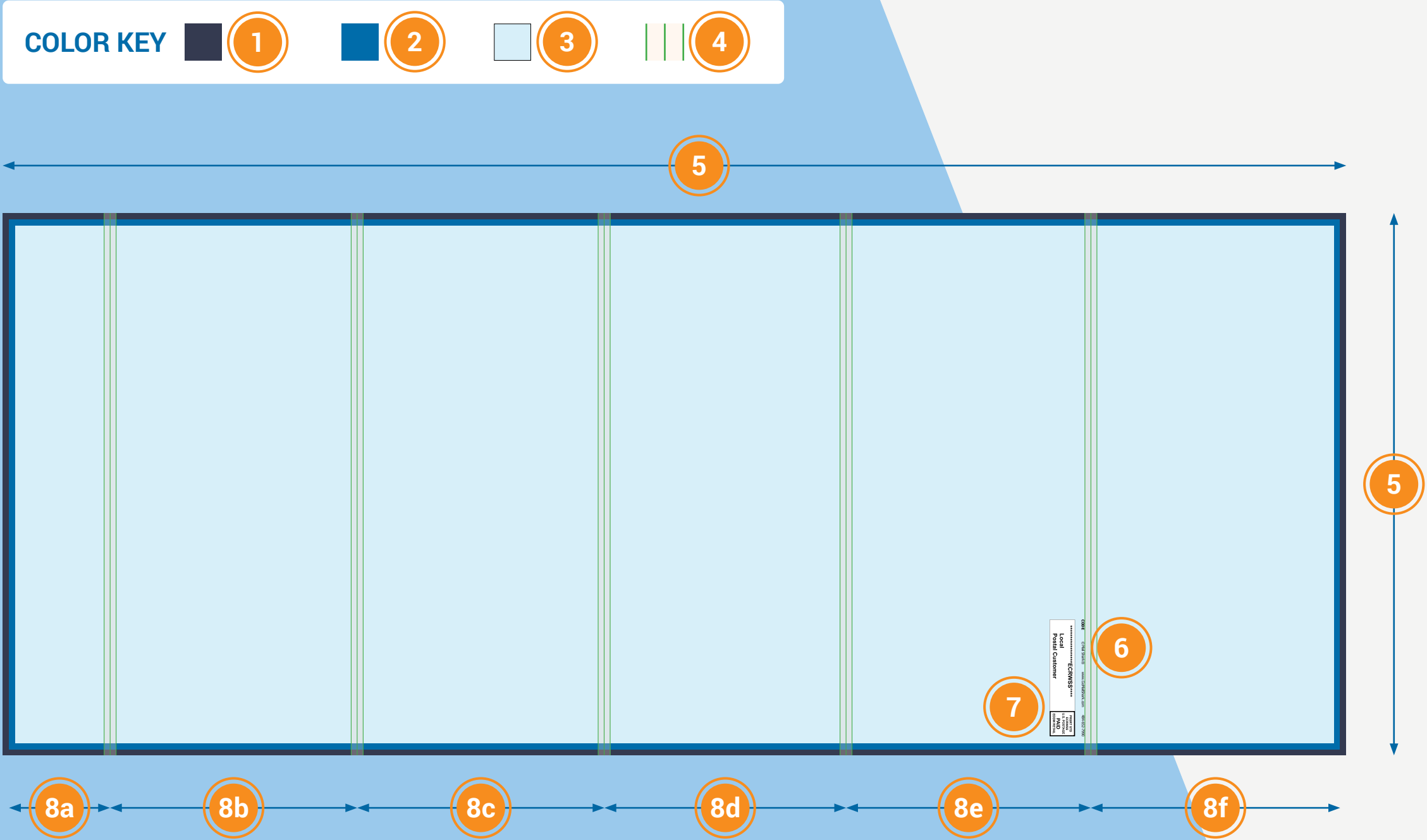
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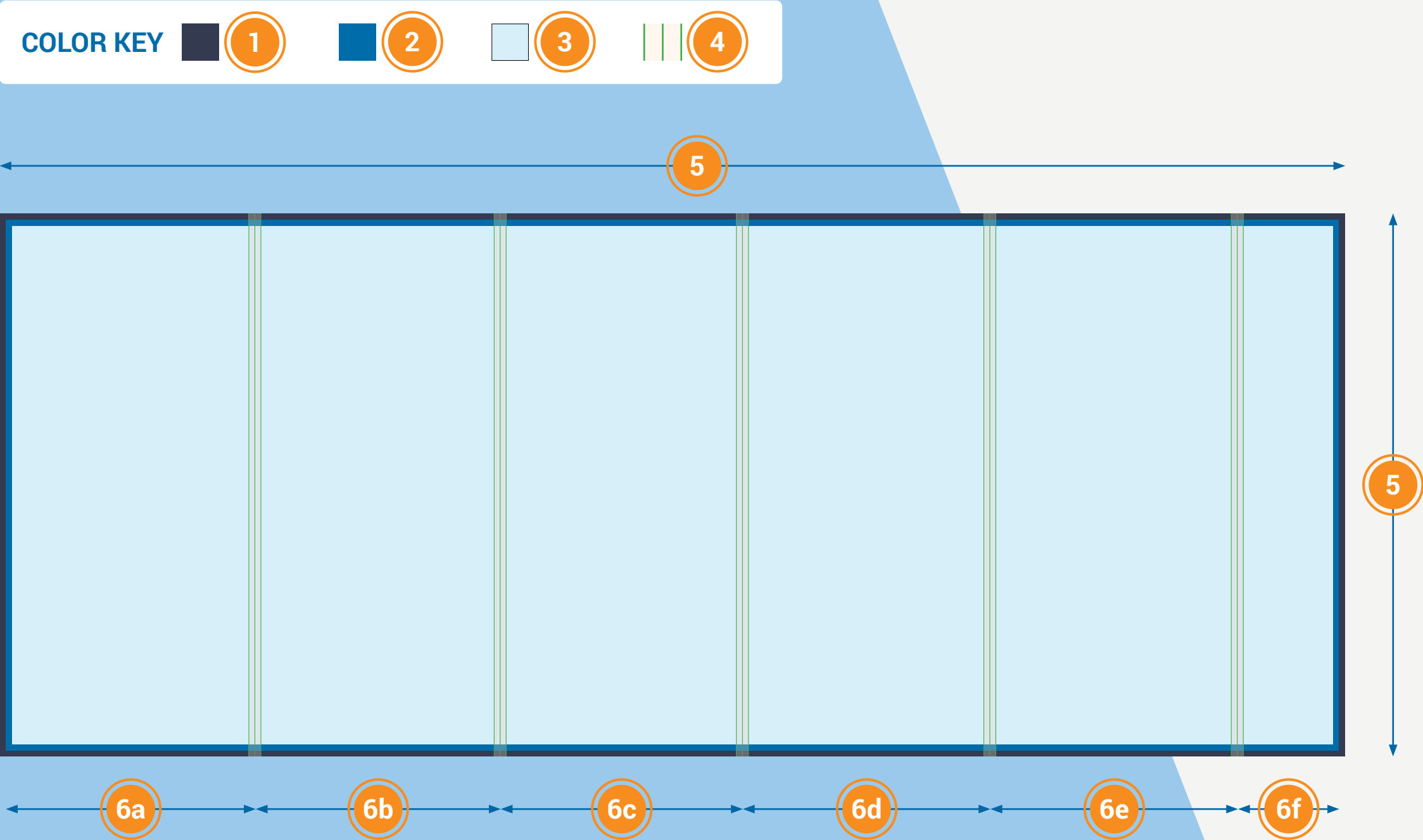
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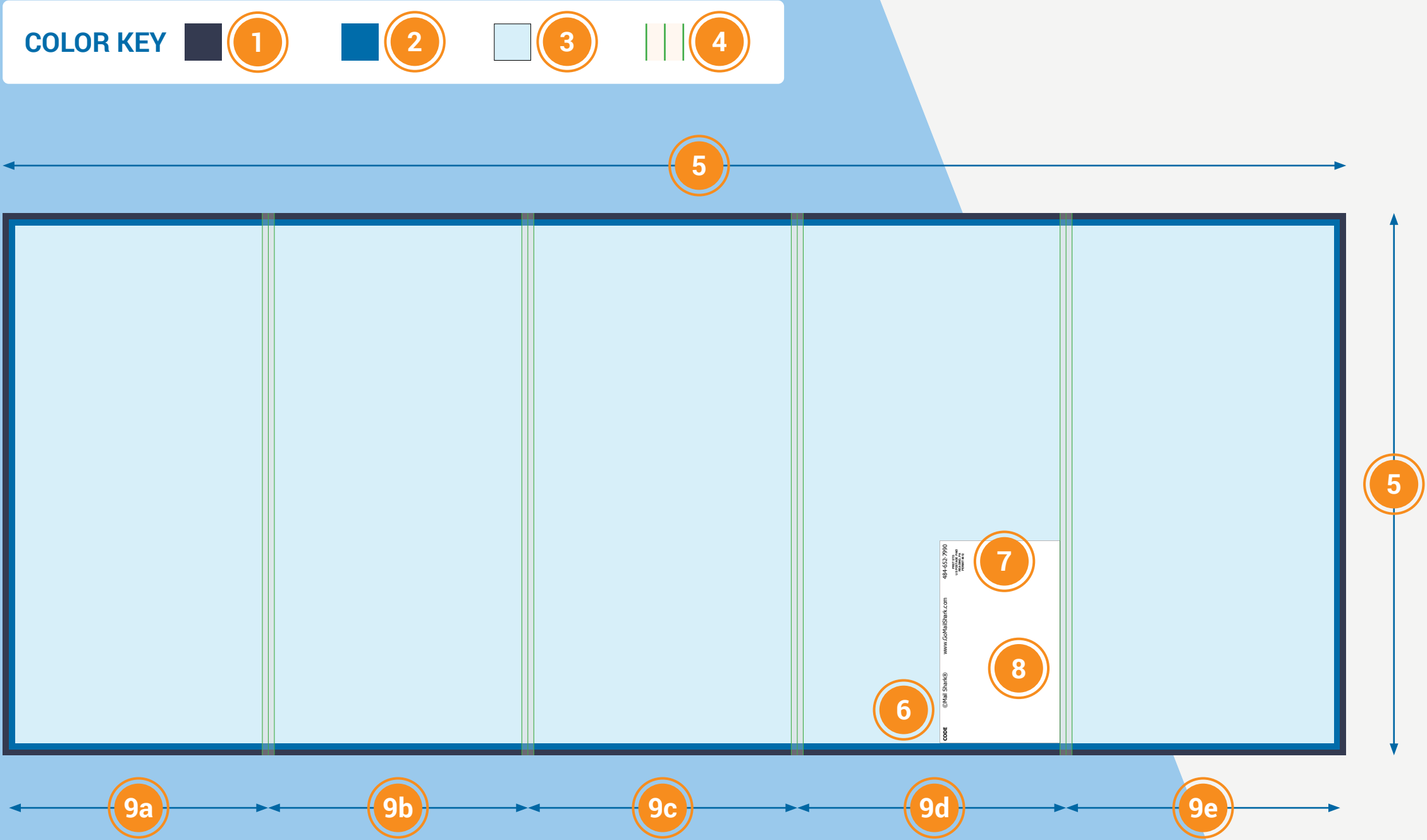
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The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**7 PERMIT INDICIA**

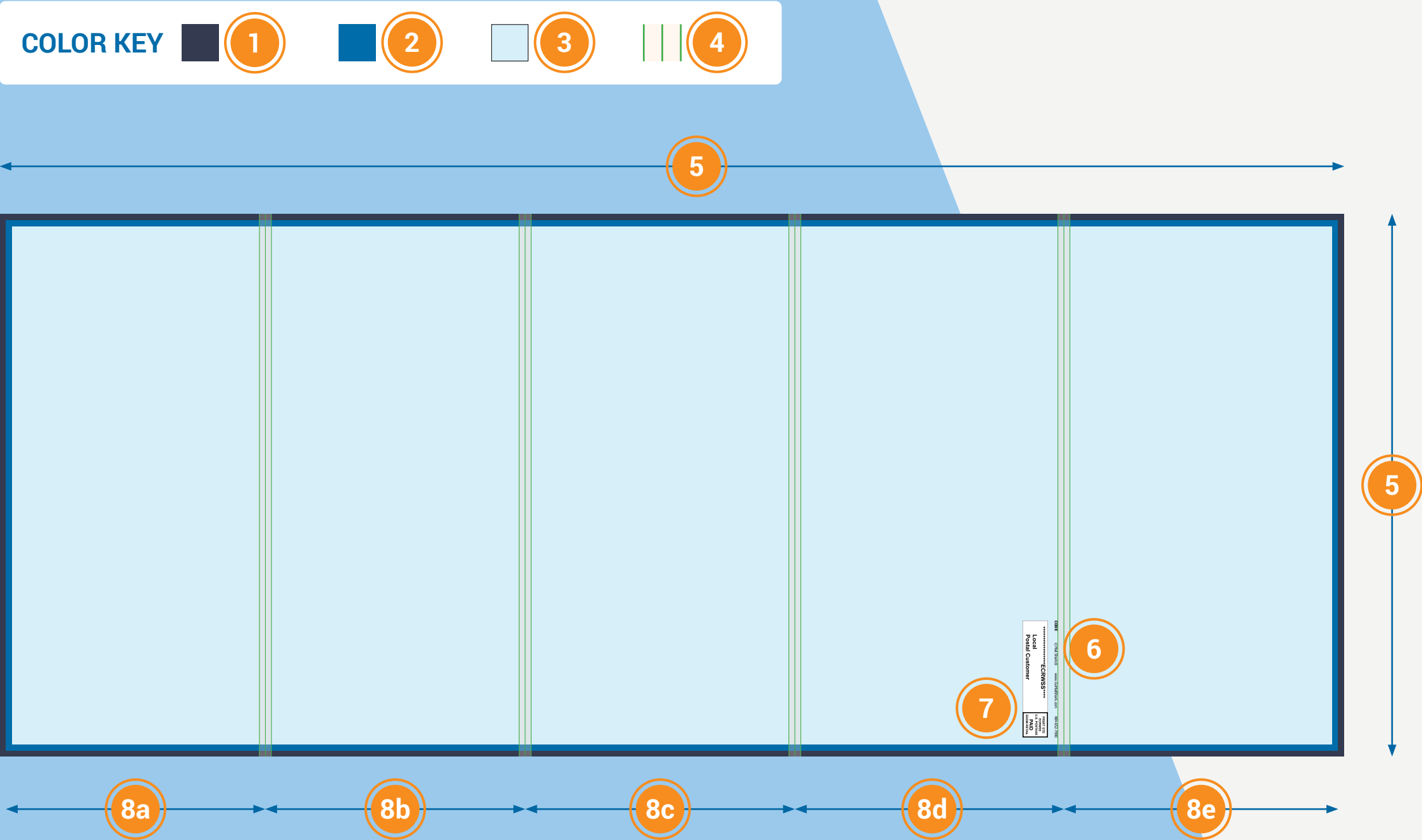
The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

**8 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork in the lower right hand corner of the back panel of the menu. The mailing label must be resting on the bottom right intersection of the margin lines, and have a total width of 2.375" and height of 4".

**9 PANEL WIDTHS**

Panel 9a is 5.1425" wide from the cutline to the first fold line. Panel 9b is 5.1425" wide to each fold line. Panel 9c is 5.345" wide to each fold line. Panel 9d is the back cover and is 5.3275" wide to each fold line. Panel 9e is the front cover and is 5.4175" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



?

What is EDDM:  
Every Door Direct Mail?

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.

1

BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2

MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

FOLD LINE  
AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

5

SIZE

The document's width is 26.375" while it's height is 10.5". The document's entire width and height, including the bleed, is 26.625" x 10.75".

6

CODE AND MAIL  
SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

7

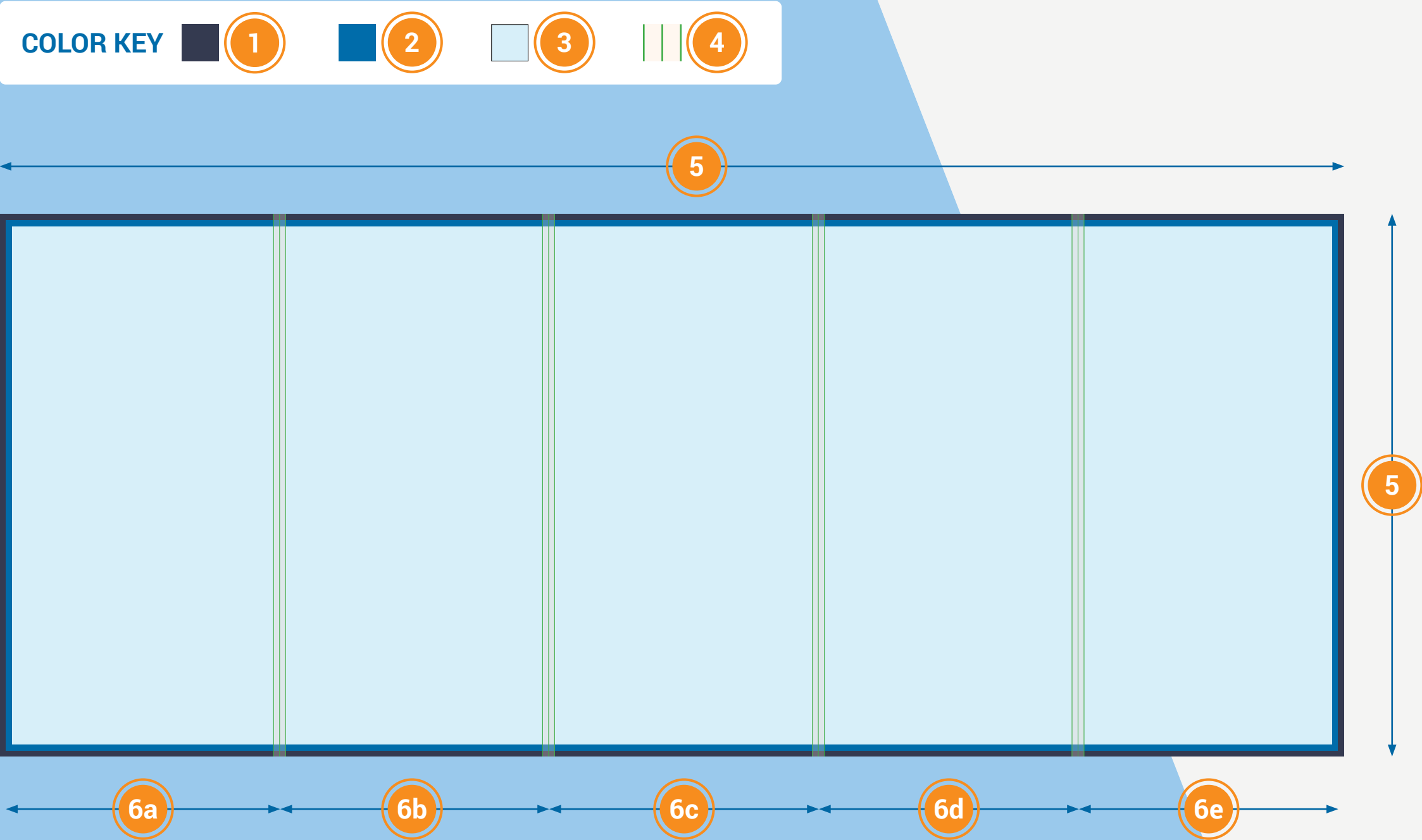
EDDM INDICIA

The EDDM mailing information must appear inside the margin in the lower right corner of the back cover. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

8

PANEL WIDTHS

Panel 8a is 5.1425" wide from the cutline to the first fold line. Panel 8b is 5.1425" wide to each fold line. Panel 8c is 5.345" wide to each fold line. Panel 8d is the back cover and is 5.3275" wide to each fold line. Panel 8e is the front cover and is 5.4175" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

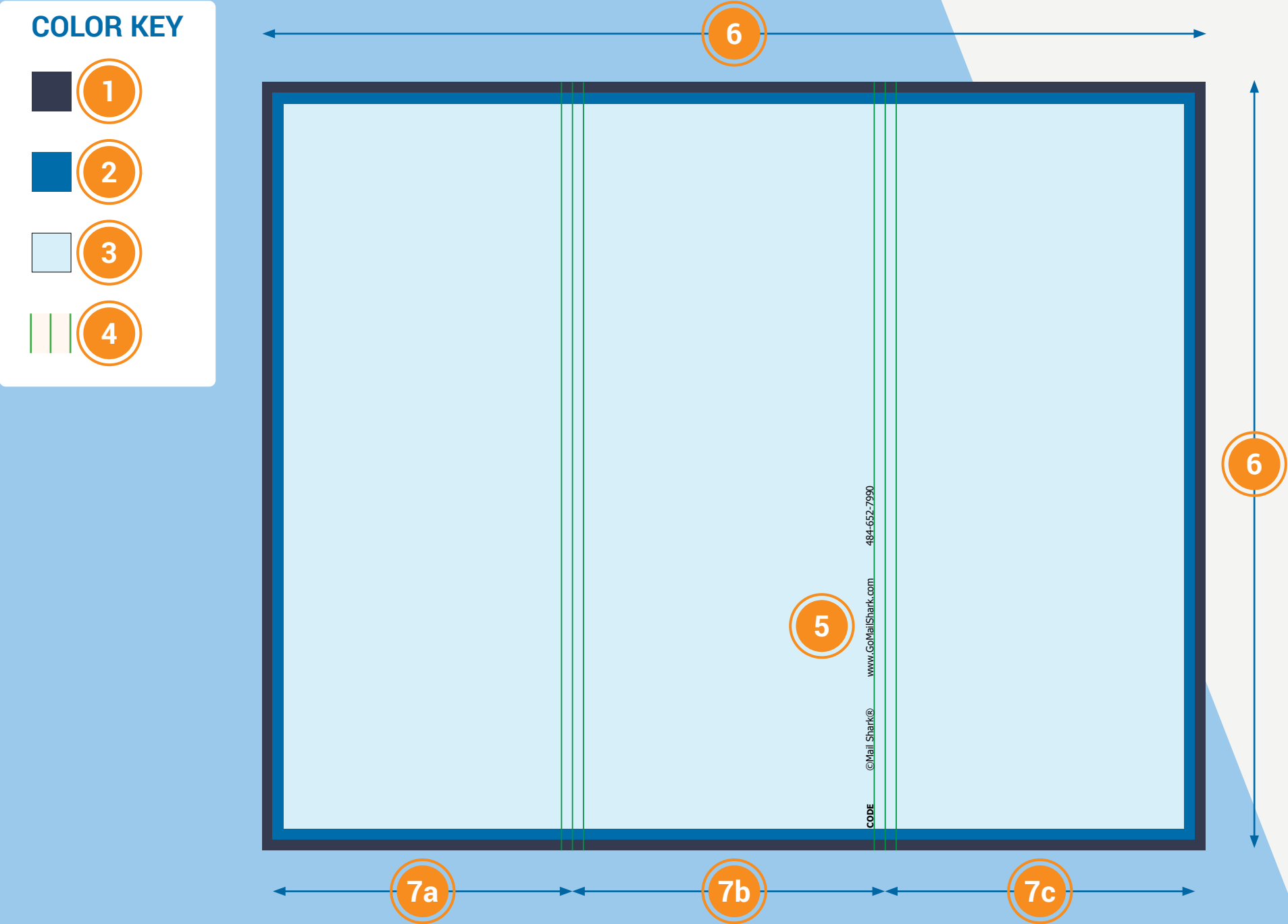
**5 SIZE**

The document's width is 26.375" while it's height is 10.5". The document's entire width and height, including the bleed, is 26.625" x 10.75".

**6 PANEL WIDTHS**

Panel 6a is 5.4175" wide from the cutline to the first fold line. Panel 6b is 5.3275" wide to each fold line. Panel 6c is 5.345" wide to each fold line. Panel 6d is 5.1425" wide to each fold line. Panel 6e is 5.1425" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).





**1 BLEED = 0.125"**

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**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 CODE AND MAIL SHARK TAGLINE**

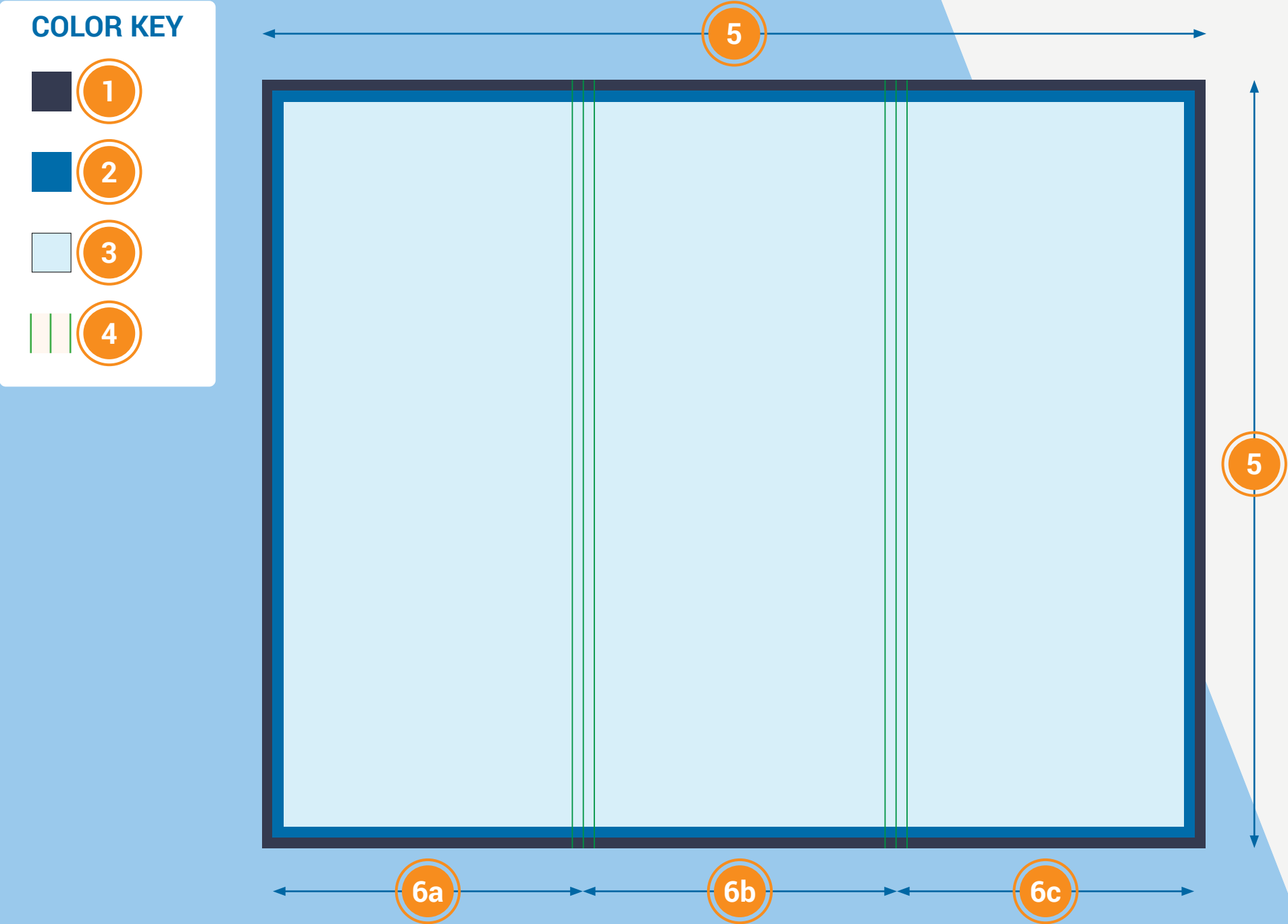
The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**6 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**7 PANEL WIDTHS**

Panel 7a is 3.4125" wide from the cutline to the first fold line. Panel 7b is the back cover and is 3.5625" wide to each fold line. Panel 7c is the front cover and is 3.525" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



1



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MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4



FOLD LINE AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

5

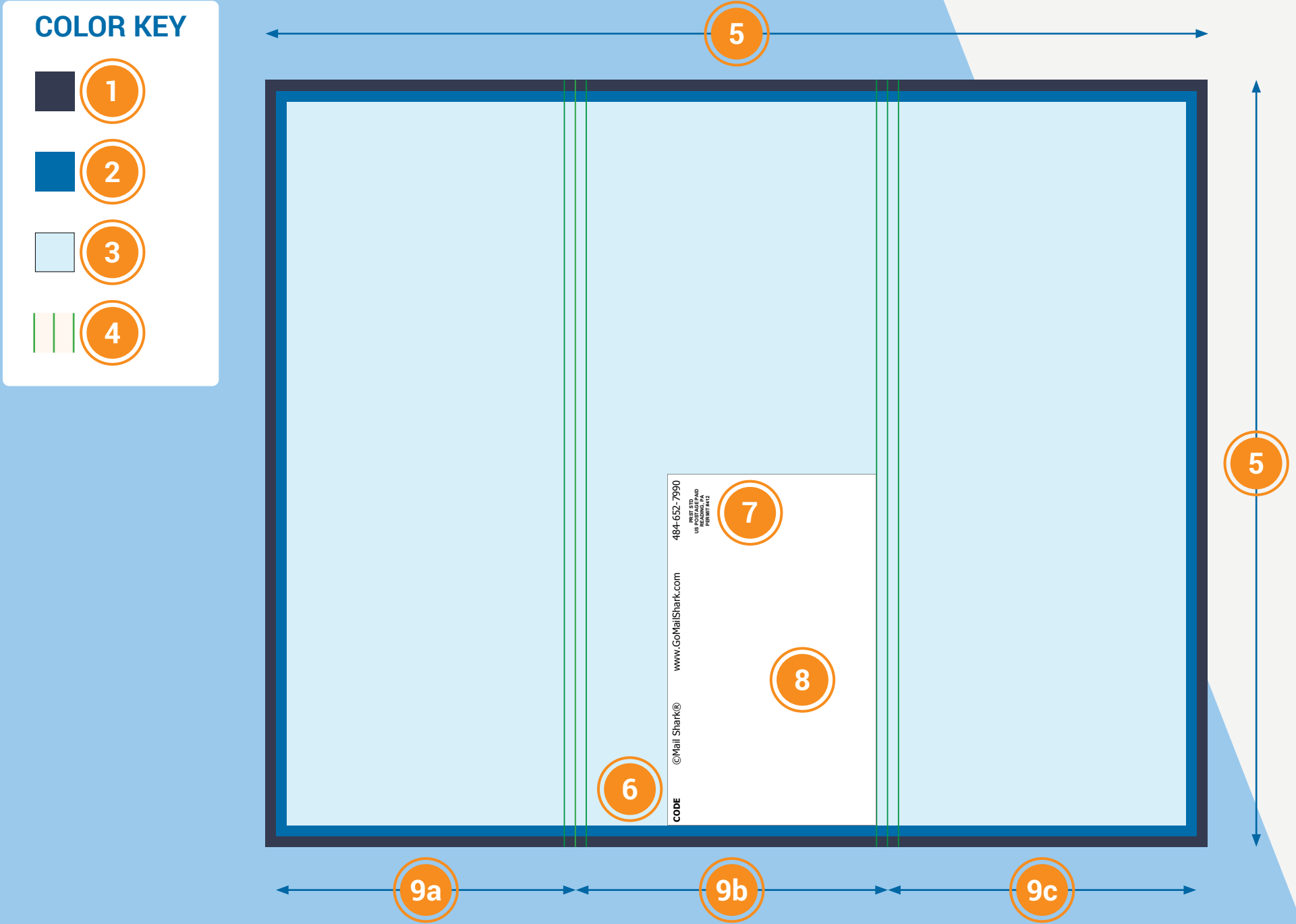
SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

6

PANEL WIDTHS

Panel 6a is 3.525" wide from the cutline to the first fold line. Panel 6b is the back cover and is 3.5625" wide to each fold line. Panel 6c is the front cover and is 3.4125" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



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**CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

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**FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

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**SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

6

**CODE AND MAIL SHARK TAGLINE**

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7

**PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

8

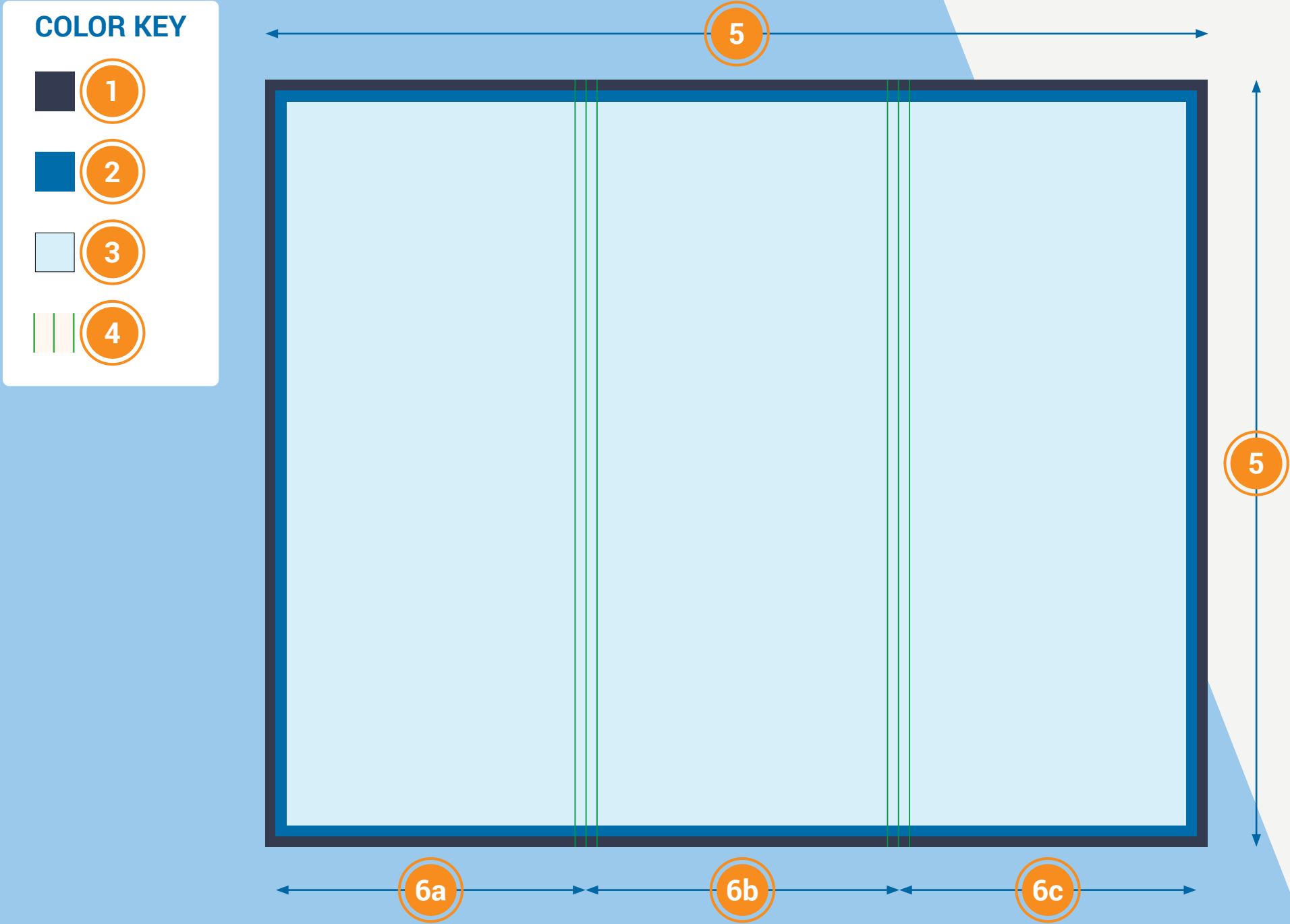
**ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork in the lower right hand corner of the back panel of the menu. The mailing label must be resting on the bottom right intersection of the margin lines, and have a total width of 2.375" and height of 4".

9

**PANEL WIDTHS**

Panel 9a is 3.4125" wide from the cutline to the first fold line. Panel 9b is the back cover and is 3.5625" wide to each fold line. Panel 9c is the front cover and is 3.525" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



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**CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4



**FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

5

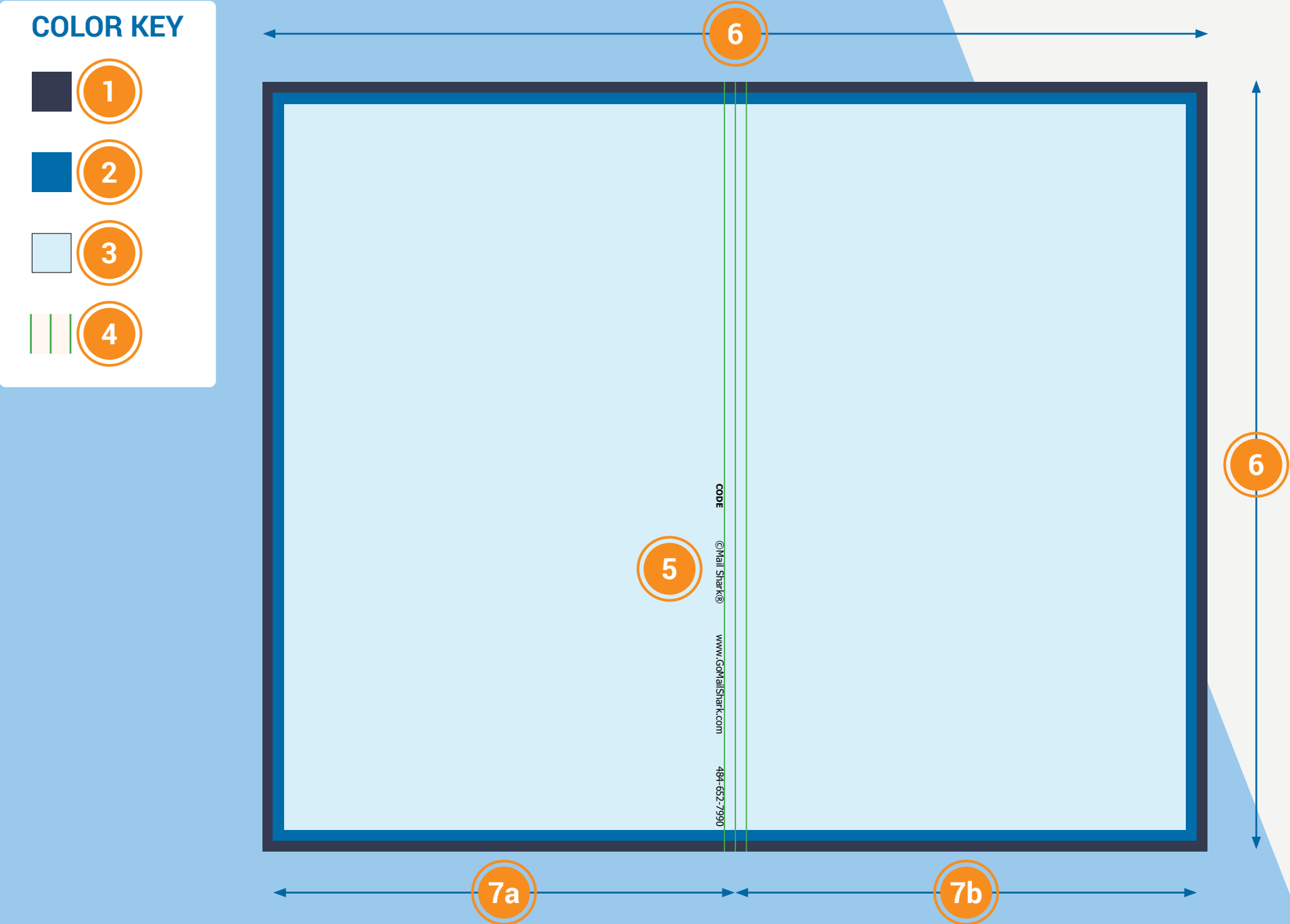
**SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

6

**PANEL WIDTHS**

Panel 6a is 3.525" wide from the cutline to the first fold line. Panel 6b is the back cover and is 3.5625" wide to each fold line. Panel 6c is the front cover and is 3.4125" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



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The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 CODE AND MAIL SHARK TAGLINE**

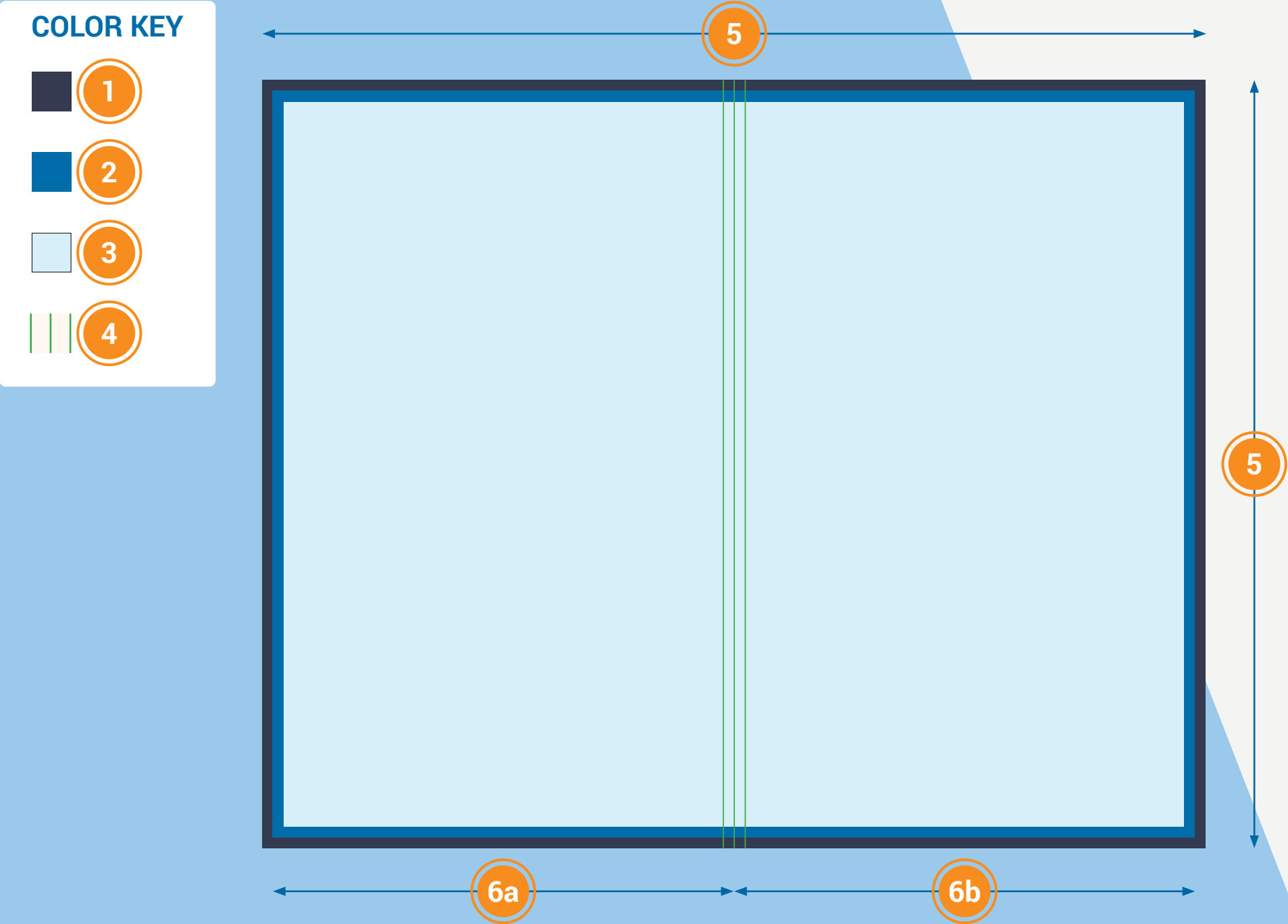
The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**6 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**7 PANEL WIDTHS**

Panel 7a is the back cover and is 5.25" wide from the cutline to the fold line. Panel 7b is the front cover and is 5.25" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

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**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

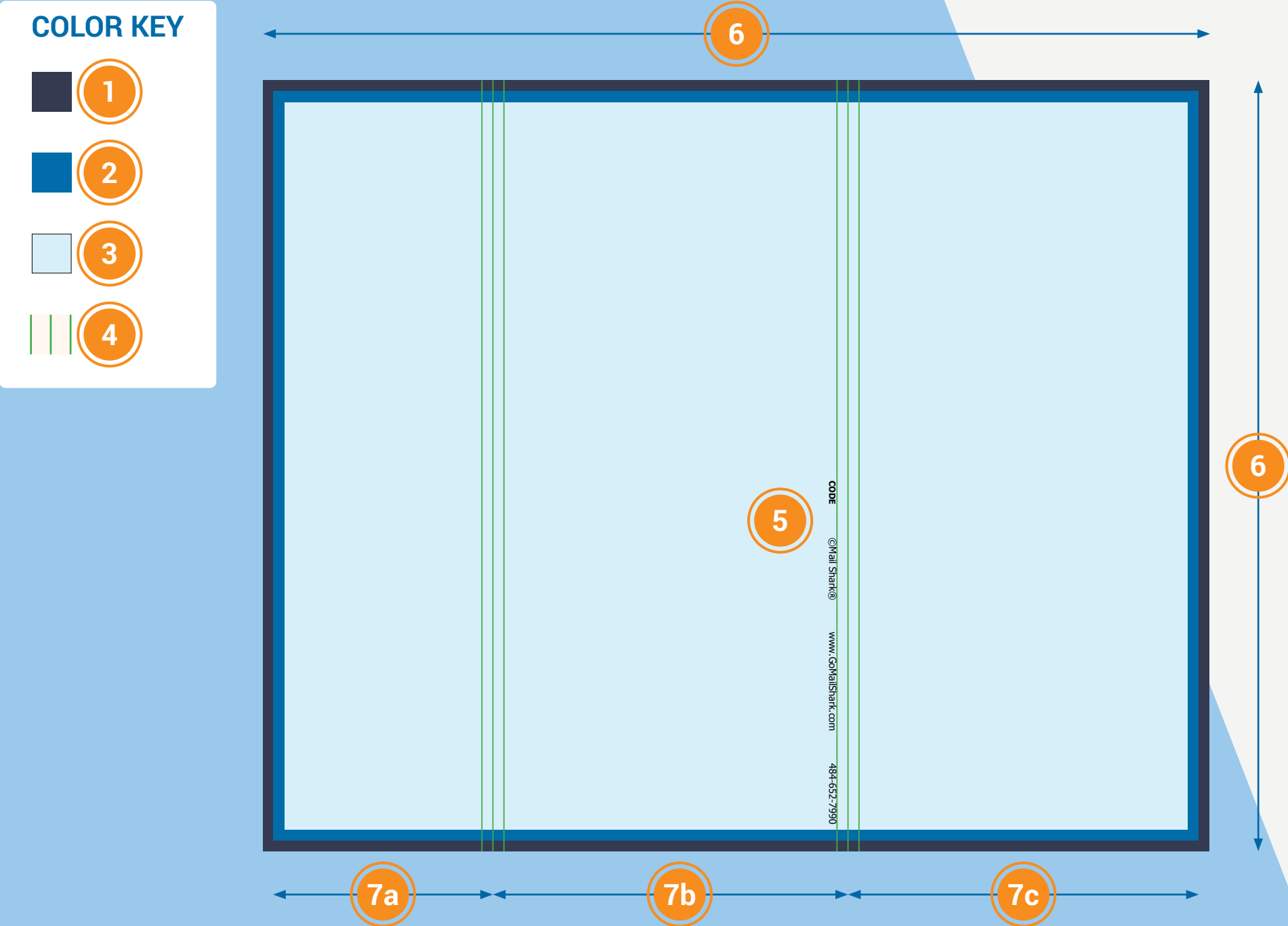
**5 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**6 PANEL WIDTHS**

Panel 6a is 5.25" wide from the cutline to the fold line. Panel 6b is 5.25" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).





**1 BLEED = 0.125"**

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**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 CODE AND MAIL SHARK TAGLINE**

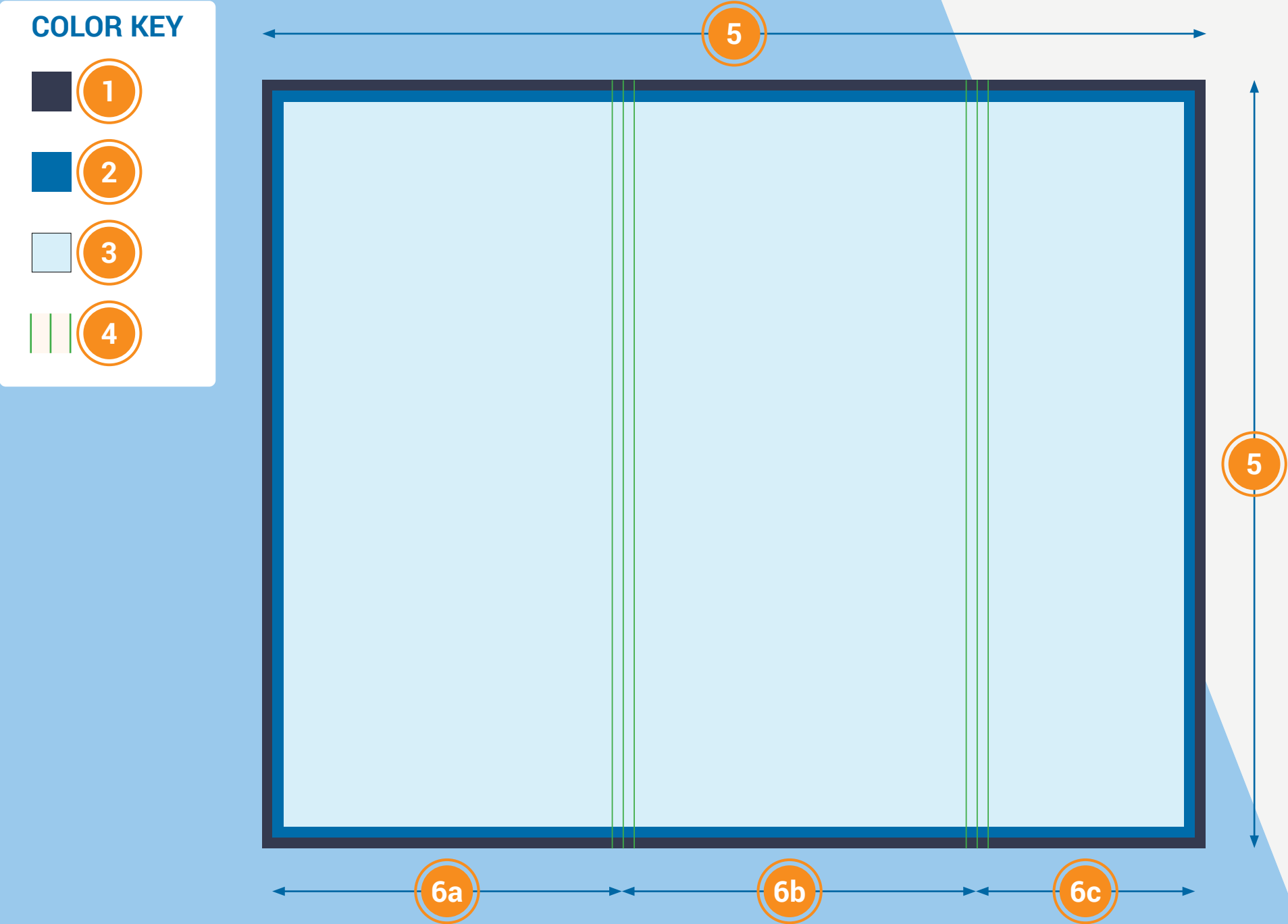
The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**6 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**7 PANEL WIDTHS**

Panel 7a is the coupon panel and is 2.485" wide from the cutline to the fold line. Panel 7b is the back cover and is 4.0275" wide to each fold line. Panel 7c is the front cover and is 3.9875" wide from the fold line to the outline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

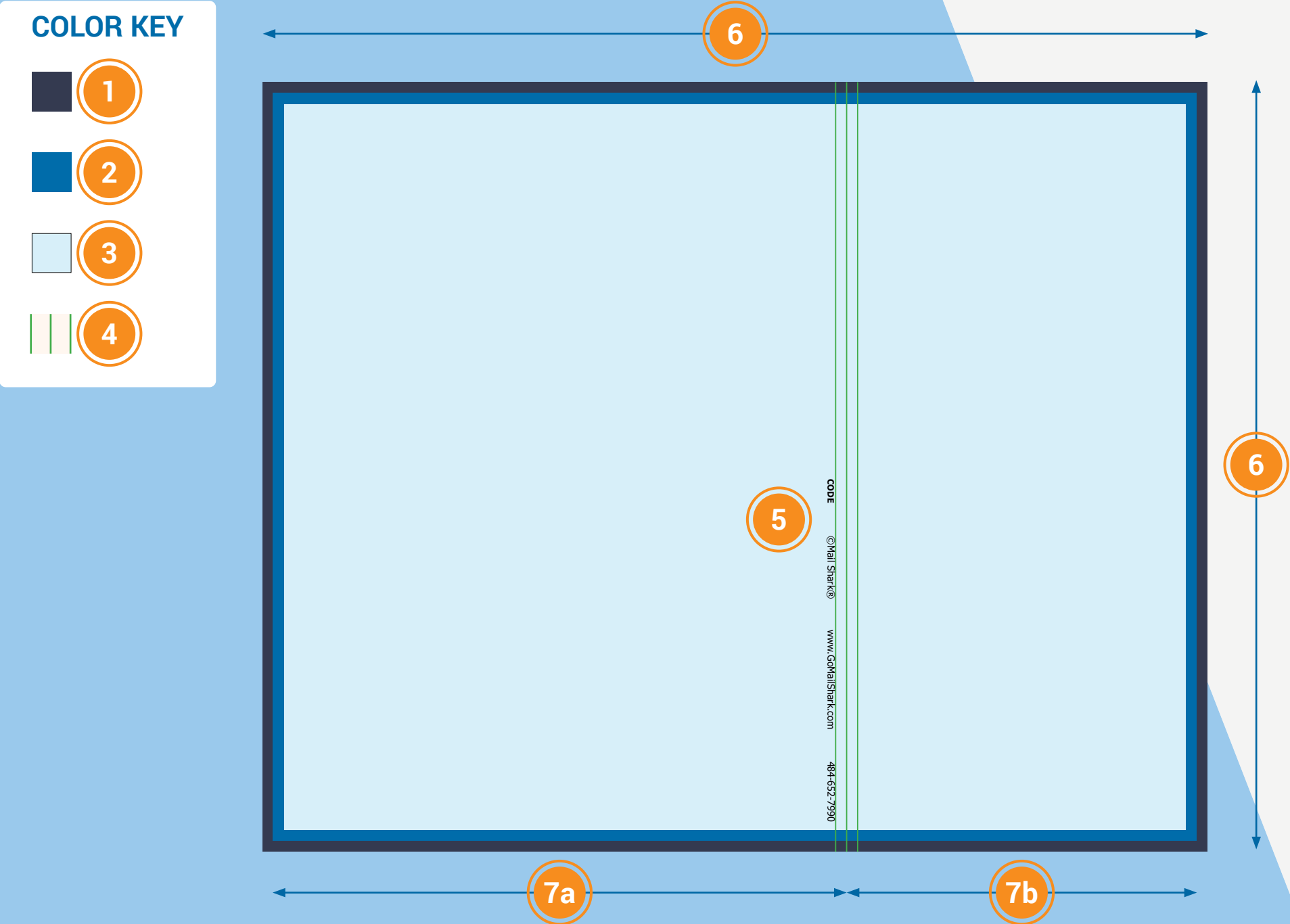
The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**6 PANEL WIDTHS**

Panel 6a is 3.9875" wide from the cutline to the fold line. Panel 6b is 4.0275" wide to each fold line. Panel 6c is 2.485" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



1



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

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A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

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CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4



FOLD LINE AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

5

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

6

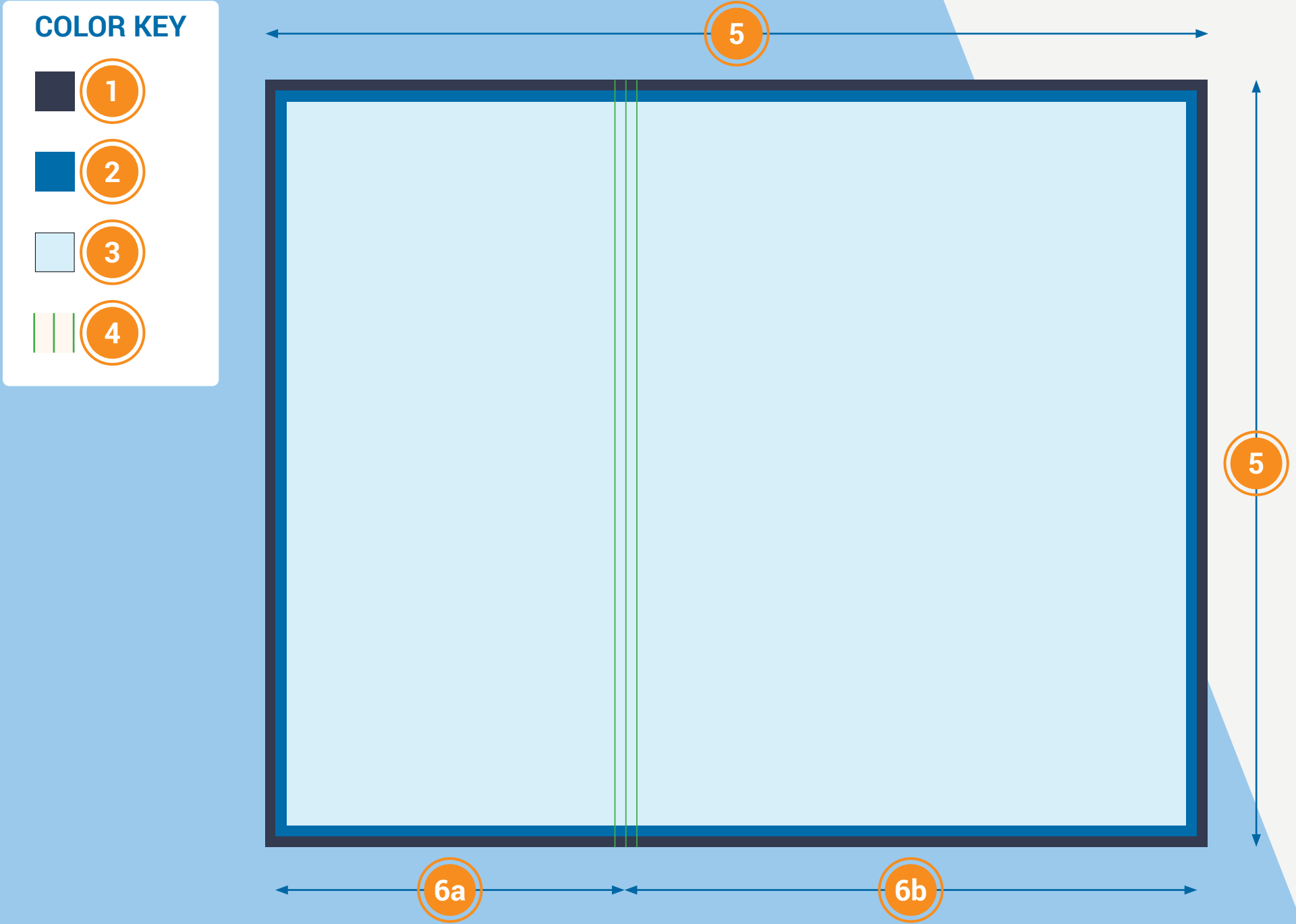
SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

7

PANEL WIDTHS

Panel 7a is the back cover and is 6.5125" wide from the cutline to the fold line. Panel 7b is the front cover and is 3.9875" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

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**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 FOLD LINE AND GUTTERS**

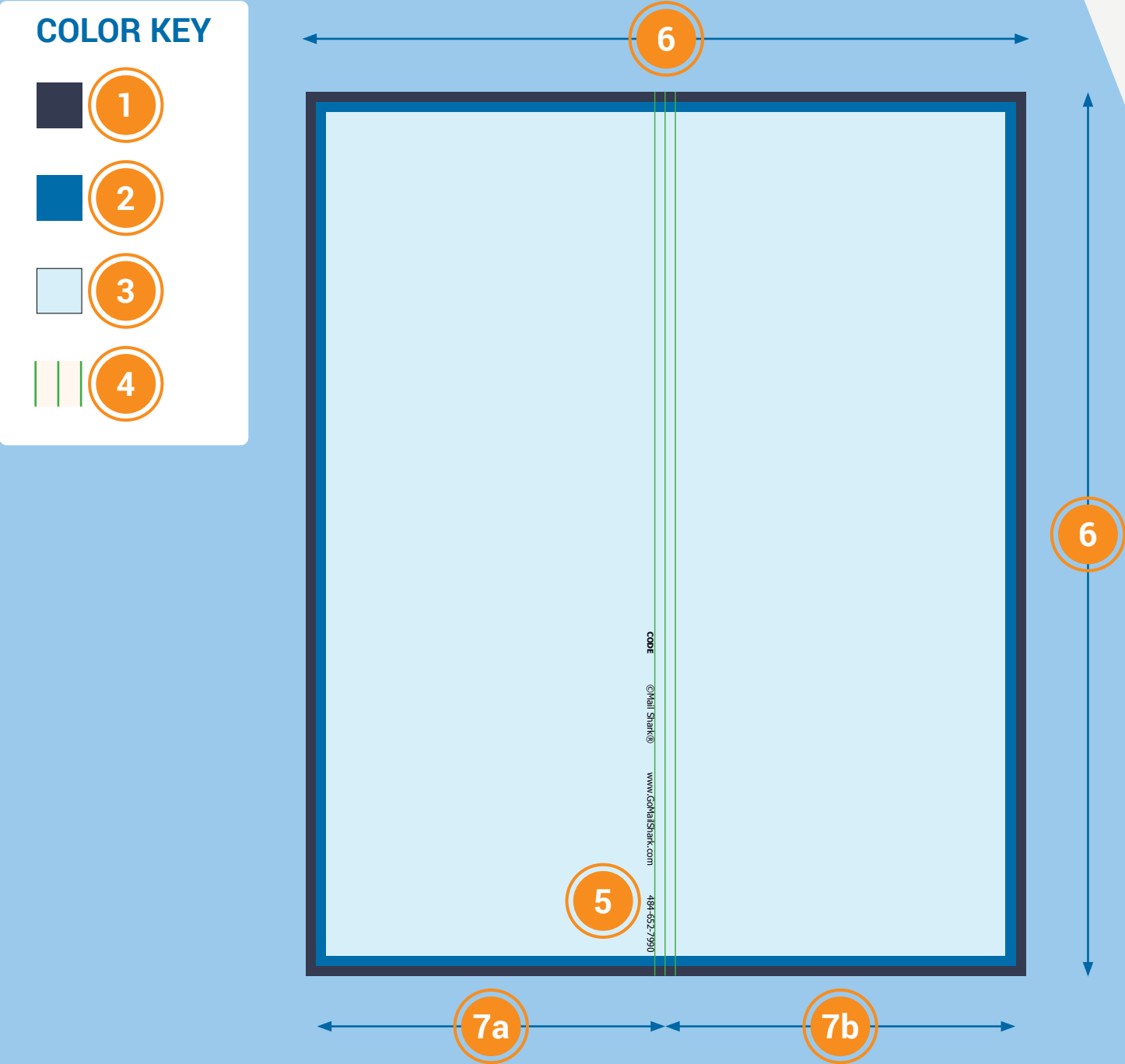
The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**6 PANEL WIDTHS**

Panel 6a is 3.9875" wide from the cutline to the fold line. Panel 6b is 6.5125" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

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The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

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The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

**5 CODE AND MAIL SHARK TAGLINE**

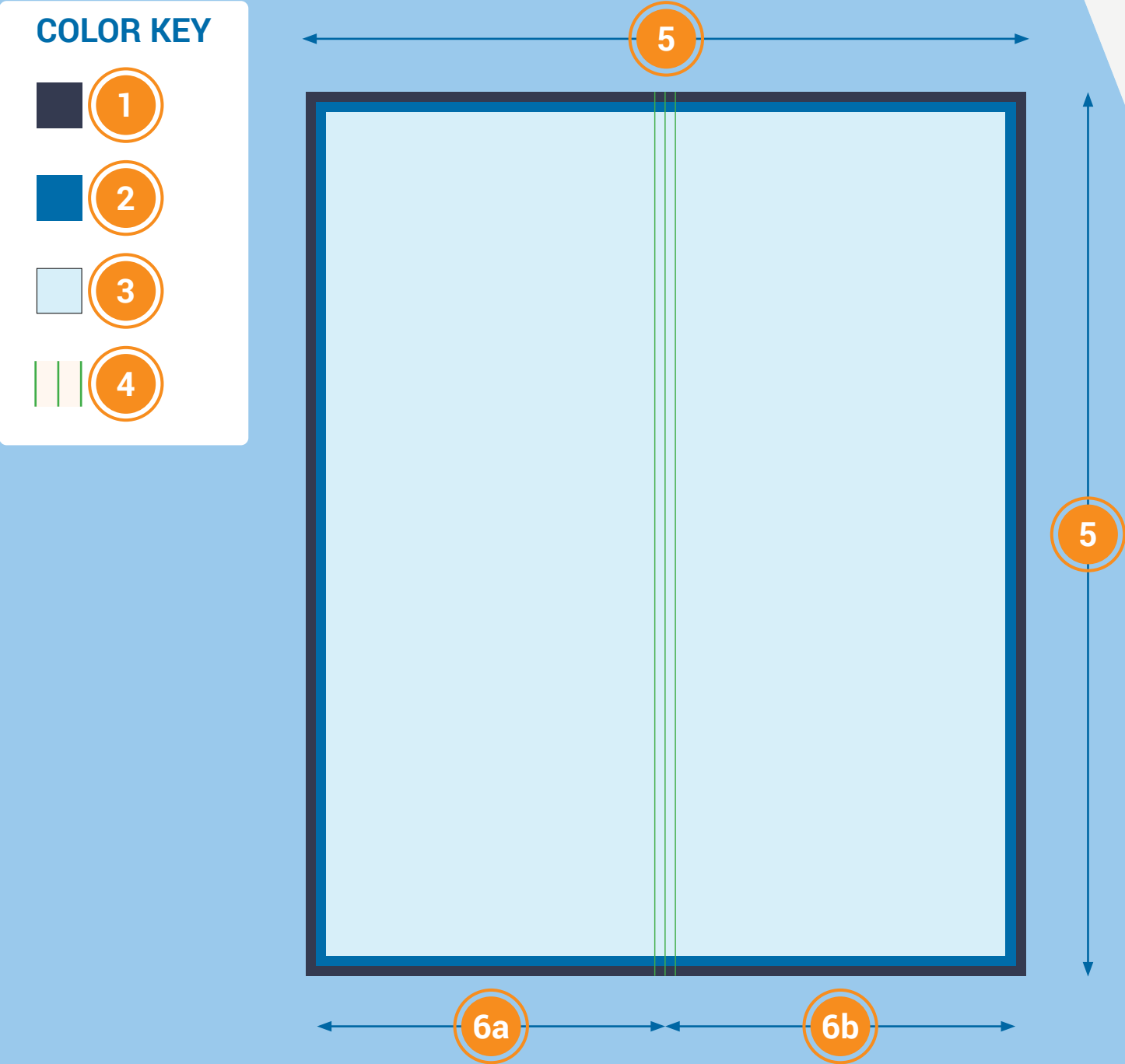
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**6 SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

**7 PANEL WIDTHS**

Panel 7a is 4.25" wide from the cutline to the fold line. Panel 7b is 4.25" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



**1 BLEED = 0.125"**

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**6 PANEL WIDTHS**

Panel 6a is 4.25" wide from the cutline to the fold line. Panel 6b is 4.25" wide from the fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).





COLOR KEY



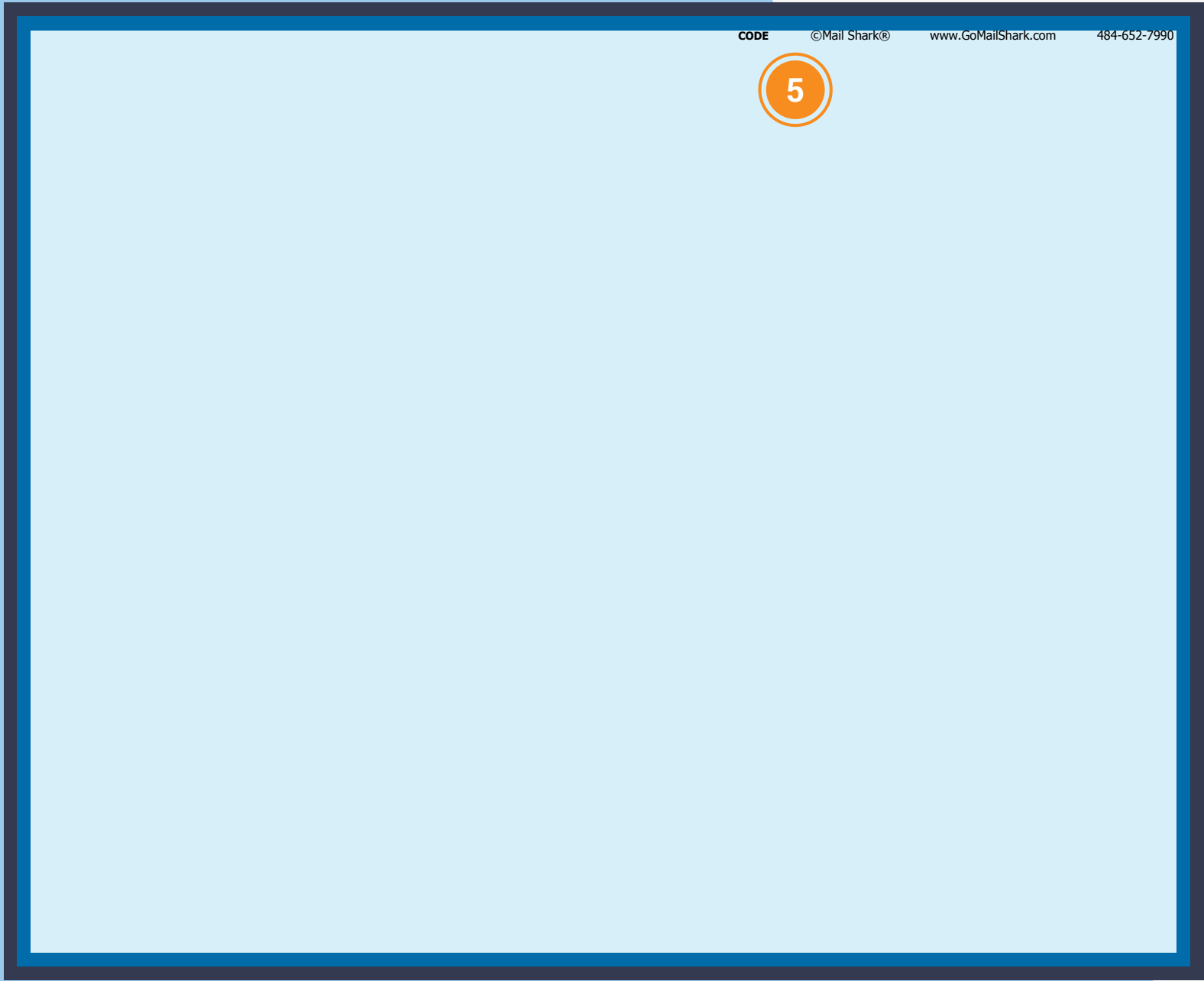
1



2



3



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MARGIN = 0.125"

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CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".



CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.



COLOR KEY



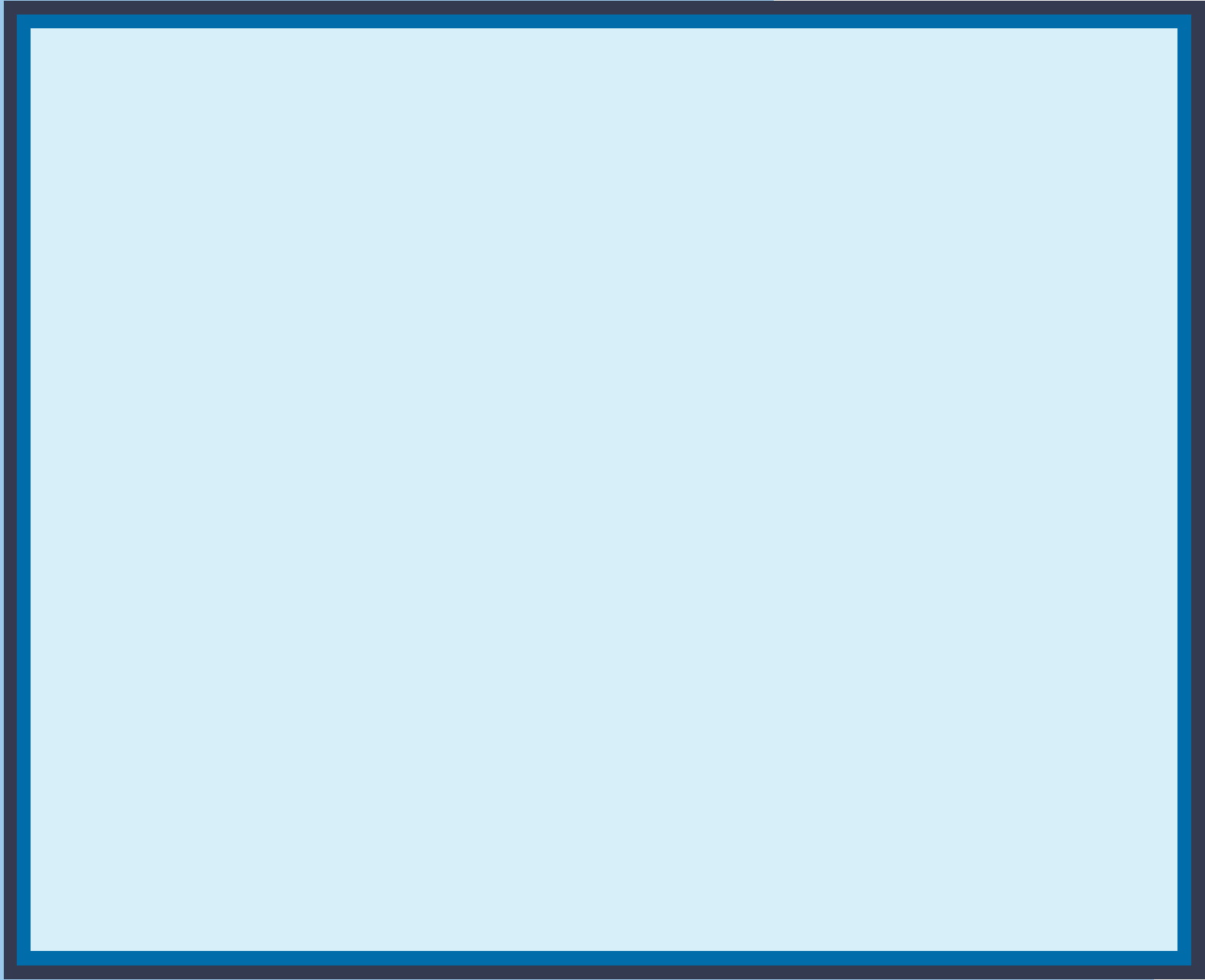
1



2



3



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".



COLOR KEY



1



2



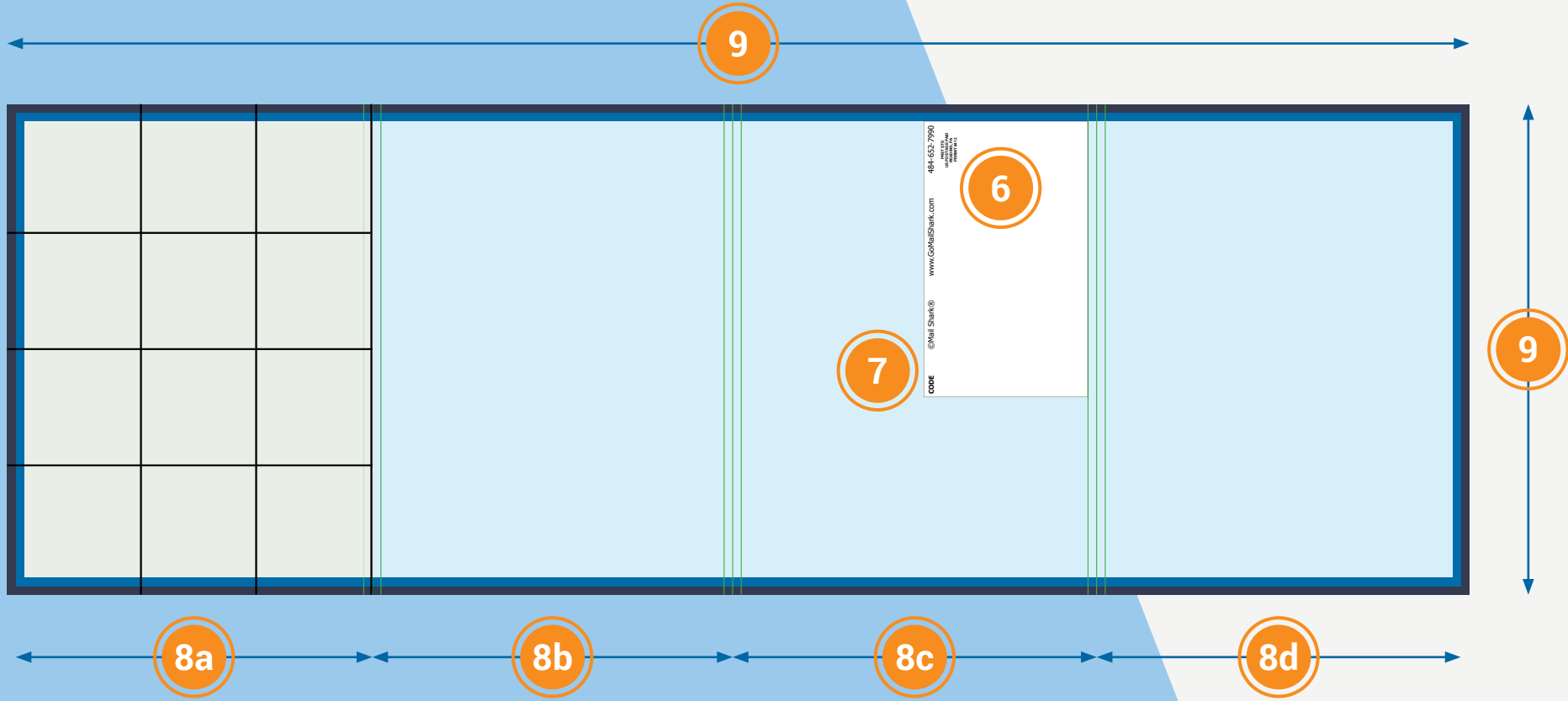
3



4



5



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



COUPON SECTION

This is the coupon section. Each of the twelve squares represents one of your twelve possible coupon options..



FOLD LINE AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.



CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.



ADDRESS BOX & PERMIT INDICIA

The address box must be a white box on the uppermost layer of the artwork in the upper right hand corner of the back panel of the menu. The mailing label must be resting on the top right intersection of the margin lines, and have a total width of 2.375" and height of 4". The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



PANEL WIDTHS

Panel 8a is the coupon panel and it is 5.175" wide from the cutline to the first fold line. Panel 8b is 5.245" wide to each fold line. Panel 8c is the back cover and is 5.285" wide to each fold line. Panel 8d is the front cover and is 5.295" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).

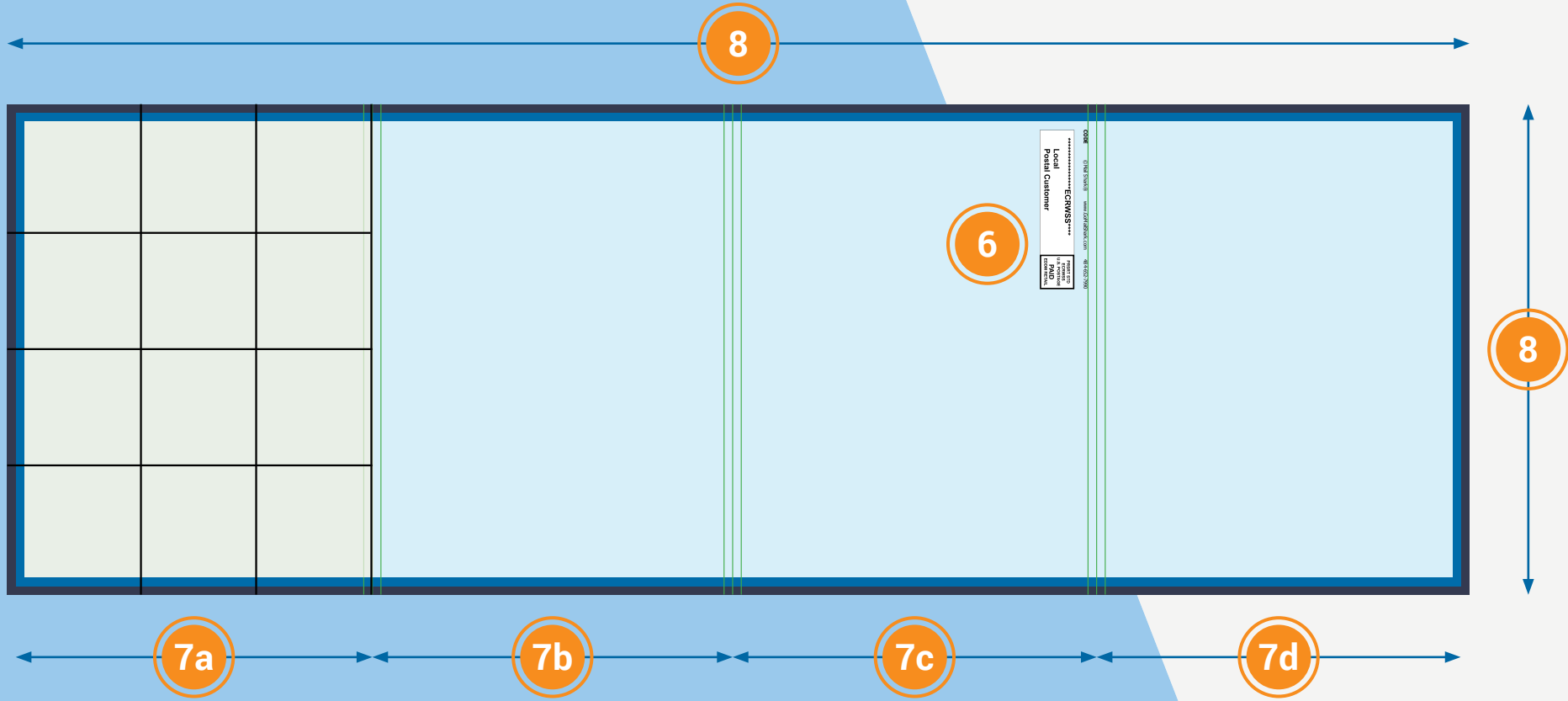


SIZE

The document's width is 21" while it's height is 6.875". The document's entire width and height, including the bleed, is 21.25" x 7.125".



COLOR KEY



What is EDDM:  
Every Door Direct Mail?

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



COUPON SECTION

This is the coupon section. Each of the twelve squares represents one of your twelve possible coupon options..



FOLD LINE  
AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.



PERMIT INDICIA, CODE,  
MAIL SHARK TAGLINE  
AND ADDRESS BOX

The EDDM mailing information must appear inside the margin in the upper right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it. The Mail Shark code is a production identification number that is unique to your business location. The tagline above the mailing label may be excluded from the product at any client's request.



PANEL WIDTHS

Panel 7a is the coupon panel and it is 5.175" wide from the cutline to the first fold line. Panel 7b is 5.245" wide to each fold line. Panel 7c is the back cover and is 5.285" wide to each fold line. Panel 7d is the front cover and is 5.295" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



SIZE

The document's width is 21" while it's height is 6.875". The document's entire width and height, including the bleed, is 21.25" x 7.125".



COLOR KEY



1



2



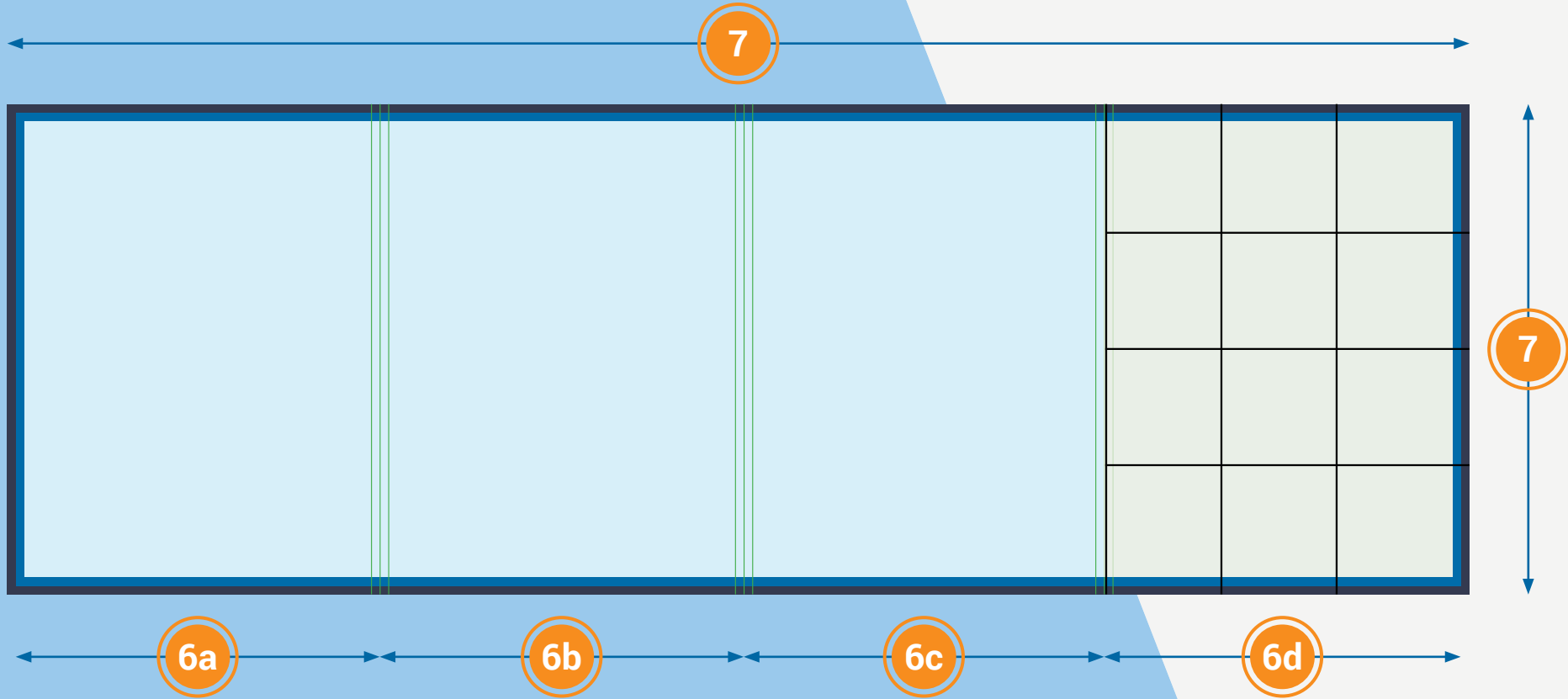
3



4



5



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



COUPON SECTION

This is the coupon section. Each of the twelve squares represents one of your twelve possible coupon options..



FOLD LINE AND GUTTERS

The center green lines are the fold lines to the menu. The peach shaded areas next to the green lines represent the gutters. These gutters are .125" wide on either side of the fold line, and represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.



PANEL WIDTHS

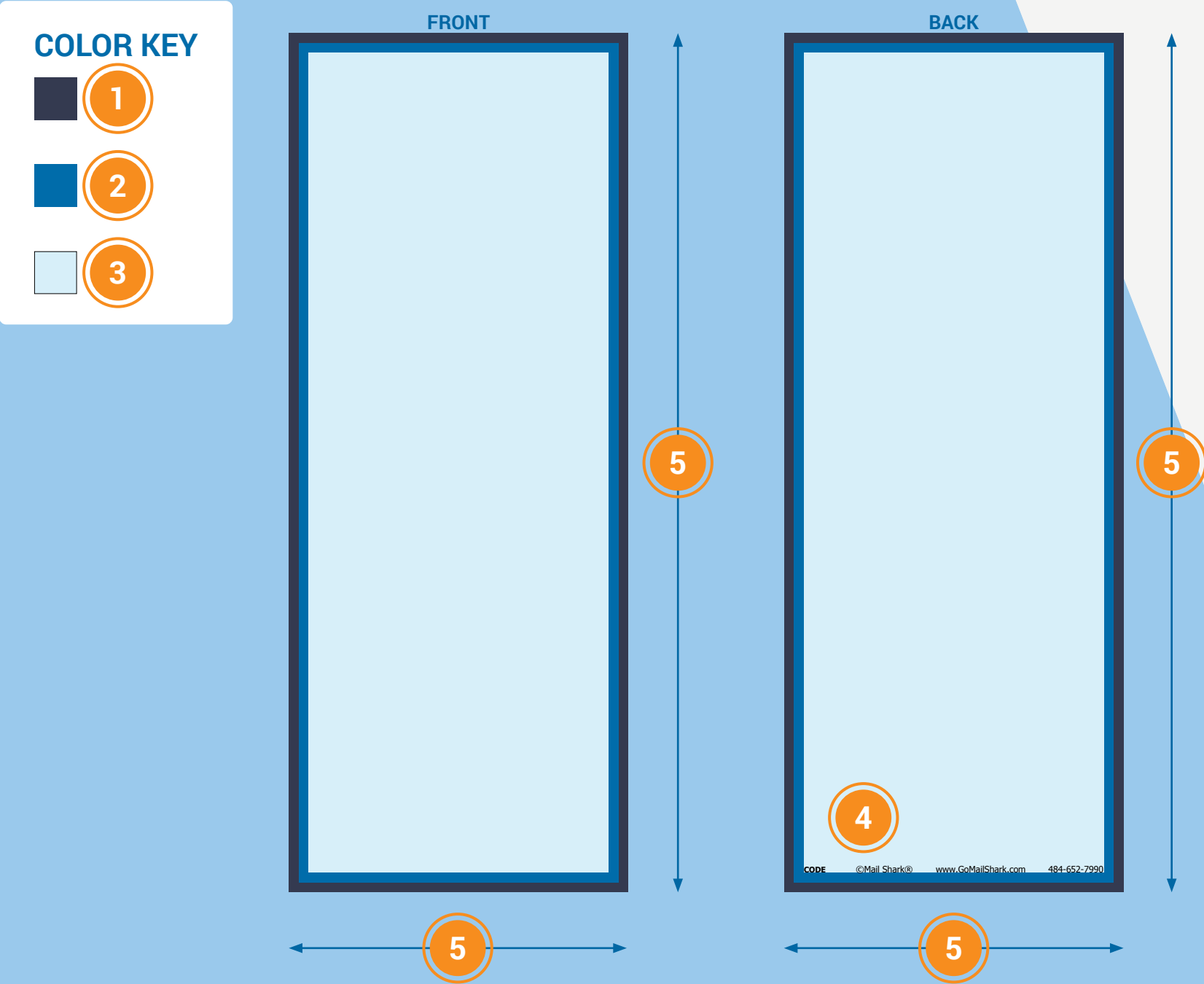
Panel 6a is 5.295" wide from the cutline to the first fold line. Panel 6b is 5.285" wide to each fold line. Panel 6c is 5.245" wide to each fold line. Panel 6d the coupon panel and it is 5.175" wide from the last fold line to the cutline (all above measurements are excluding the .25" bleed bordering the outside of the piece).



SIZE

The document's width is 21" while it's height is 6.875". The document's entire width and height, including the bleed, is 21.25" x 7.125".

2 SIDED BOX TOPPER / 2 SIDED FLYER



1

BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2

MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

5

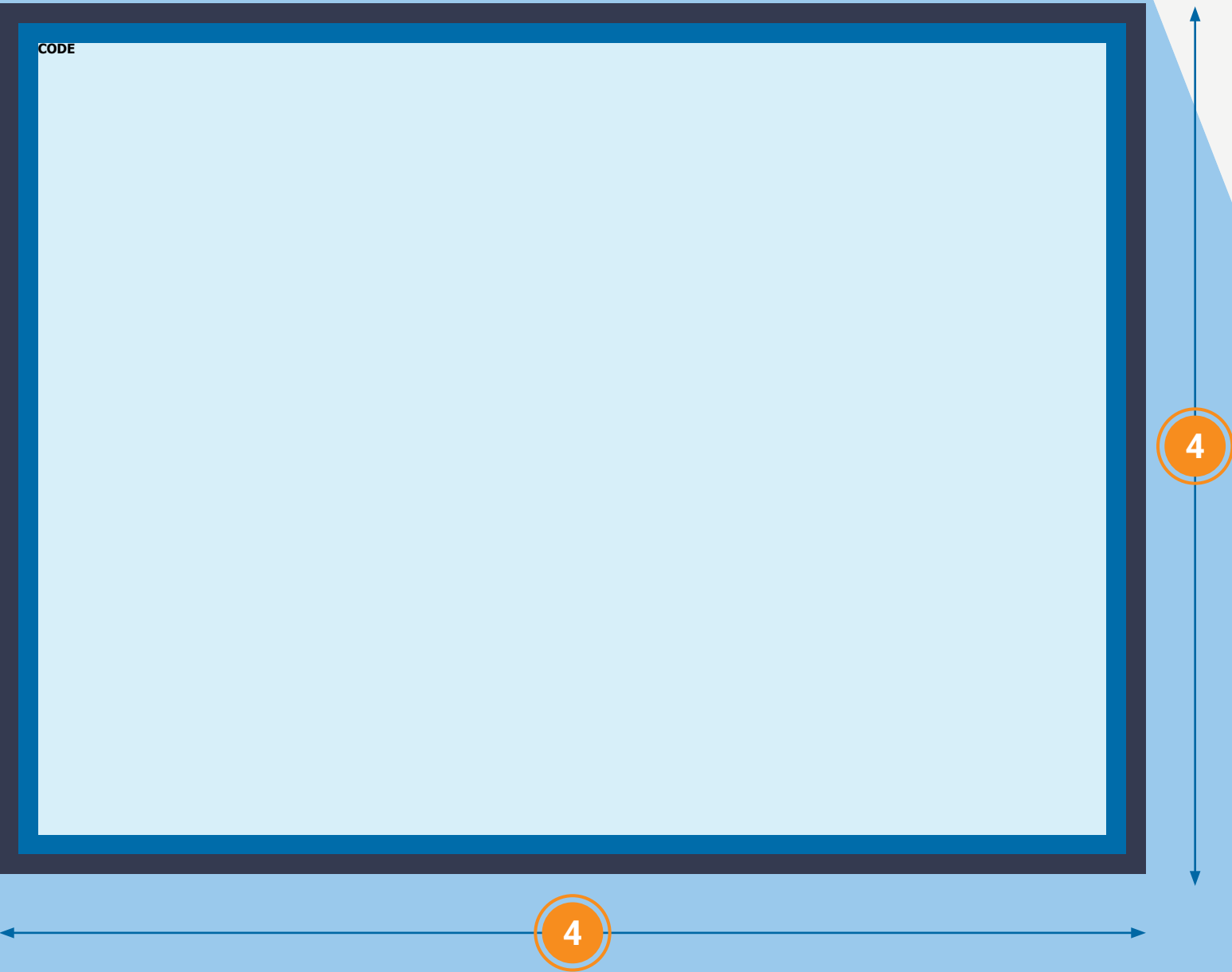
SIZE

The document's width is 4" while it's height is 10.5". The document's entire width and height, including the bleed, is 4.25" x 10.75".



MONTHLY BOX TOPPER

COLOR KEY



**BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



**MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



**CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



**SIZE**

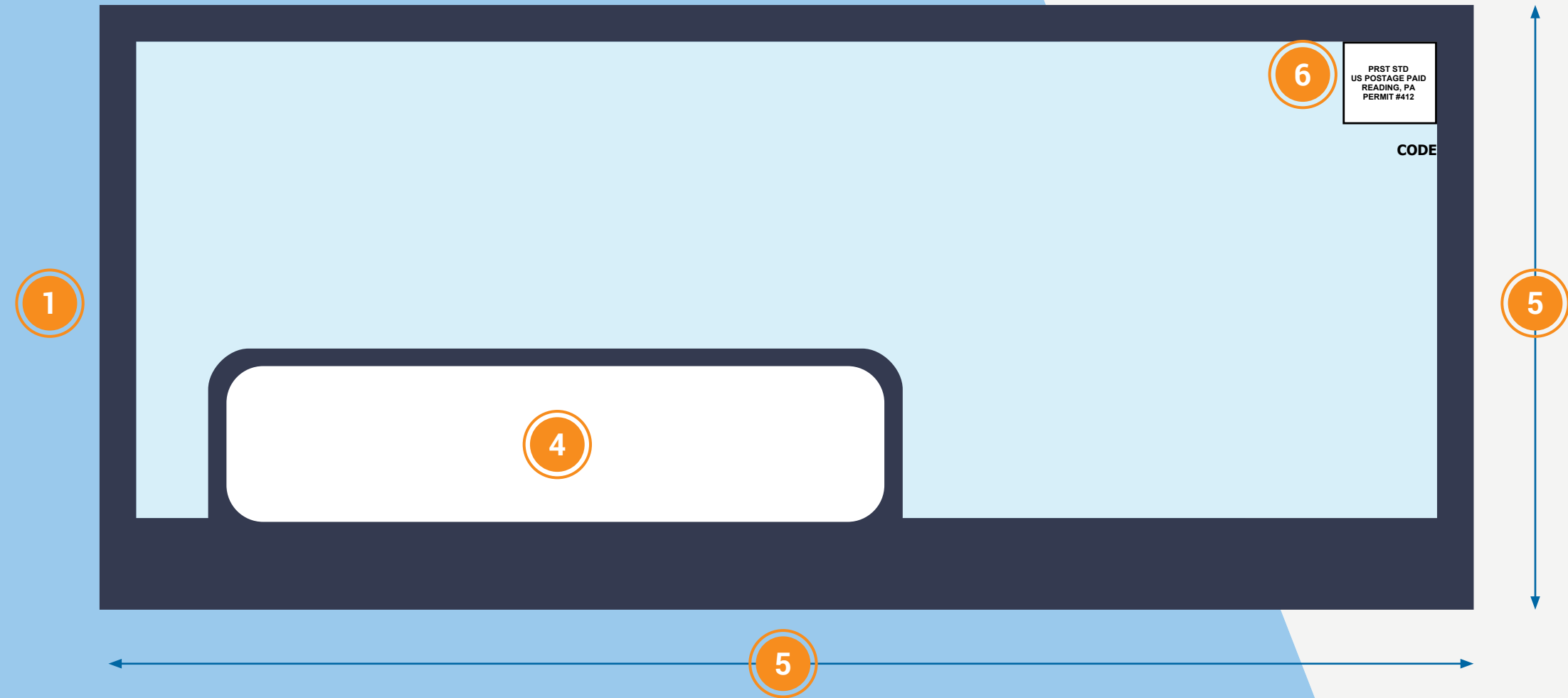
The document's width is 7" while it's height is 5.25". The document's entire width and height, including the bleed, is 7.25" x 5.5".

ENVELOPE #10 WINDOW (VARIABLE)

COLOR KEY

2

3



1

NO BLEED

This product does not require bleeds.

2

MARGIN = 0.25"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .25" within the artwork's cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them. On Envelope's, there is a larger margin along the bottom of the piece measuring to .625". Around the Envelope Window, there is a .125" margin to keep items from printing onto the window.

3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

ENVELOPE WINDOW SPACE

This indicates the exact location where the envelope window will be placed on the piece. The space is 4.4882" wide and 1.0625" tall. The window space must either remain white or light in color on the upper most layer.

5

ENVELOPE SIZE

The envelope's width is 9.375" while it's height is 4.125".

6

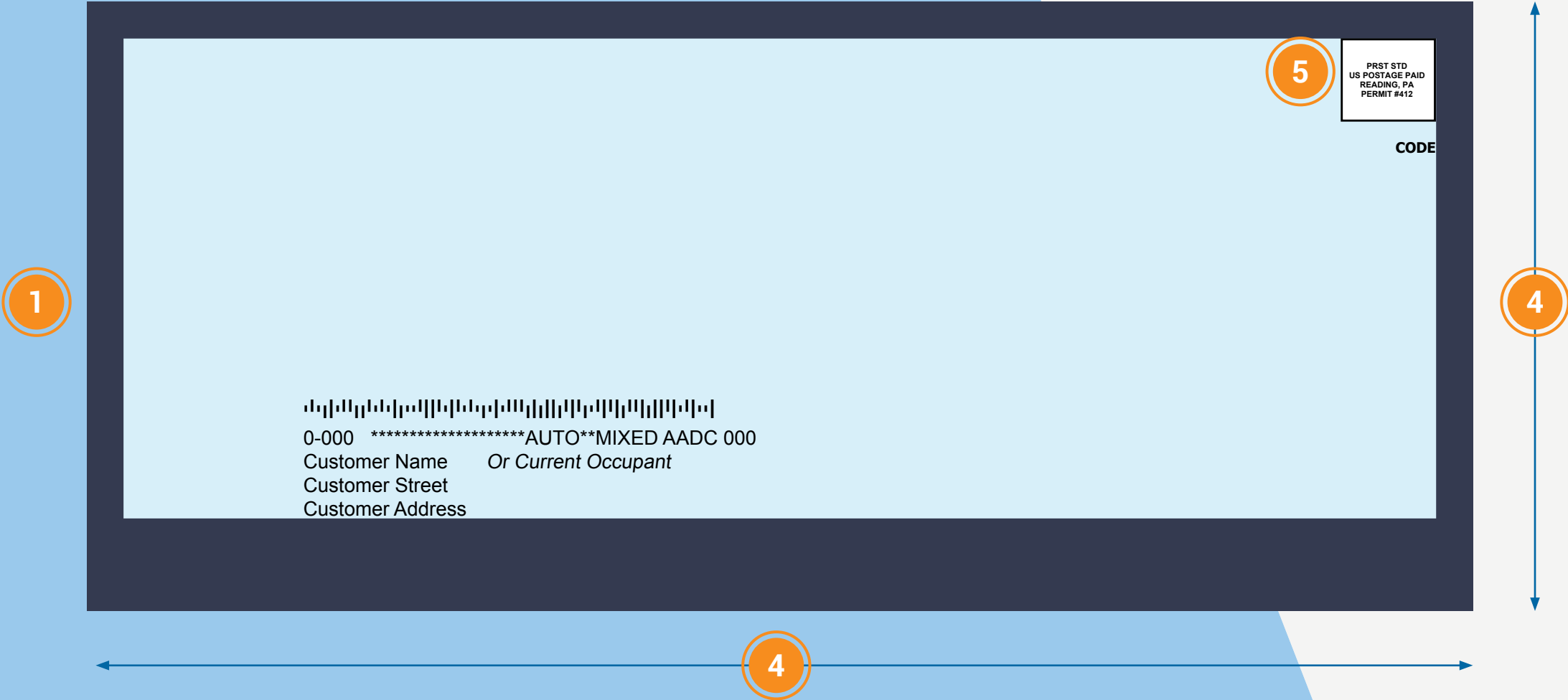
MAIL SHARK POSTAGE

The postage stamp in the upper right corner may be excluded from the product at any client's request for a First Class Stamp.

ENVELOPE #10 NO WINDOW (STATIC)



COLOR KEY



1 NO BLEED

This product does not require bleeds.

2 MARGIN = 0.25"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .25" within the artwork's cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them. On Envelope's, there is a larger margin along the bottom of the piece measuring to .625".

3 CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4 ENVELOPE SIZE

The envelope's width is 9.375" while it's height is 4.125".

5 MAIL SHARK POSTAGE

The postage stamp in the upper right corner may be excluded from the product at any client's request for a First Class Stamp.

OPTIONAL RETURN ENVELOPE #9

COLOR KEY



1 NO BLEED

This product does not require bleeds.

2 MARGIN = 0.25"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .25" within the artwork's cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them.

3 CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4 ENVELOPE SIZE

The envelope's width is 8.875" while it's height is 3.875".

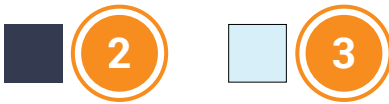
5 STAMP AREA

An area for the customer to place a stamp on the return envelope.

8.5” x 11” WINDOW (VARIABLE) STANDARD LETTER

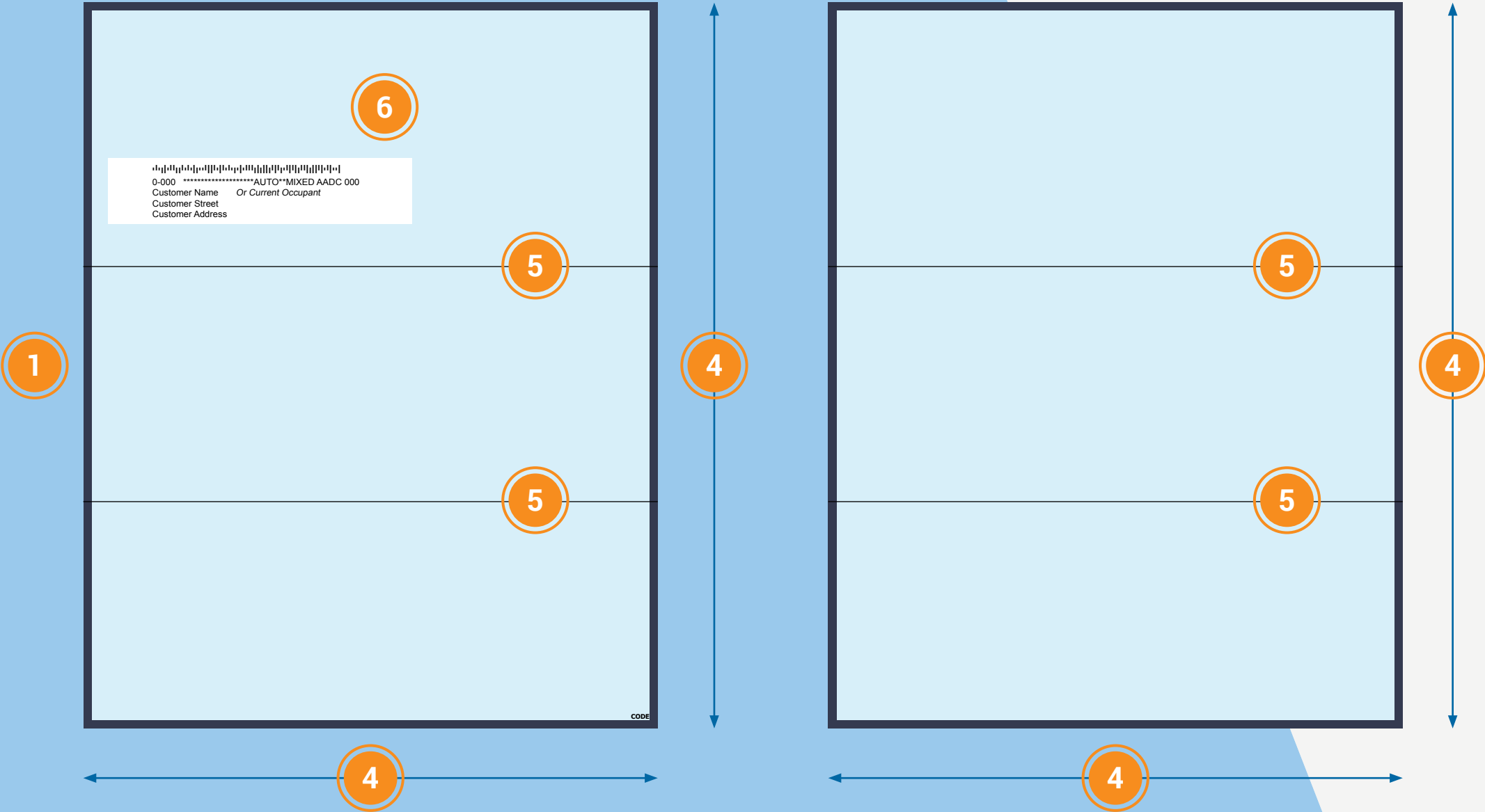


COLOR KEY



FRONT

BACK



1 NO BLEED

This product does not require bleeds.

2 MARGIN = 0.125”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125” within the artwork’s cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them.

3 CONTENT

The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

4 LETTER SIZE

The letter’s width is 8.5” while it’s height is 11”.

5 FOLD LINES

The black lines are the fold lines to the letter. The lines represent the area where the fold could potentially land if the fold doesn’t land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

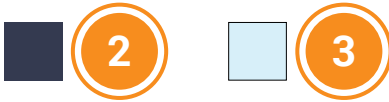
6 WINDOW SPACE AREA

The Window Space Area’s width is 4.5” while it’s height is 1”. It has a .125” margin area around it to prevent an design elements from getting too close to the window area.

8.5” x 11” NO WINDOW (STATIC) STANDARD LETTER

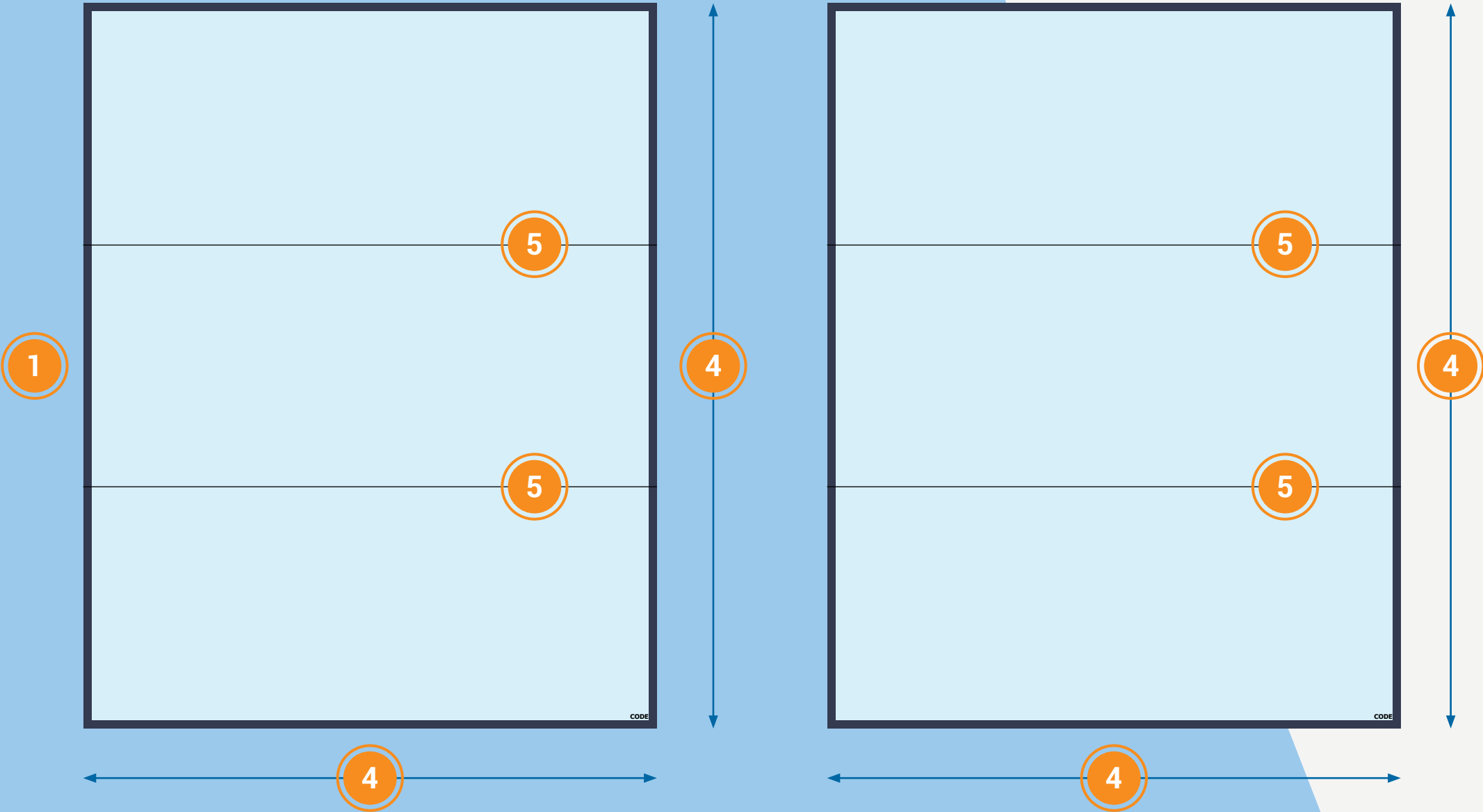


COLOR KEY



FRONT

BACK



1 NO BLEED

This product does not require bleeds.

2 MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them.

3 CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4 LETTER SIZE

The letter's width is 8.5" while it's height is 11".

5 FOLD LINES

The black lines are the fold lines to the letter. The lines represent the area where the fold could potentially land if the fold doesn't land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.



8.5” x 14” WINDOW (VARIABLE) LEGAL LETTER

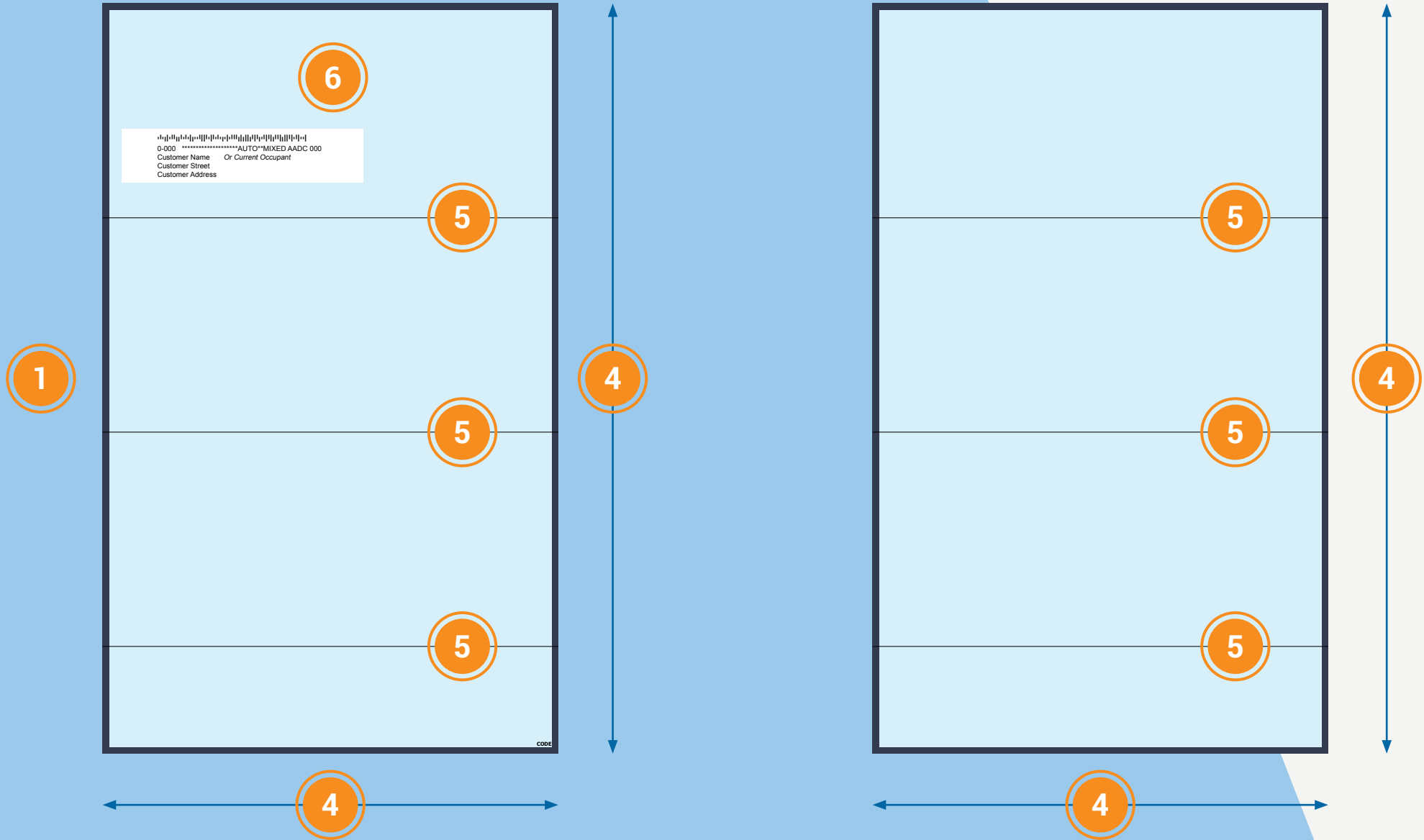


COLOR KEY



FRONT

BACK



1 NO BLEED

This product does not require bleeds.

2 MARGIN = 0.125”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125” within the artwork’s cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them.

3 CONTENT

The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

4 LETTER SIZE

The letter’s width is 8.5” while it’s height is 14”.

5 FOLD LINES

The black lines are the fold lines to the letter. The lines represent the area where the fold could potentially land if the fold doesn’t land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

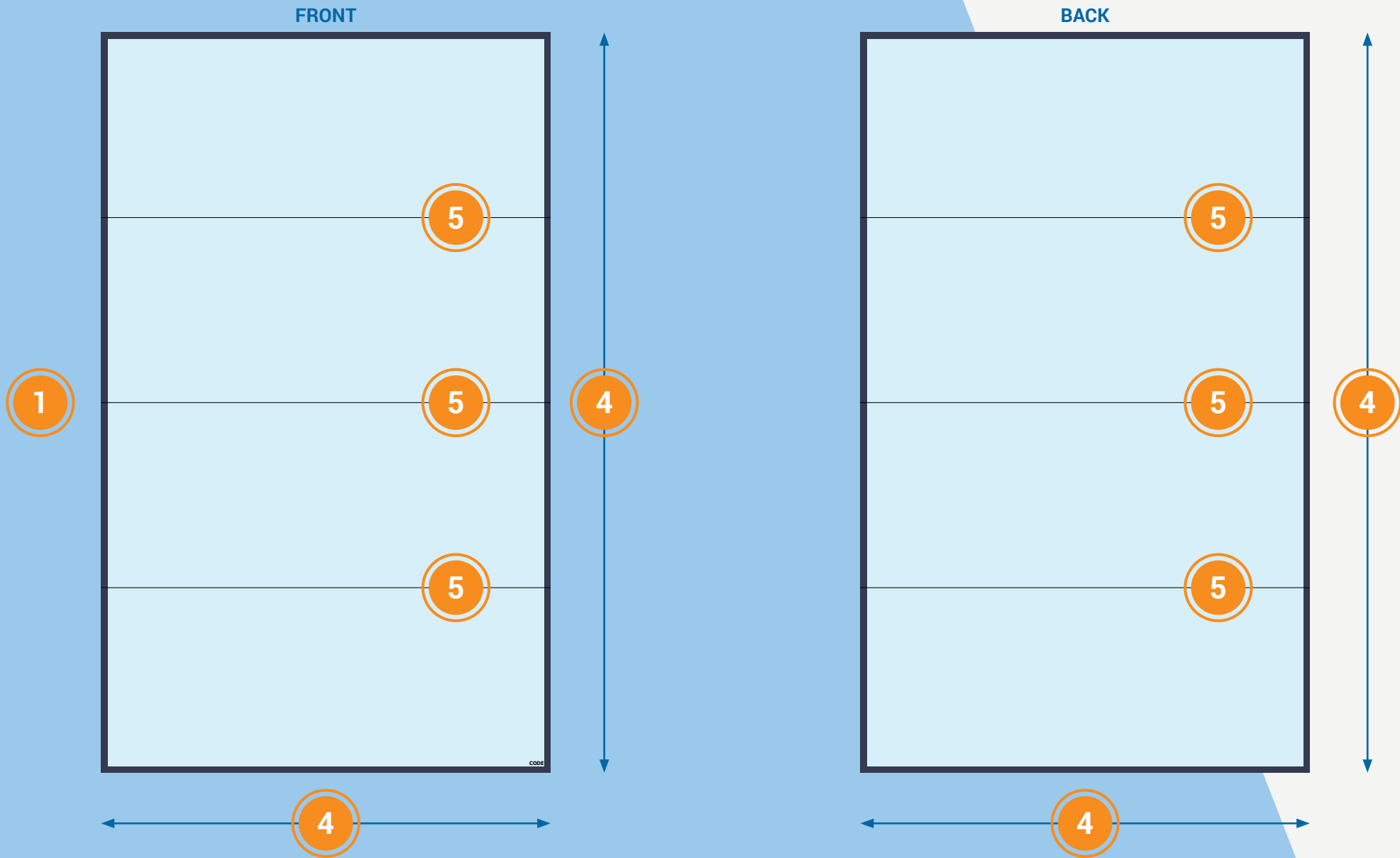
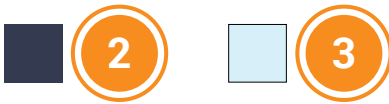
6 WINDOW SPACE AREA

The Window Space Area’s width is 4.5” while it’s height is 1”. It has a .125” margin area around it to prevent an design elements from getting too close to the window area.

8.5” x 14” NO WINDOW (STATIC) LEGAL LETTER



COLOR KEY



NO BLEED

This product does not require bleeds.



MARGIN = 0.125”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125” within the artwork’s cut line. The typical blue margin color is replaced with the deeper bleed color to better illustrate to the artist that these areas CANNOT have any artwork on them.



CONTENT

The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.



LETTER SIZE

The letter’s width is 8.5” while it’s height is 14”.

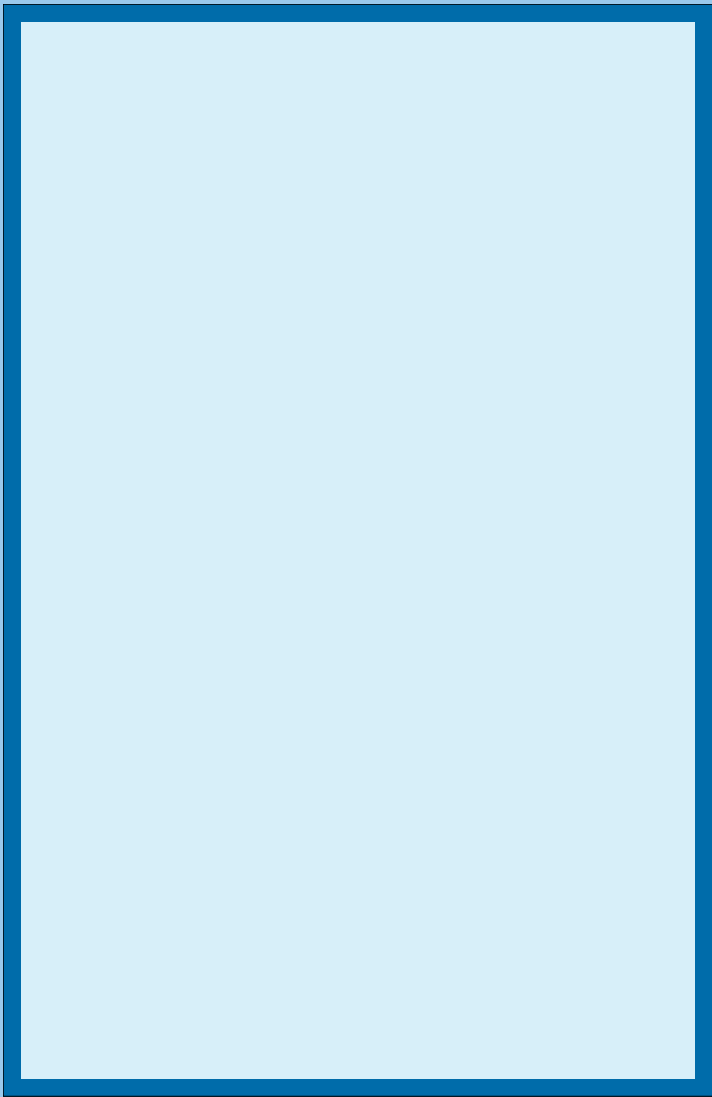
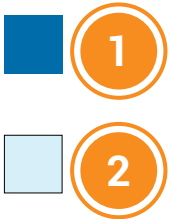


FOLD LINES

The black lines are the fold lines to the letter. The lines represent the area where the fold could potentially land if the fold doesn’t land directly on the provided area. Because the folding cannot always be precise, you may want to consider how you design panels and type in these areas close to the fold.

WINDOW CLING • Small • 19.5” X 30”

COLOR KEY



3

3



1



MARGIN = 0.5”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .5” within the artwork’s cut line.

2



CONTENT

The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

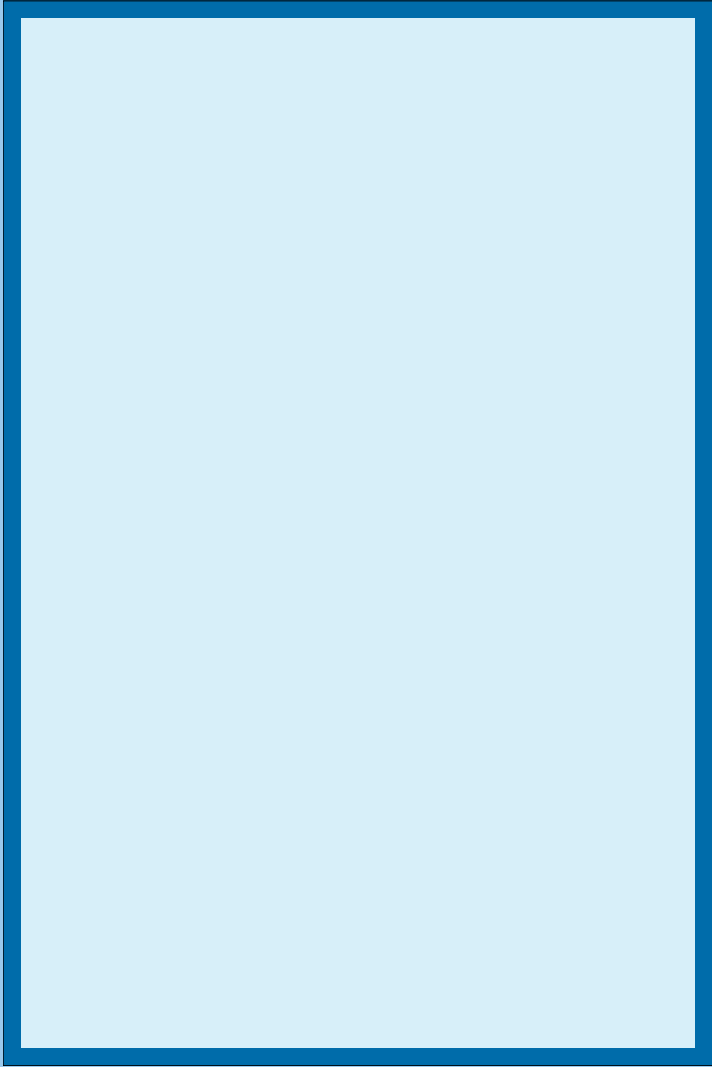
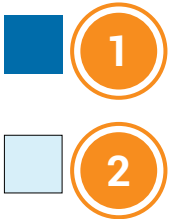
3

SIZE

The document’s width is 30” while it’s height is 19.50”.

WINDOW CLING • Medium • 24” X 36”

COLOR KEY



1



MARGIN = 0.5”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .5” within the artwork’s cut line.

2



CONTENT

The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

3

SIZE

The document’s width is 24” while it’s height is 36”.

WINDOW CLING • Large • 29.25” X 40”

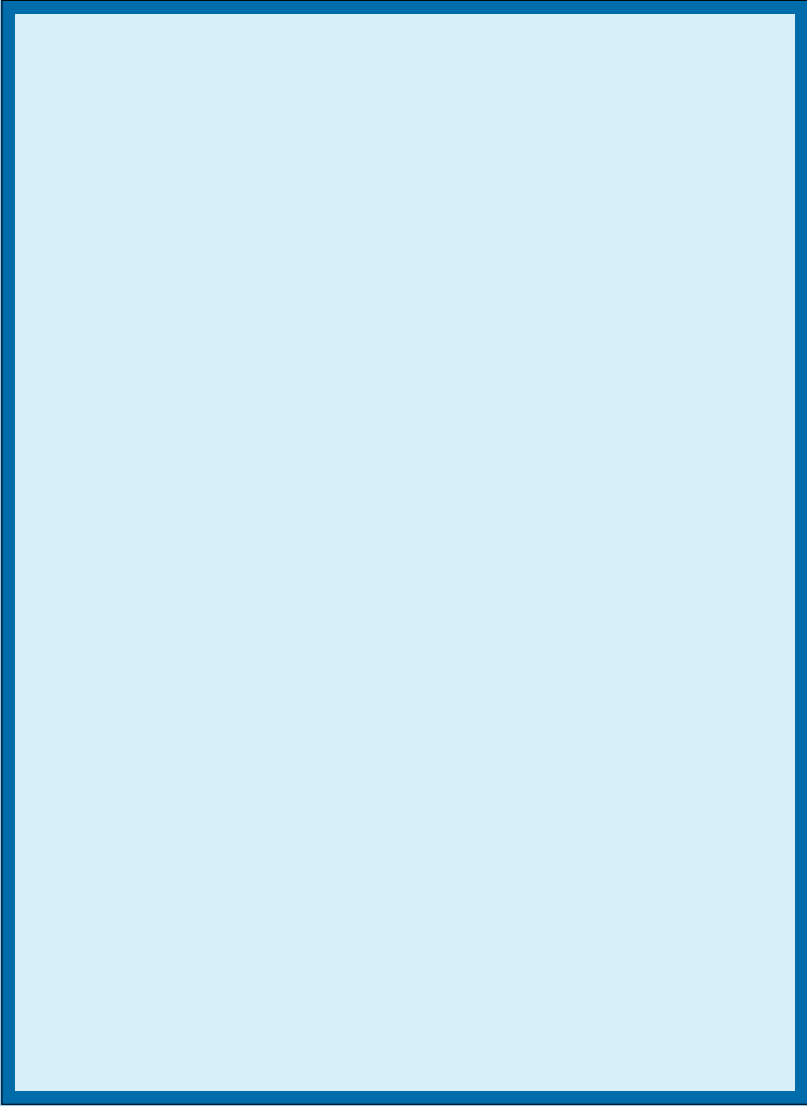
COLOR KEY



1



2



3

3



1



MARGIN = 0.5”

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .5” within the artwork’s cut line.

2



CONTENT

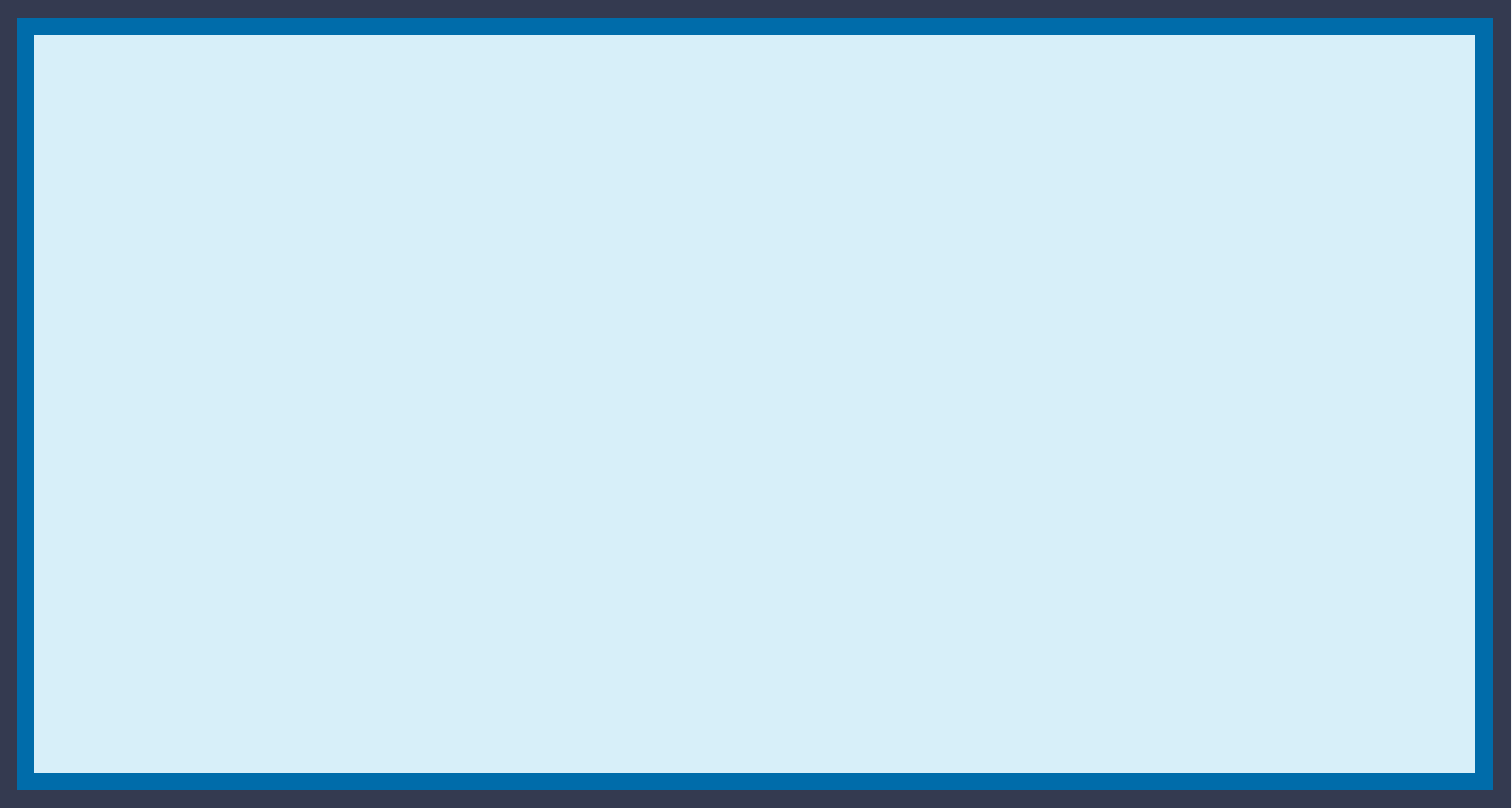
The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

3

SIZE

The document’s width is 29.25” while it’s height is 40”.

COLOR KEY



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



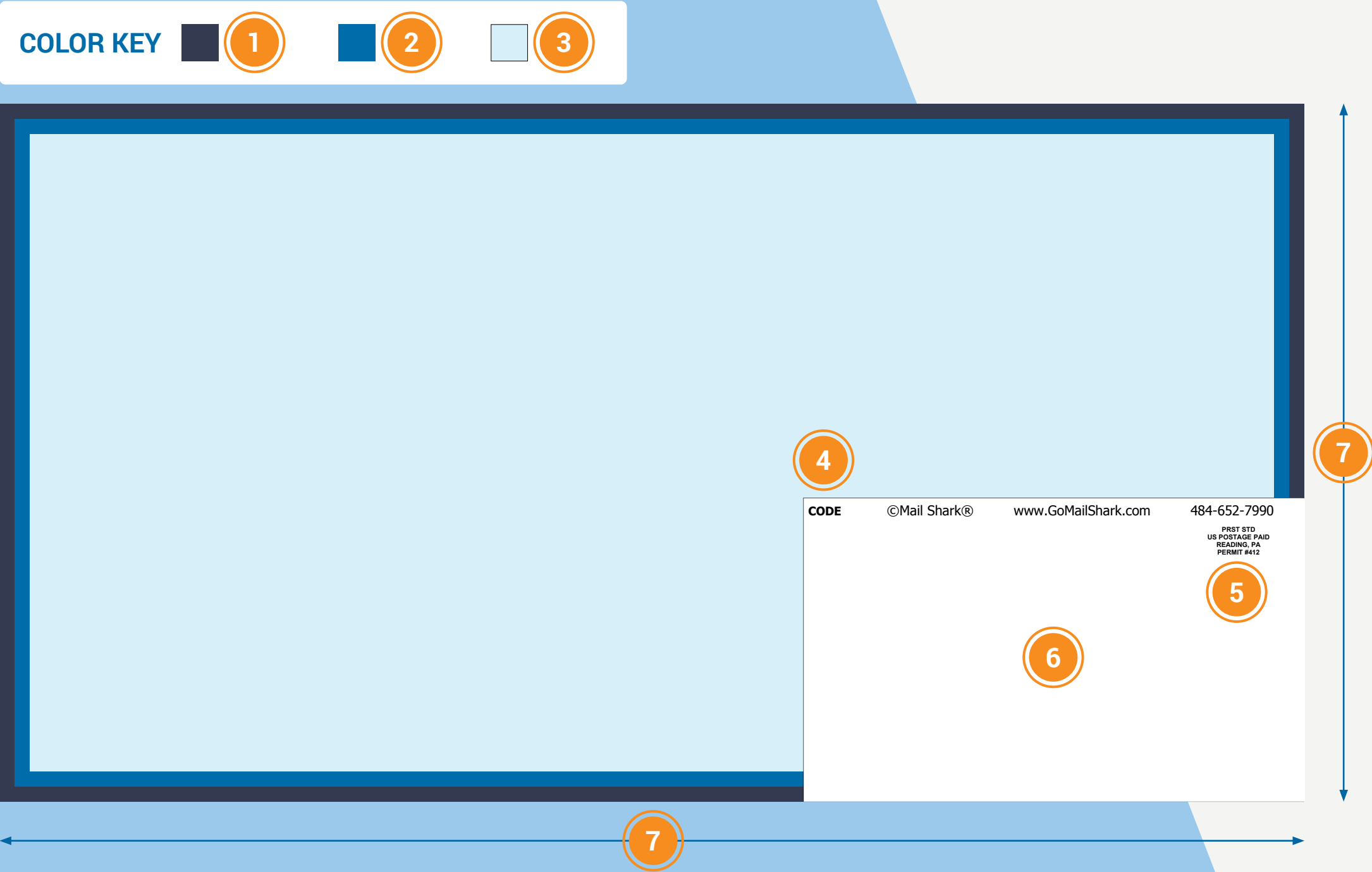
CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



SIZE

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**5 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

**6 ADDRESS BOX**

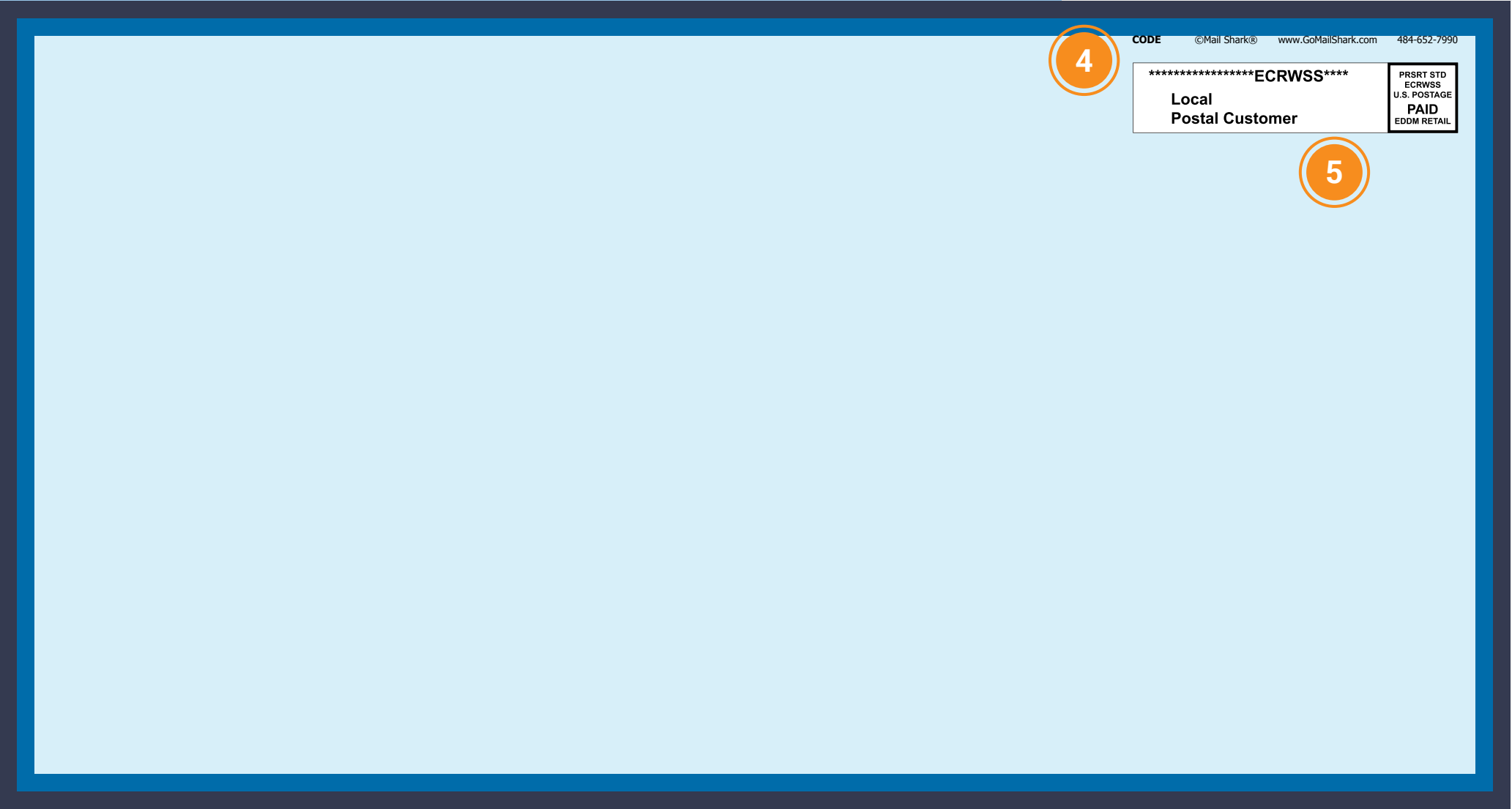
The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".

**7 SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



COLOR KEY



What is EDDM:  
Every Door Direct Mail?

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



CODE AND MAIL  
SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the EDDM indicia may be excluded from the product at any client's request.



EDDM INDICIA

The EDDM mailing information must appear inside the margin in the upper right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.



SIZE

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



COLOR KEY

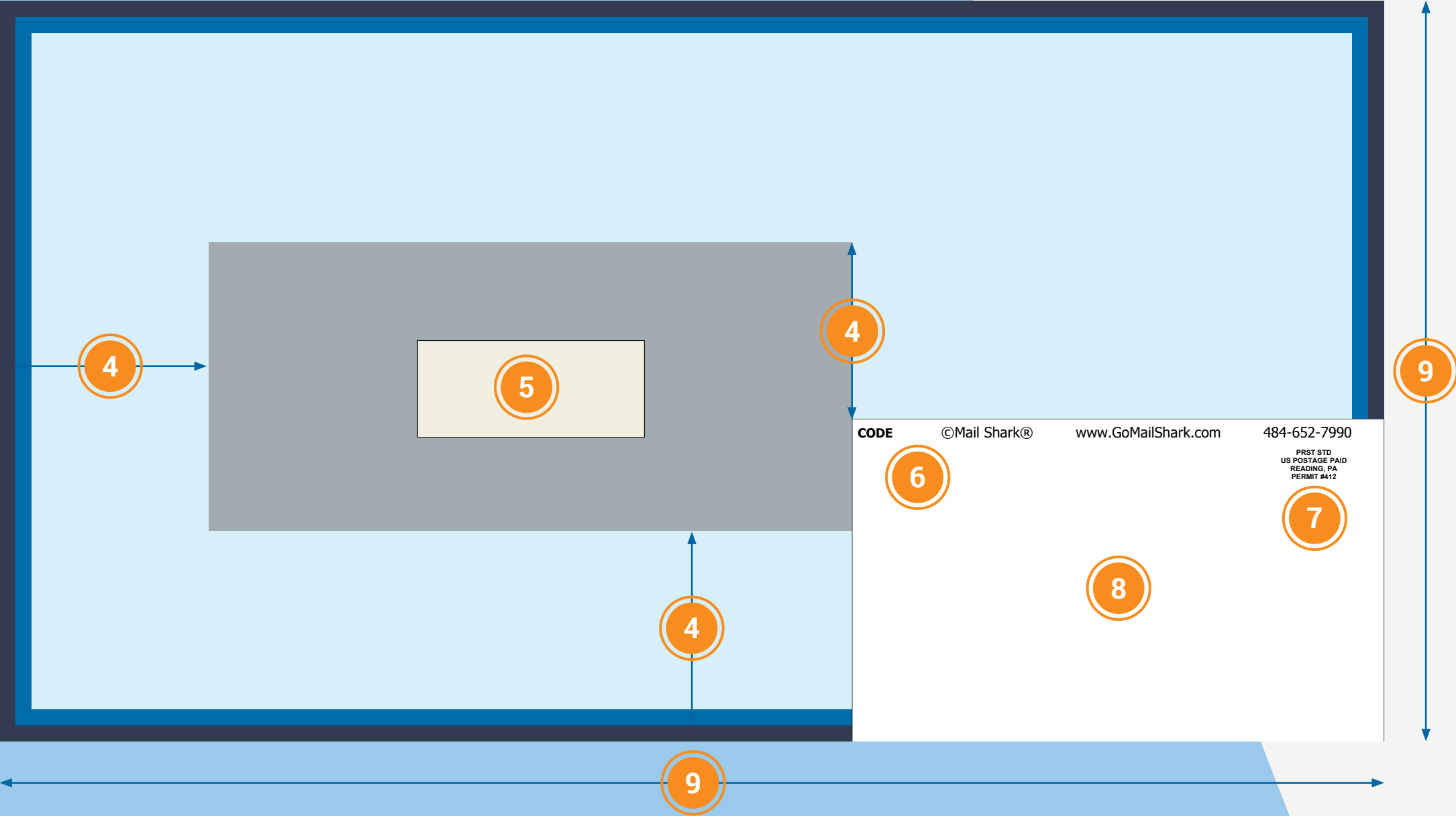
1

2

3

4

5



**BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



**MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



**CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



**SCRATCHOFF BOUNDARIES**

The scratchoff application must remain 1.5" or more from the bottom and left hand side of the product. The right hand side must remain anywhere to the left of the mailing label. The top boundary limitations are to keep the scratchoff application no more than 1.5 inches above the top of the mailing label.



**SCRATCHOFF APPLICATION**

The scratchoff application must be at a fixed size of .75" high by 1.75" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated scratchoff boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the scratchoff adhesive coverage is slightly larger.



**CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.



**PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



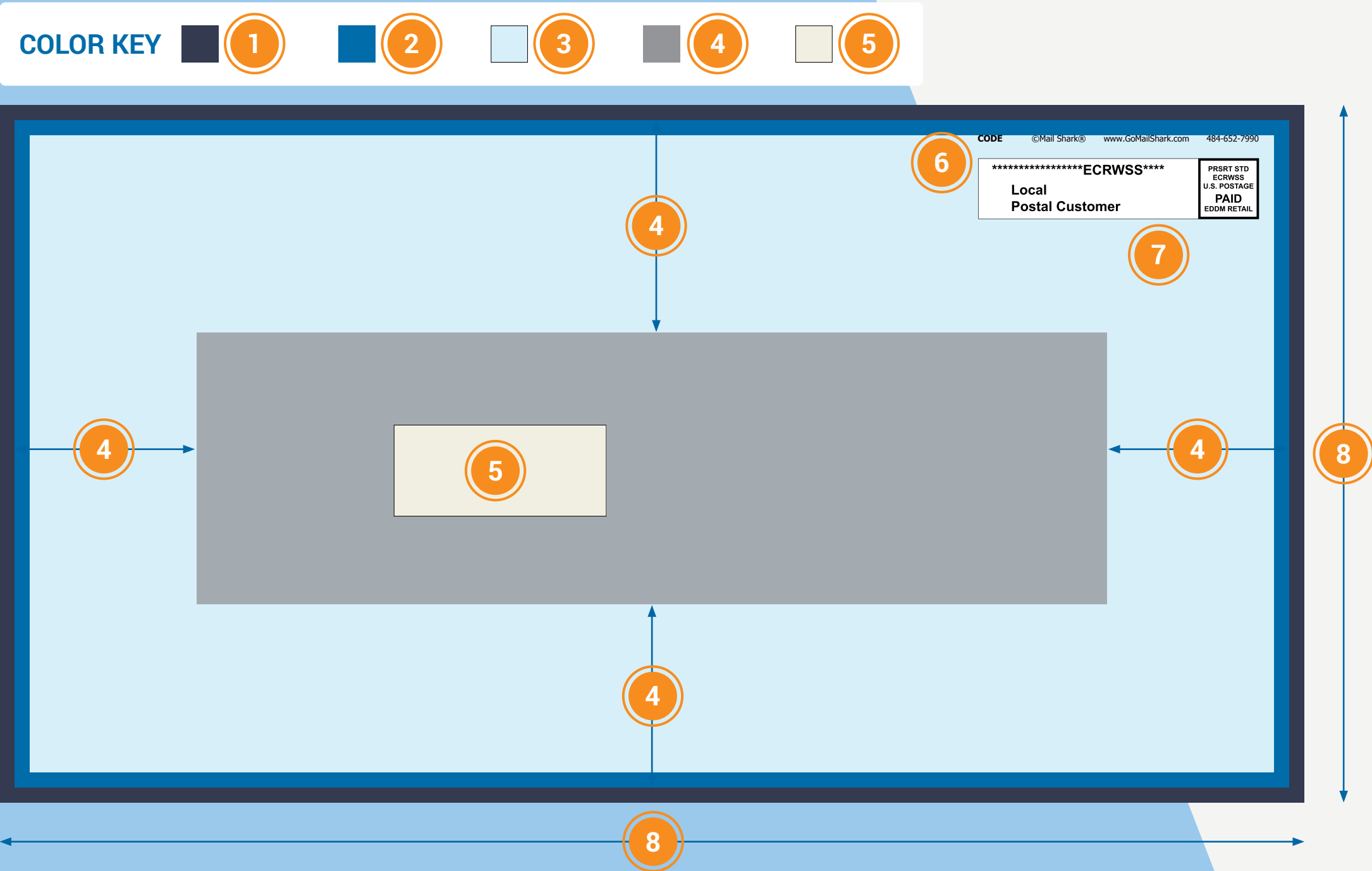
**ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".



**SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



**? What is EDDM: Every Door Direct Mail?**

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.

**1 BLEED = 0.125"**

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**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 SCRATCHOFF BOUNDARIES**

The scratchoff application must remain 1.5" or more from the bottom and left hand side of the product. The right hand side must remain anywhere to the left of the mailing label. The top boundary limitations are to keep the scratchoff application no more than 1.5 inches above the top of the mailing label.

**5 SCRATCHOFF APPLICATION**

The scratchoff application must be at a fixed size of .75" high by 1.75" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated scratchoff boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the scratchoff adhesive coverage is slightly larger.

**6 CODE AND MAIL SHARK TAGLINE**

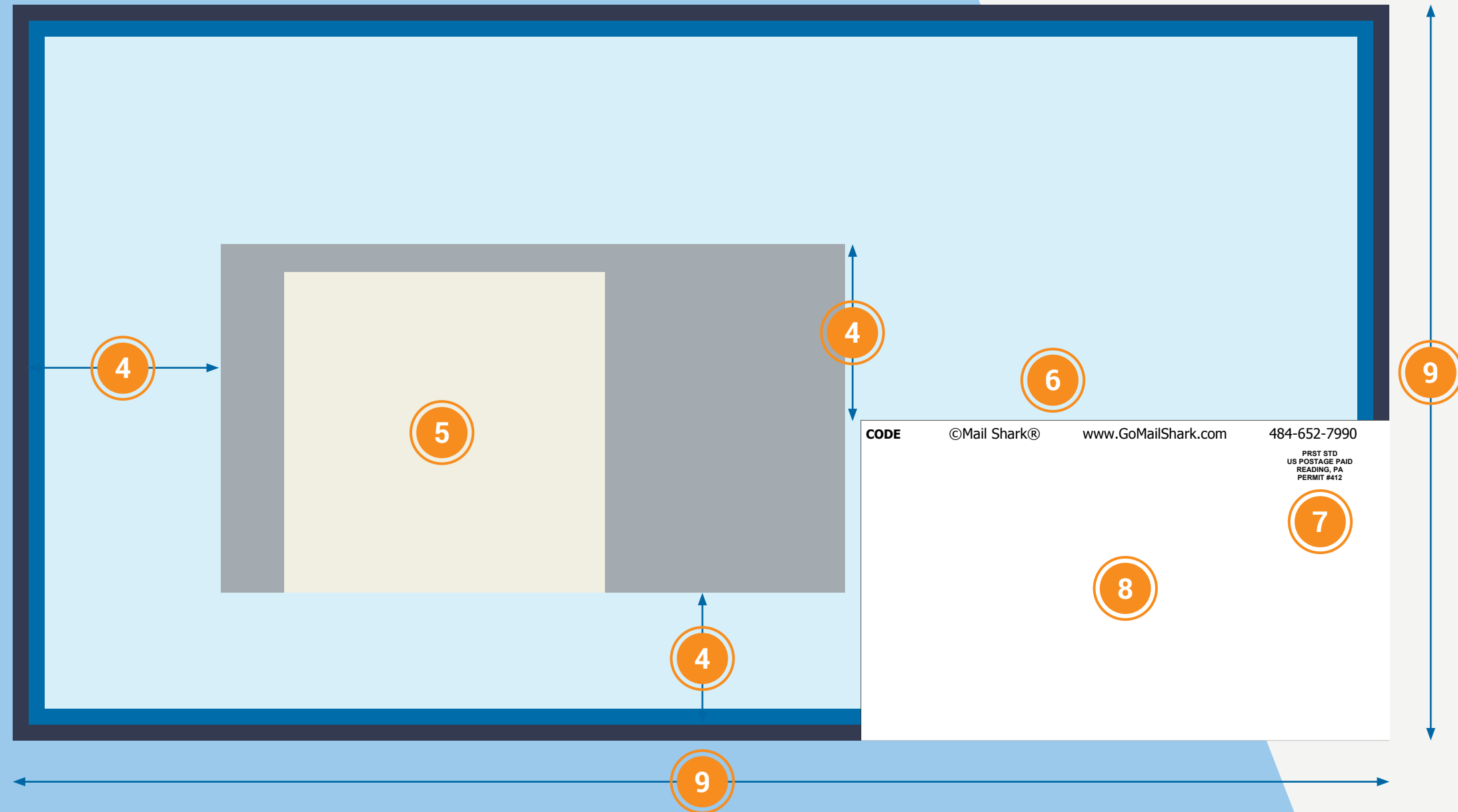
The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the EDDM indicia may be excluded from the product at any client's request.

**7 EDDM INDICIA**

The EDDM mailing information must appear inside the margin in the upper right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

**8 SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



10

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

11

The peel-a-box application must remain 1" or more from the bottom and 1.5" from the left hand side of the product. The right hand side must remain .125" to the left of the mailing label. The top boundary limitations are to keep the peel-a-box application no more than 1.5 inches above the top of the mailing label.

10

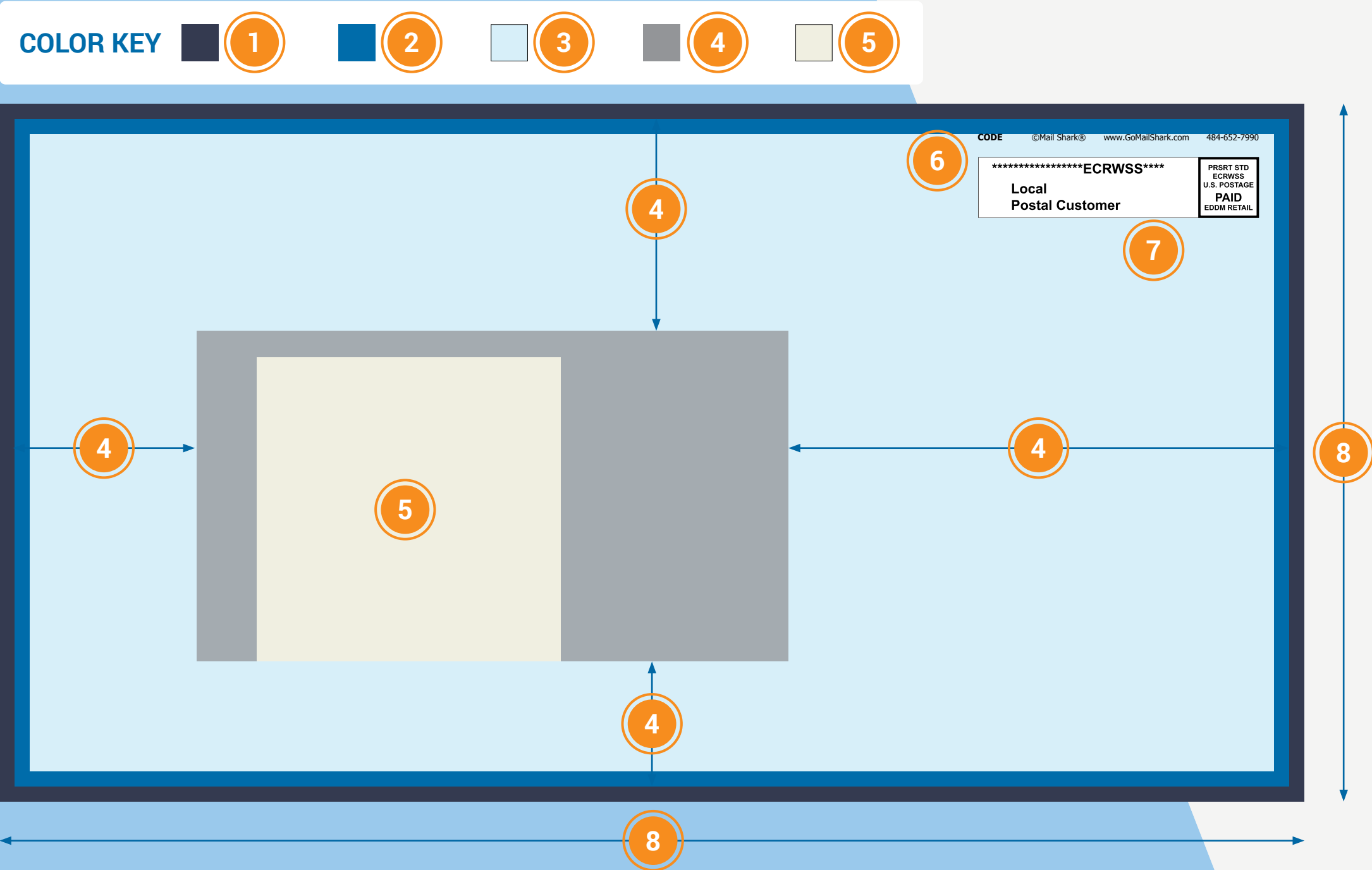
The peel-a-box application must be at a fixed size of 3.5" high by 3.5" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated peel-a-box boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the peel-a-box adhesive coverage is slightly larger.

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



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**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 PEEL-A-BOX BOUNDARIES**

The peel-a-box application must remain 1" from the bottom, 1.5" from the left and 4" from the right hand side of the product. The top must remain 1.75 inches from the top of the product. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the peel-a-box adhesive coverage is slightly larger.

**5 PEEL-A-BOX APPLICATION**

The peel-a-box application must be at a fixed size of 3.5" high by 3.5" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated peel-a-box boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the peel-a-box adhesive coverage is slightly larger.

**6 CODE AND MAIL SHARK TAGLINE**

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**7 EDDM INDICIA**

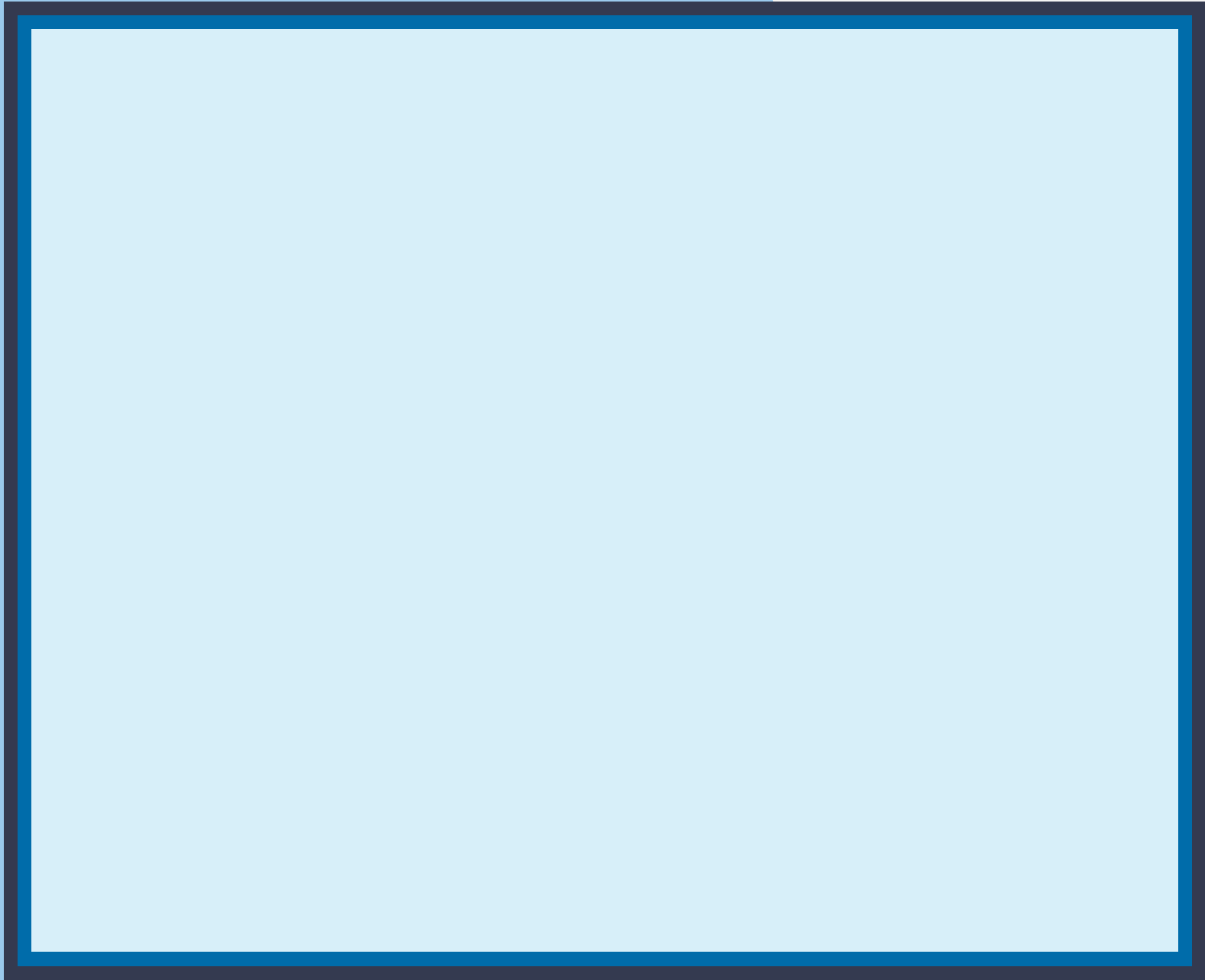
The EDDM mailing information must appear inside the margin in the upper right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

**8 SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75".



COLOR KEY



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**SIZE**

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".



COLOR KEY



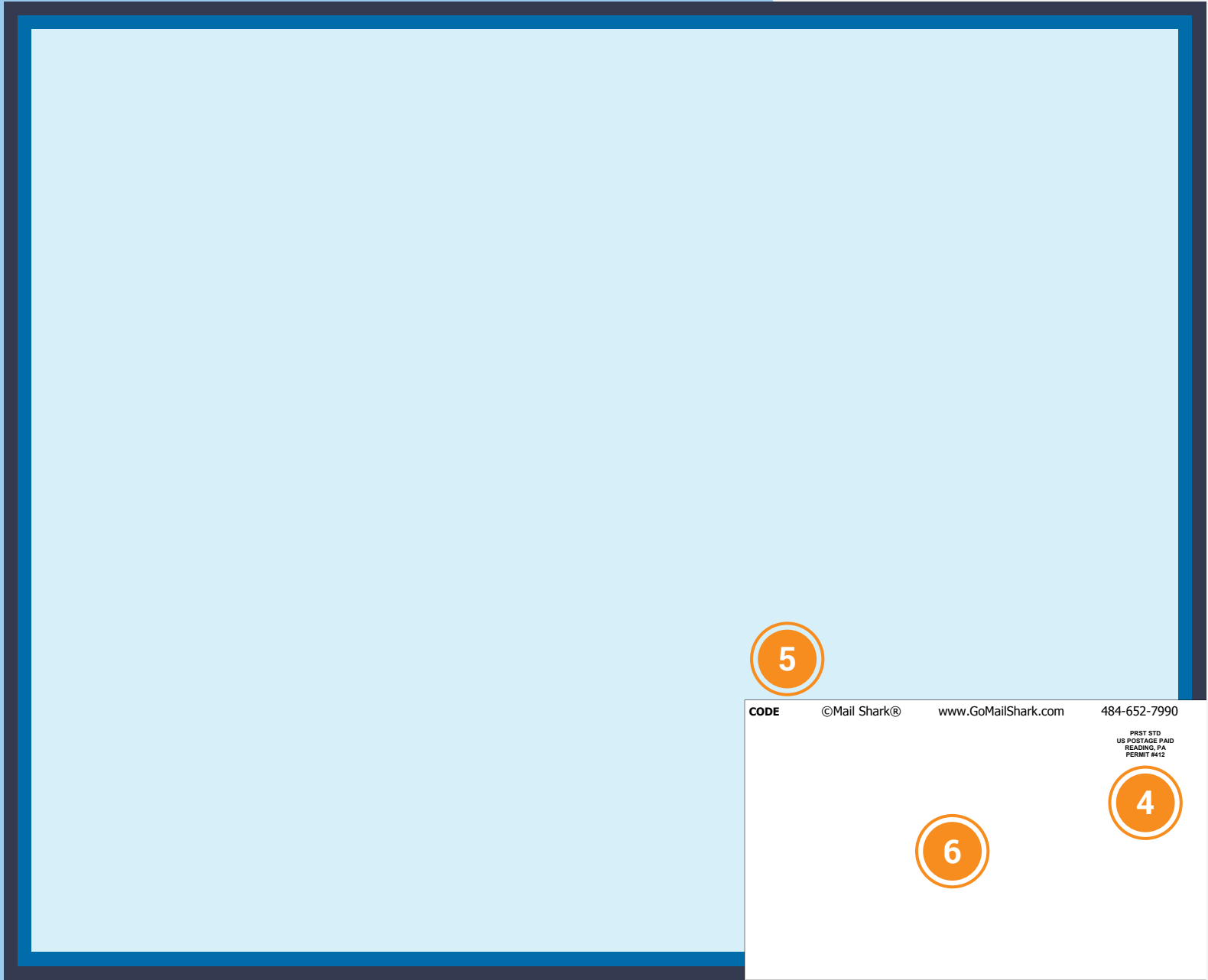
1



2



3



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CODE AND MAIL SHARK TAGLINE

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PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".



SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".





COLOR KEY



?

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3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

CODE AND MAIL  
SHARK TAGLINE

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5

EDDM INDICIA

The EDDM mailing information must appear inside the margin in the lower right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

6

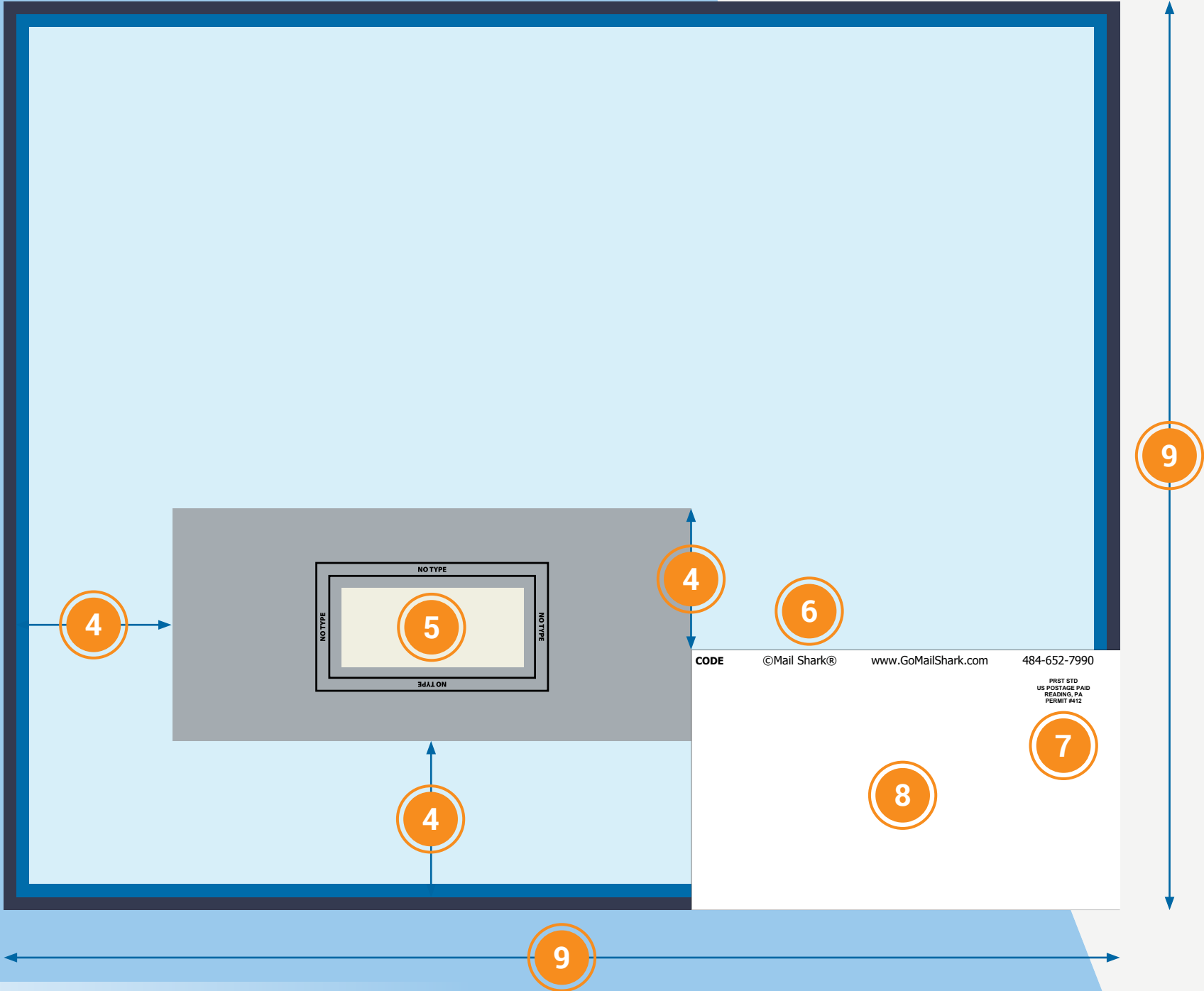
SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".



COLOR KEY

- 1
- 2
- 3
- 4
- 5



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CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



SCRATCHOFF BOUNDARIES

The scratchoff application must remain 1.5" or more from the bottom and left hand side of the product. The right hand side must remain anywhere to the left of the mailing label. The top boundary limitations are to keep the scratchoff application no more than 1.5 inches above the top of the mailing label.



SCRATCHOFF APPLICATION

The scratchoff application must be at a fixed size of .75" high by 1.75" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated scratchoff boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the scratchoff adhesive coverage is slightly larger.



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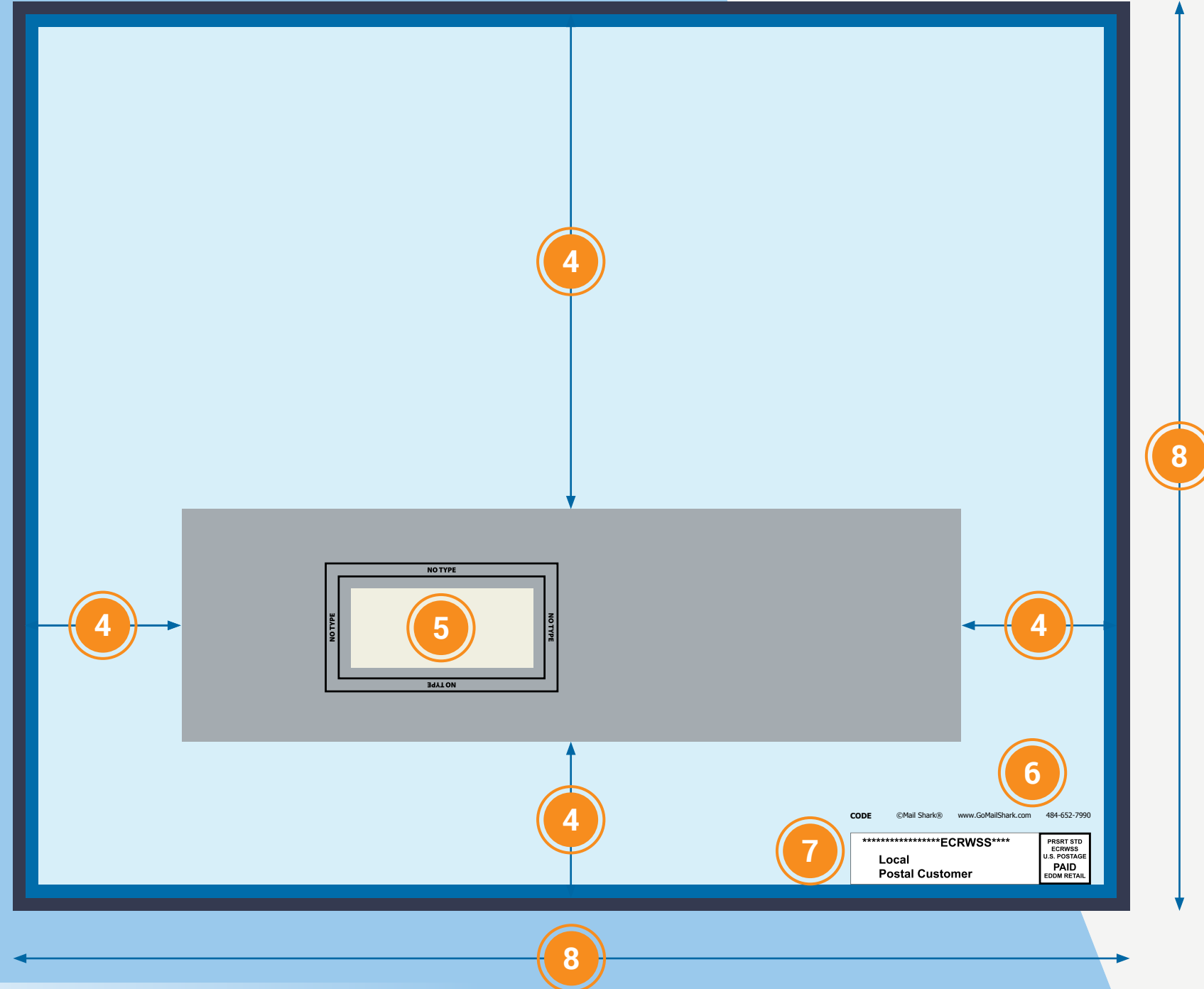
ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".



SIZE

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".



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The content area is the “safe” area where you can safely place important information without fear of the finished product getting cut into.

The scratchoff application must remain 1.5" or more from the bottom, left and right hand side of the product. The top must remain 4.75 inches from the top of the product. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the scratchoff adhesive coverage is slightly larger.

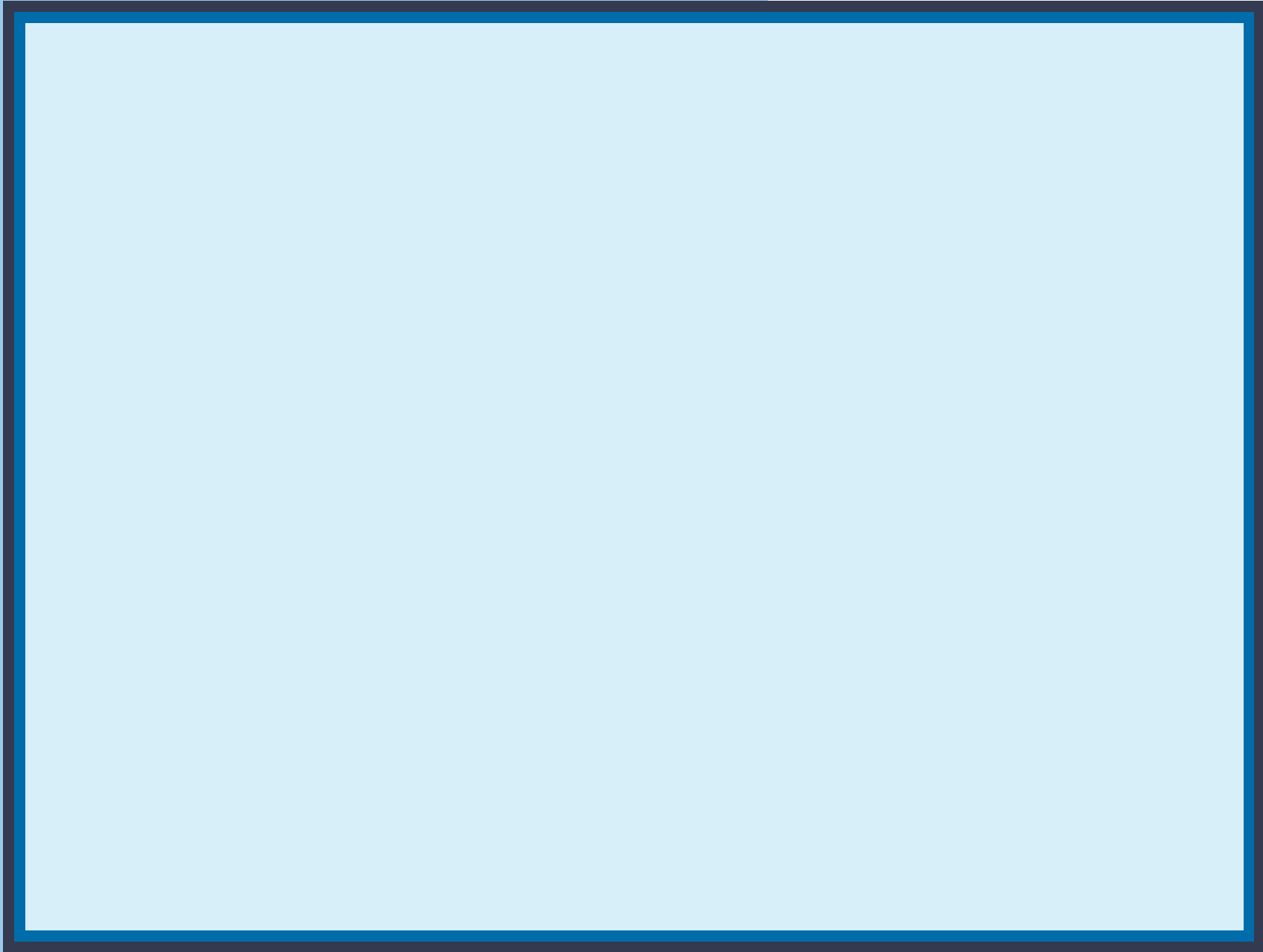
The scratchoff application must be at a fixed size of .75" high by 1.75" wide, it cannot be rotated 90 degrees, must be white on the uppermost layer of the finished product, and remain anywhere within the designated scratchoff boundaries. Keep important information (i.e. writing, type, an important image) .125" away from the outside of the white box; the peel-a-box adhesive coverage is slightly larger.

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the EDDM indicia may be excluded from the product at any client's request.

The EDDM mailing information must appear inside the margin in the lower right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

The document's width is 10.5" while it's height is 8.5". The document's entire width and height, including the bleed, is 10.75" x 8.75".

COLOR KEY



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

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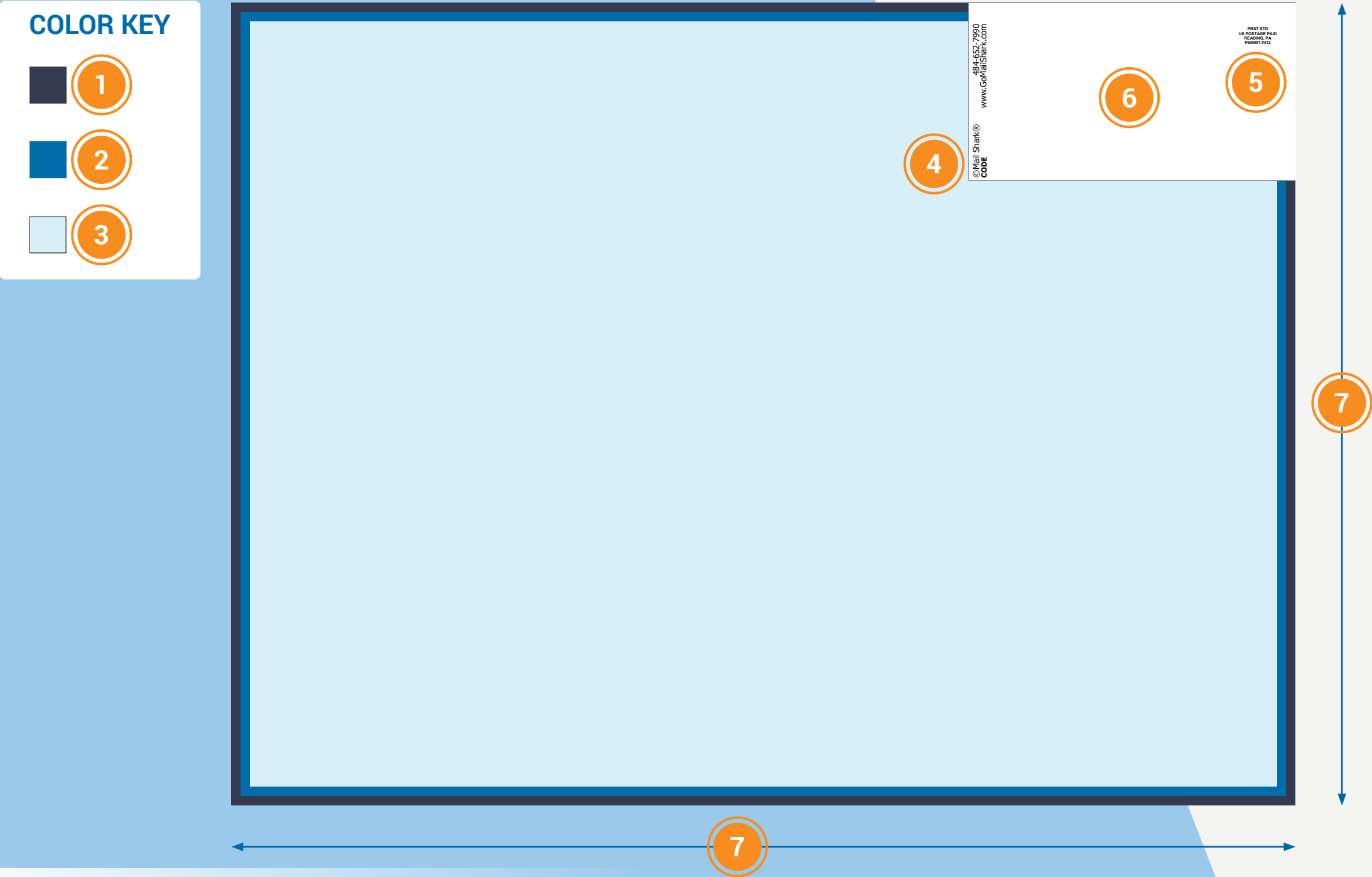
CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



SIZE

The document's width is 14" while it's height is 10.5". The document's entire width and height, including the bleed, is 14.25" x 10.75".



1



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2



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3



**CONTENT**

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4

**CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

5

**PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

6

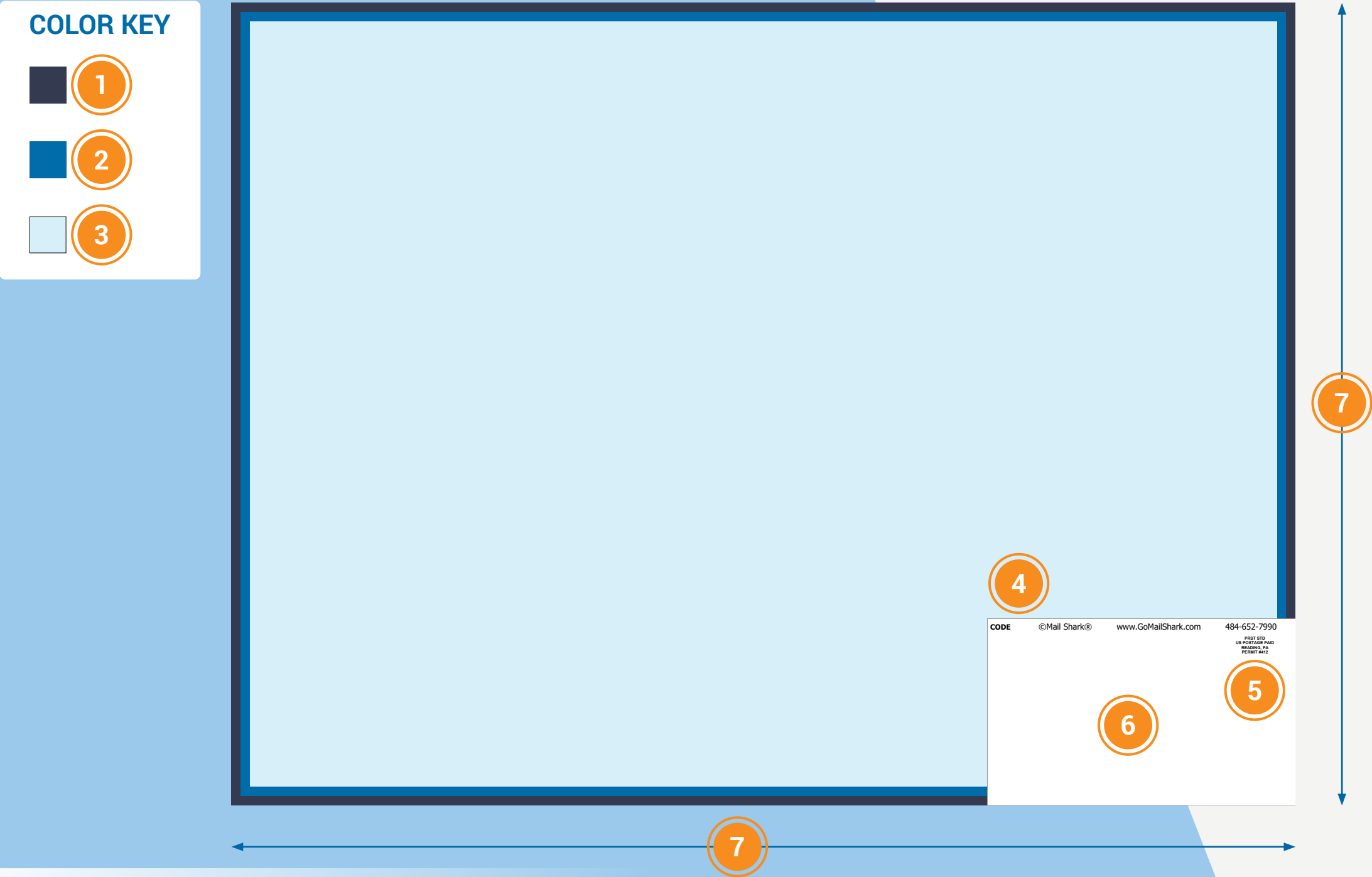
**ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork in either of the right hand corners. The mailing label must be resting against the bleed line, and have a total width of 4.2535" (to the cutline) and height of 2.2535" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3785" x 2.3785".

7

**SIZE**

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The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.375" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.5".

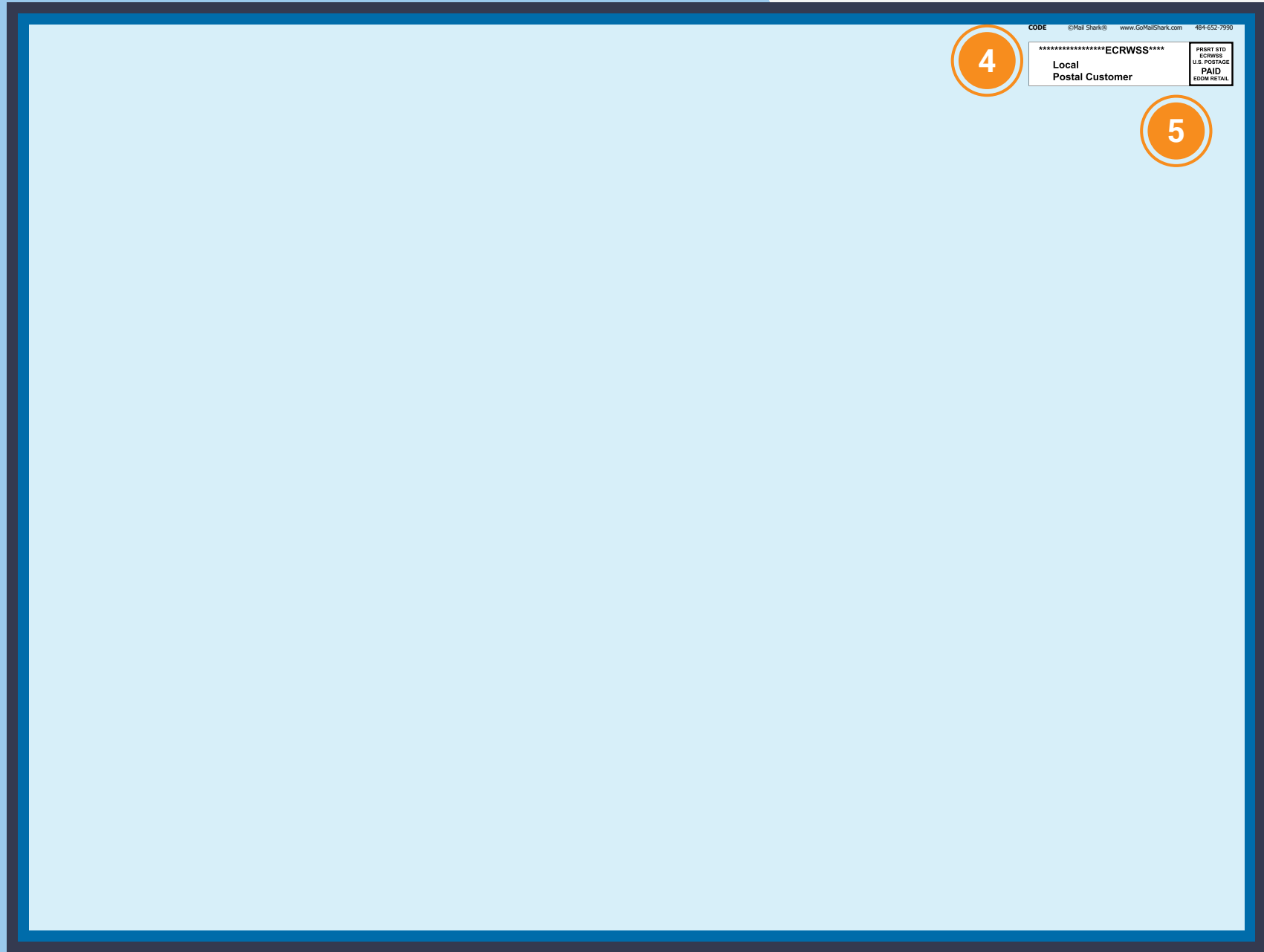
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COLOR KEY



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SIZE

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COLOR KEY



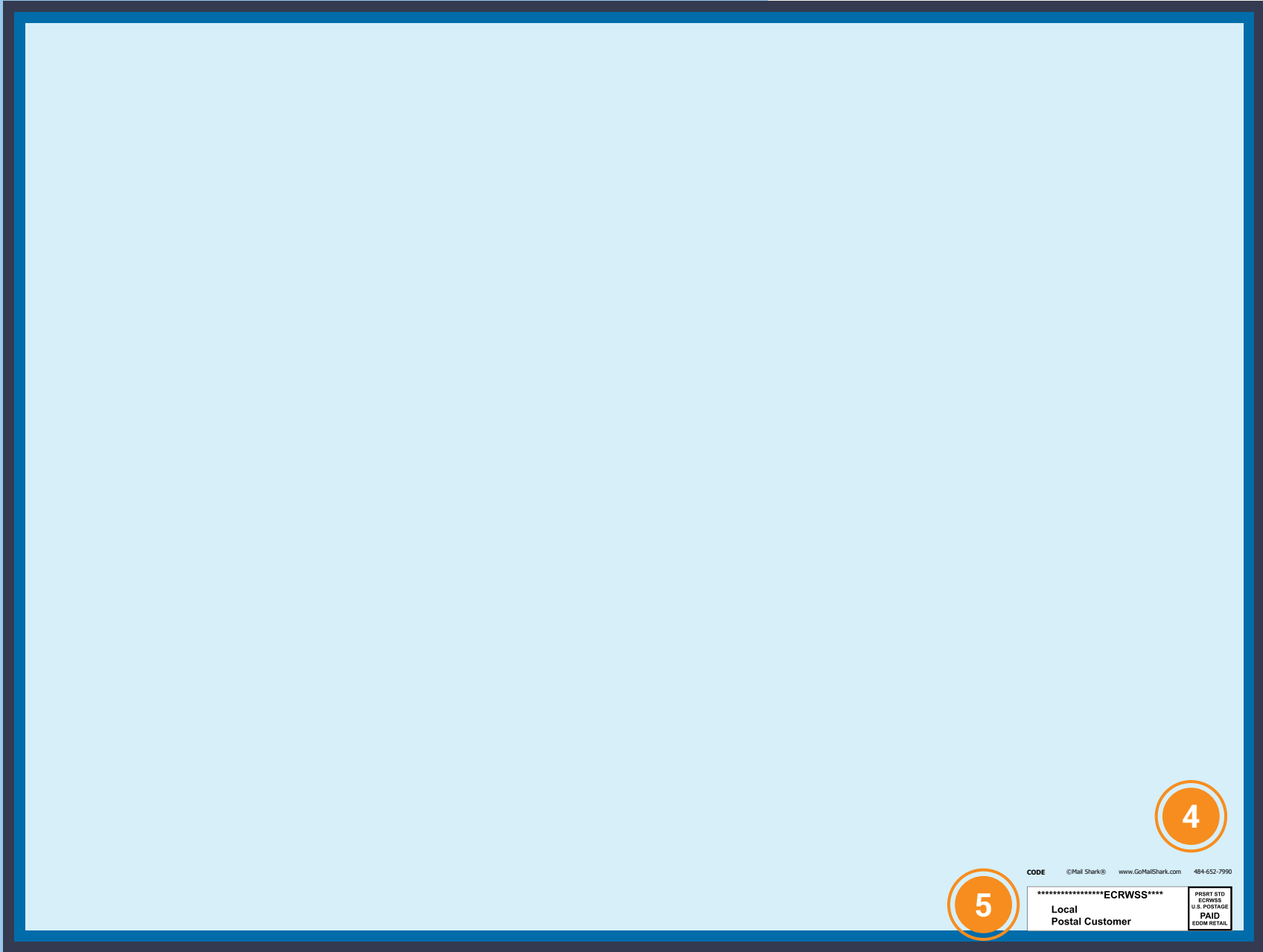
1



2



3



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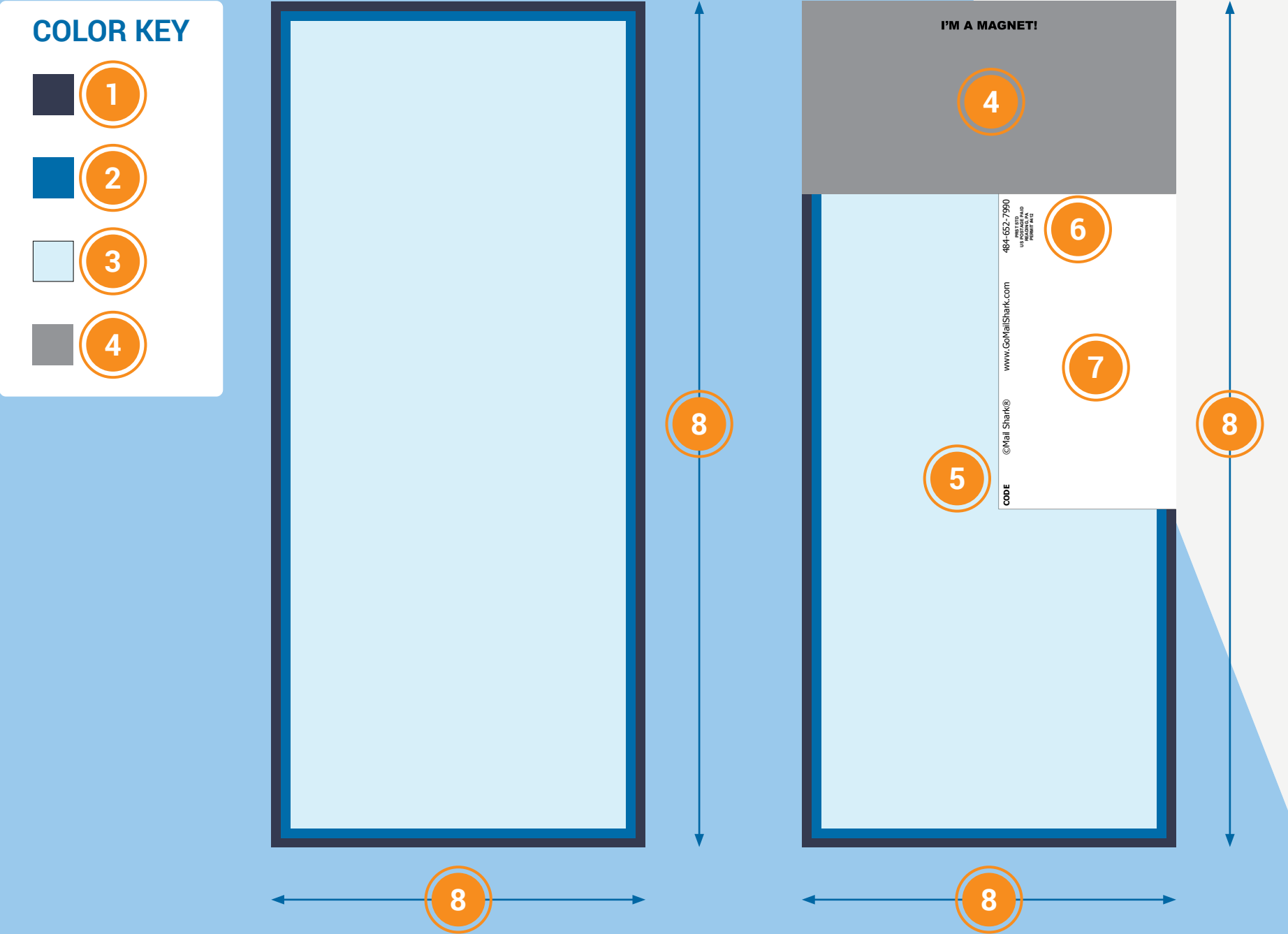
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3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

MAGNET APPLICATION AREA

This is the area where a magnet adhesive will be applied. You can place an alternate background image or color in this area. The area must be resting on right bleed line, and has a total width of 4.75" and height of 2.45". The actual magnet adhesive placed in this area will be 1.375" by 3.75" and requires this entire magnet application area landing zone as a margin of error. You may choose to keep or remove the provided "I'm a magnet!" line which encourages the consumer to keep the product on their refrigerator.

5

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

6

PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

7

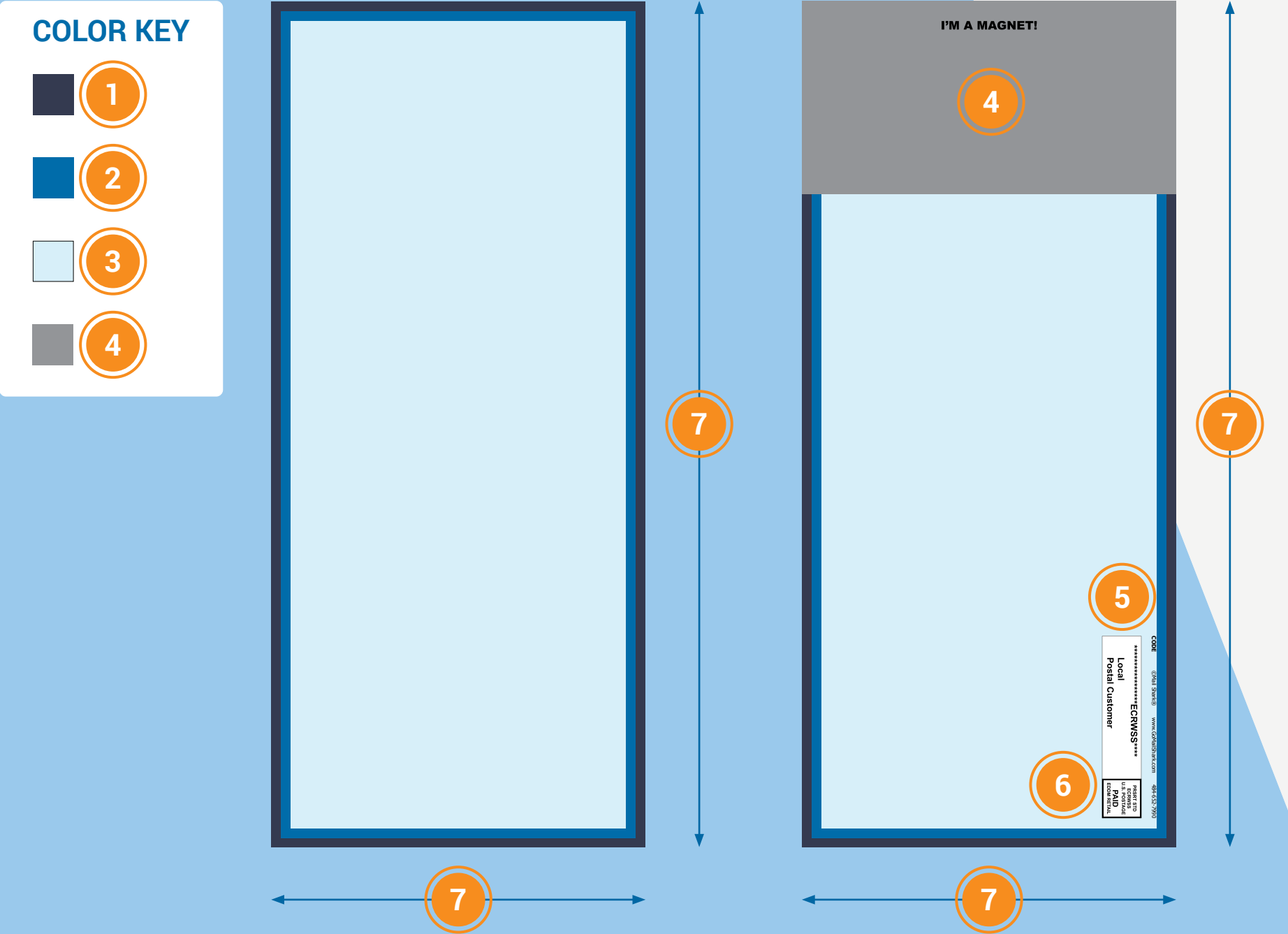
ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork in the upper right hand corner. The mailing label must rest on the right side bleed line while simultaneously resting up against the Magnet Application Area, and have a total width of 4" (to the cutline) and height of 2.1285" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.2535".

8

SIZE

The document's width is 4.5" while it's height is 10.5". The document's entire width and height, including the bleed, is 4.75" x 10.75".



?

What is EDDM:  
Every Door Direct Mail?

EDDM is a unique type of direct mail program created in 2008 by the USPS. EDDM allows business owners the ability to send direct mail pieces 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. The Mail Shark team are experts in EDDM, and our production facility prints thousands of EDDM mail pieces every week for our customers.

1

BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2

MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

MAGNET APPLICATION AREA

This is the area where a magnet adhesive will be applied. You can place an alternate background image or color in this area. The area must be resting on right bleed line, and has a total width of 4.75" and height of 2.45". The actual magnet adhesive placed in this area will be 1.375" by 3.75" and requires this entire magnet application area landing zone as a margin of error. You may choose to keep or remove the provided "I'm a magnet!" line which encourages the consumer to keep the product on their refrigerator.

5

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the EDDM indicia may be excluded from the product at any client's request.

6

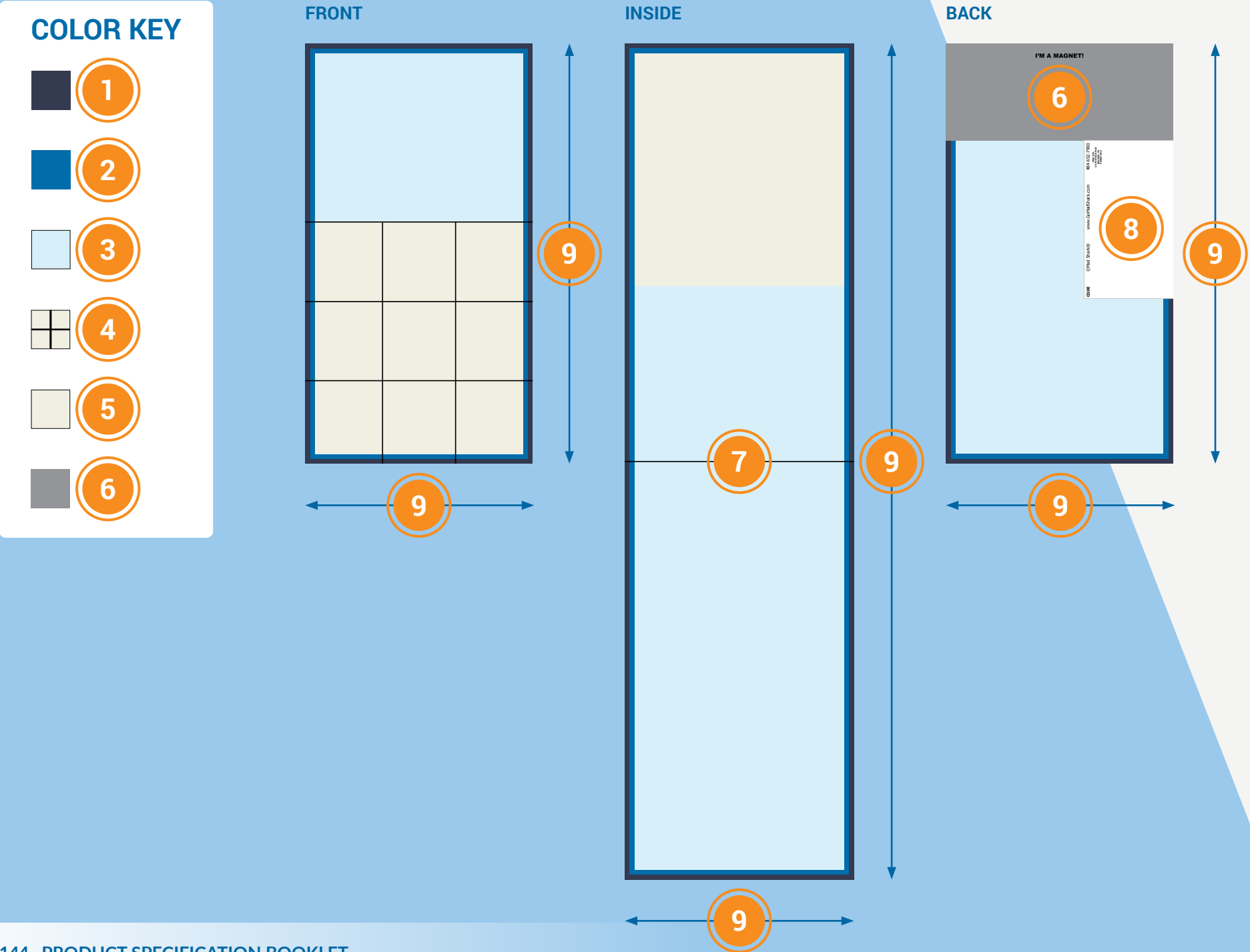
EDDM INDICIA

The EDDM mailing information must appear inside the margin in the upper right corner of the product. It cannot be rotated +/- 90 degrees regardless of the direction artwork content is facing. The white label areas of the indicia must remain white and cannot have artwork interfering or intersecting it.

7

SIZE

The document's width is 4.5" while it's height is 10.5". The document's entire width and height, including the bleed, is 4.75" x 10.75".



1



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4



COUPON SECTION

This is the coupon section. Each of the nine squares represents one of your nine possible coupon options..

5



BACK OF COUPON SECTION

This section designates the back of the coupon section. Within this section you do not want to place any pertinent information because it could be torn away as the coupons are used.

6



MAGNET APPLICATION AREA

This is the area where a magnet adhesive will be applied. You can place an alternate background image or color in this area. The area must be resting on right bleed line, and has a total width of 5.75" and height of 2.45". The actual magnet adhesive placed in this area will be 1.375" by 3.75" and requires this entire magnet application area landing zone as a margin of error. You may choose to keep or remove the provided "I'm a magnet!" line which encourages the consumer to keep the product on their refrigerator.

7

FOLD LINE

This is the center fold line on the entire document.

8

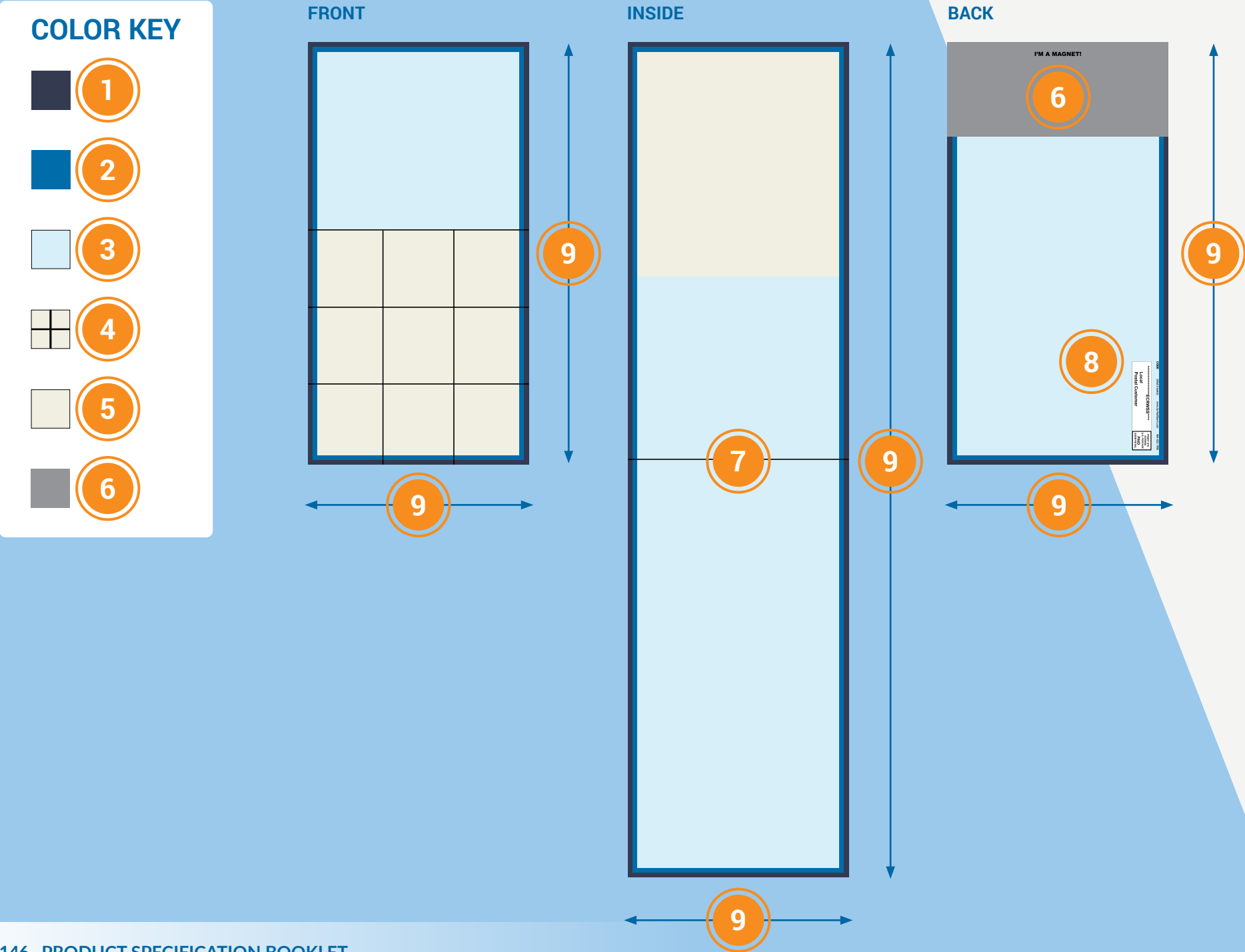
PERMIT INDICIA, CODE, MAIL SHARK TAGLINE AND ADDRESS BOX

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram. The code is a production identification number that is unique to your business location. The address box must be a white box on the uppermost layer of the artwork in the upper right hand corner. The mailing label must rest on the right-side bleed line while simultaneously resting up against the Magnet Application Area, and have a total width of 4" (to the cutline) and height of 2.125" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.25".

9

SIZE

The front and back panel widths are 5.5" while their heights are 10.375". The front and back panels individual entire width and height, including the bleed, is 5.75" x 10.625". The inside spreads width is 5.5" while it's height is 20.75". The inside spreads entire width and height, including the bleed, is 5.75" x 21".



100# DOOR HANGER

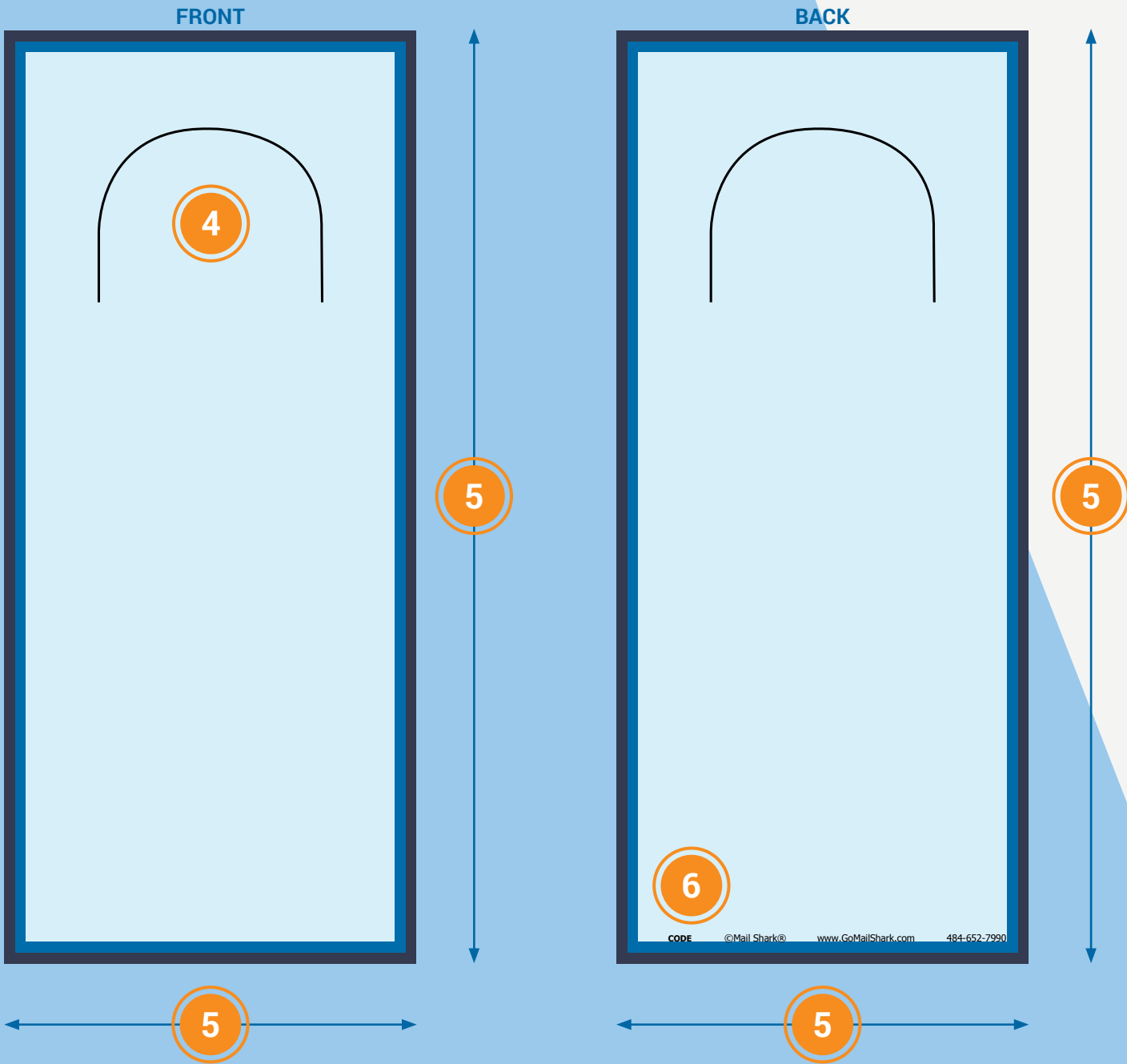


COLOR KEY

1

2

3



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



DOOR HANGER SLIT

This is the location of the door hanger slit. The slit has a width of 2.575" and a height of 2". The location of the slit is 1" from the top cutline and centered within the document. Artwork can be place right over top the slit with no issues; there is no reason to avoid placing any artwork directly over top the door hanger slit.



SIZE

The document's width is 4.5" while it's height is 10.5". The document's entire width and height, including the bleed, is 4.75" x 10.75".



CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline may be excluded from the product at any client's request.

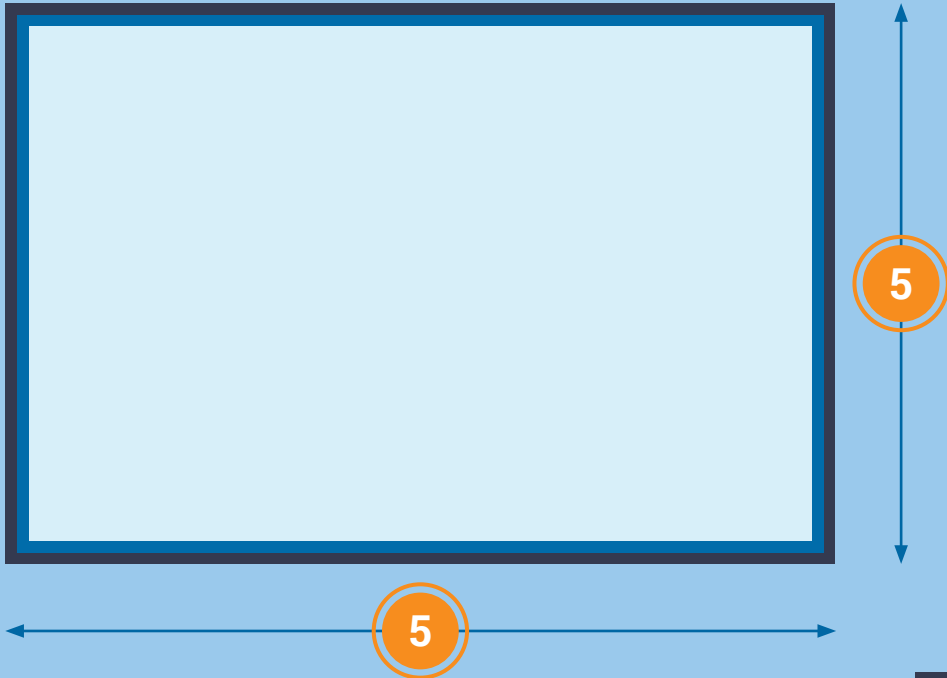
COLOR KEY

1

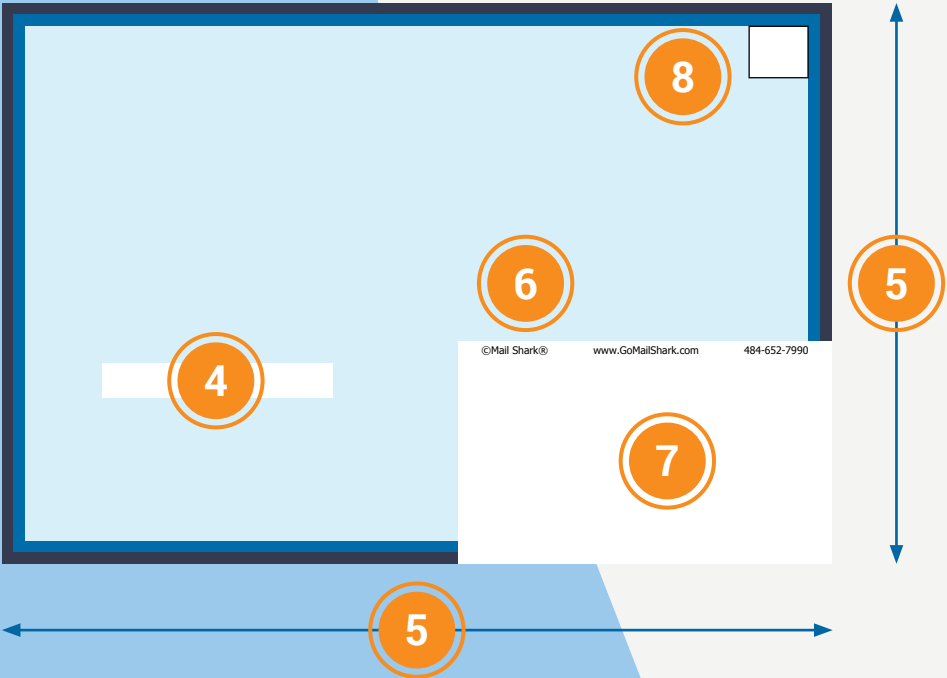
2

3

FRONT OF NEW MOVER POSTCARD



BACK OF 1 COUPON OPTION



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



COUPON DISCLAIMER & EXPIRATION SPACE

This depicts the exact location where the disclaimer and expiration date will be placed on the new mover postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the expiration space. The space is 2.4751" wide and 0.3801" tall, and is located precisely 0.9403" from the left cutline & 1.6479" from the bottom cutline. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.



SIZE

The document's width is 8.625" while it's height is 5.75". The document's entire width and height, including the bleed, is 8.875" x 6".



MAIL SHARK TAGLINE

The tagline above the mailing label may be excluded from the product at any client's request.



ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 3.875" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.375".



PERMIT SPACE

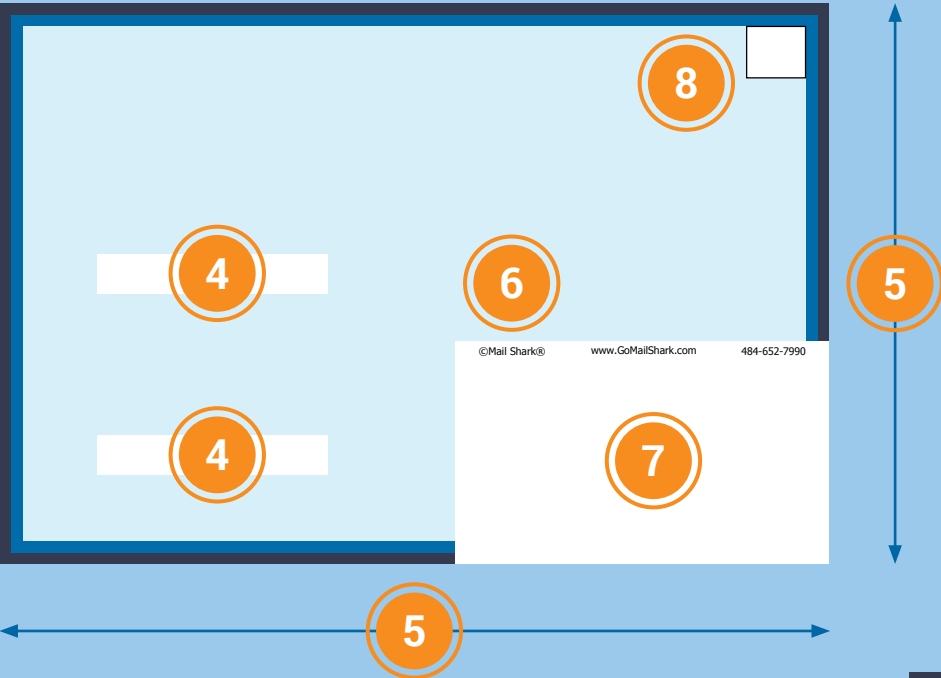
The permit space is the precise location where a mailing permit will be placed on the new mover postcard. The permit space is 0.6439" wide and 0.5639" high, and is located precisely 0.1181" from the right and 0.1181" from the top of the card. The permit space must remain white on the upper most layer with a 0.0139" thin black stroke.



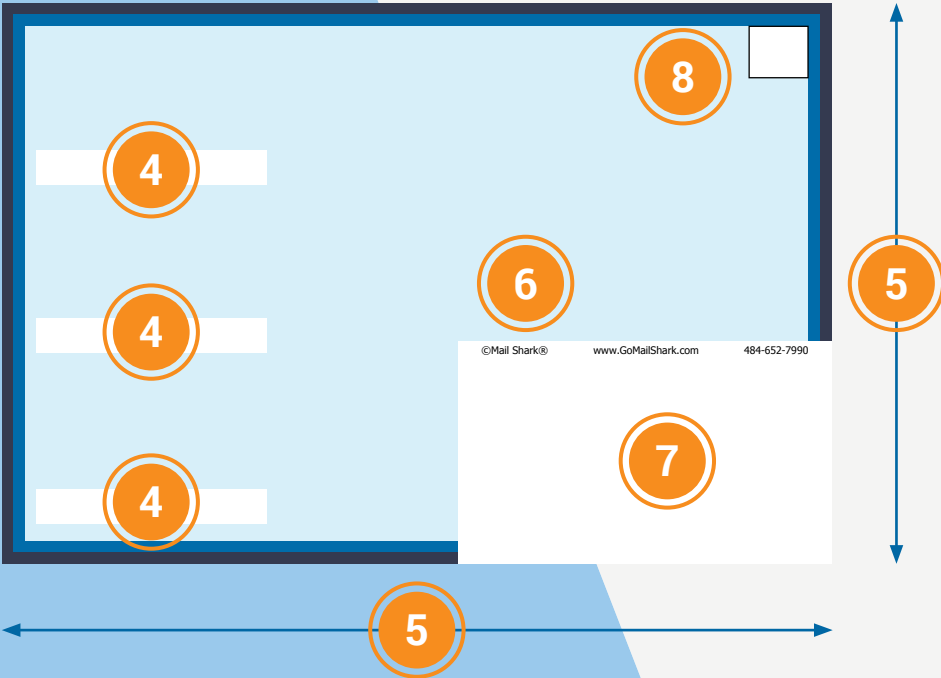
COLOR KEY



BACK OF 2 COUPON OPTION



BACK OF 3 COUPON OPTION



1



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

COUPON DISCLAIMER & EXPIRATION SPACE

This depicts the exact locations where the disclaimers and expiration dates will be placed on the new mover postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the expiration spaces. The spaces are 2.4751" wide and 0.3801" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

5

SIZE

The document's width is 8.625" while it's height is 5.75". The document's entire width and height, including the bleed, is 8.875" x 6".

6

MAIL SHARK TAGLINE

The tagline above the mailing label may be excluded from the product at any client's request.

7

ADDRESS BOX

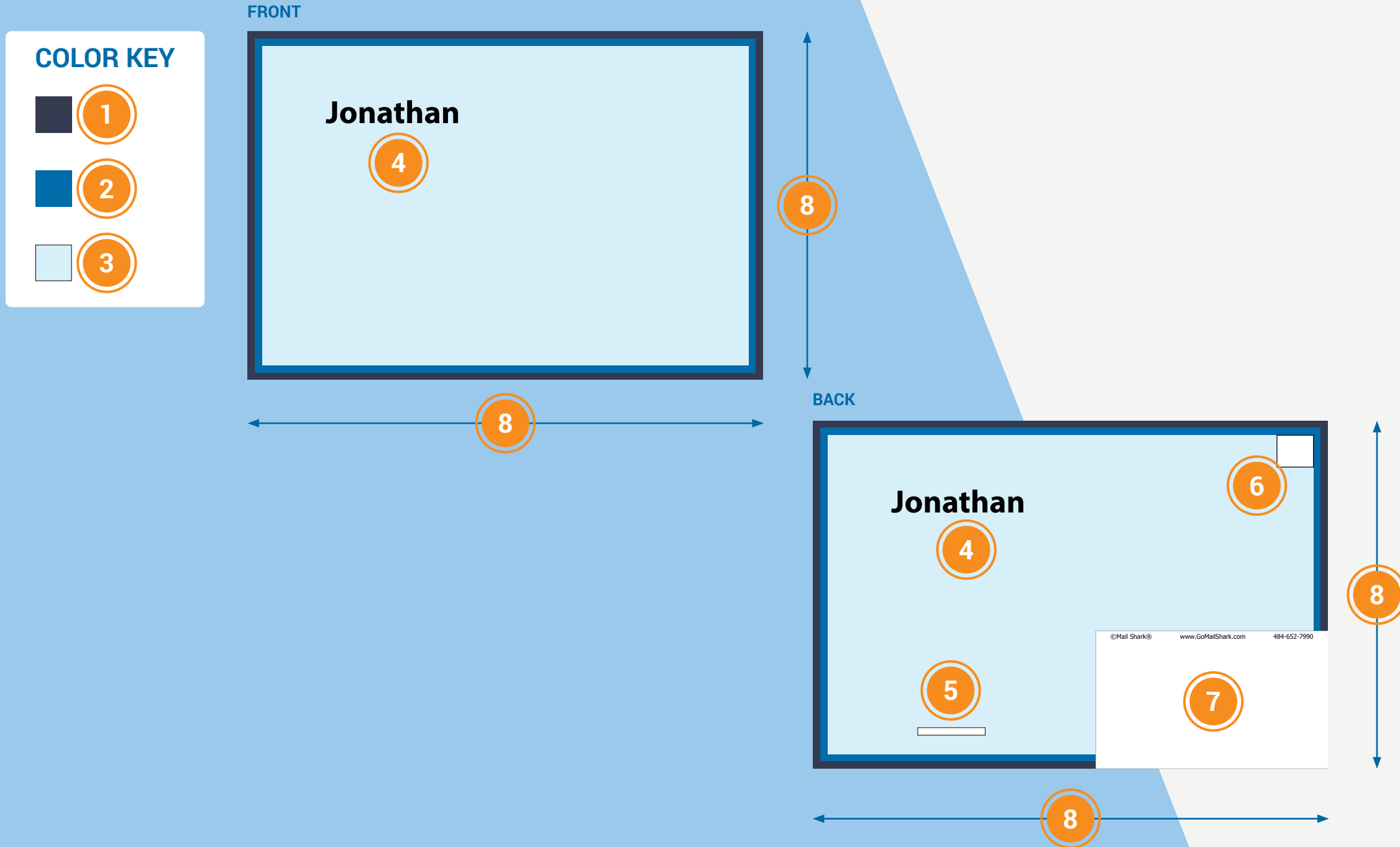
The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 3.875" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.375".

8

PERMIT SPACE

The permit space is the precise location where a mailing permit will be placed on the new mover postcard. The permit space is 0.6439" wide and 0.5639" high, and is located precisely 0.1181" from the right and 0.1181" from the top of the card. The permit space must remain white on the upper most layer with a 0.0139" thin black stroke.

**BIRTHDAY MAILER • Recipient Name Variably Printed • Template ID #1 • 1 Expiration for an Offer on Back**



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 VARIABLE DATA**

This variable data space is provided to personalize the postcard for the recipient. This space cannot be moved.

**5 COUPON EXPIRATION SPACE**

This depicts the exact location where the disclaimer and expiration date will be placed on the birthday mailer postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the expiration space. The space is 1.1707" wide and 0.1369" tall, and is located precisely 1.6699" from the left outline & 0.4475" from the bottom outline. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**6 PERMIT SPACE**

The permit space is the precise location where a mailing permit will be placed on the new mover postcard. The permit space is 0.6439" wide and 0.5639" high, and is located precisely 0.1181" from the right and 0.1181" from the top of the card. The permit space must remain white on the upper most layer with a 0.0139" thin black stroke.

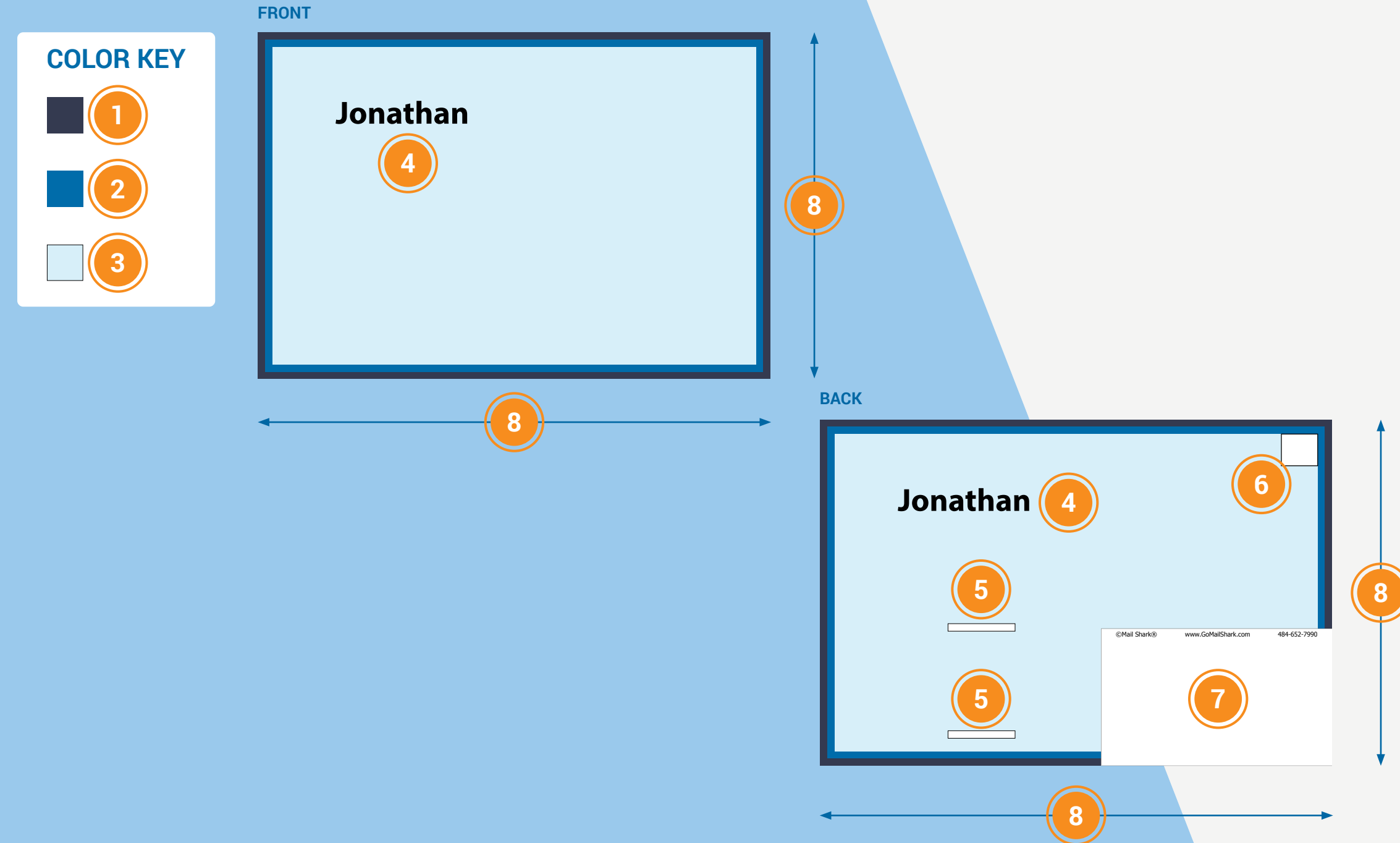
**7 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 3.875" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.375".

**8 SIZE**

The document's width is 8.625" while it's height is 5.75". The document's entire width and height, including the bleed, is 8.875" x 6".

**BIRTHDAY MAILER • Recipient Name Variably Printed • Template ID #2 • 2 Expirations for 2 Offers on Back**



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 VARIABLE DATA**

This variable data space is provided to personalize the postcard for the recipient. This space cannot be moved.

**5 COUPON EXPIRATION SPACE**

This depicts the exact locations where the disclaimers and expiration dates will be placed on the birthday mailer postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the expiration spaces. The spaces are 1.1707" wide and 0.1369" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

**6 PERMIT SPACE**

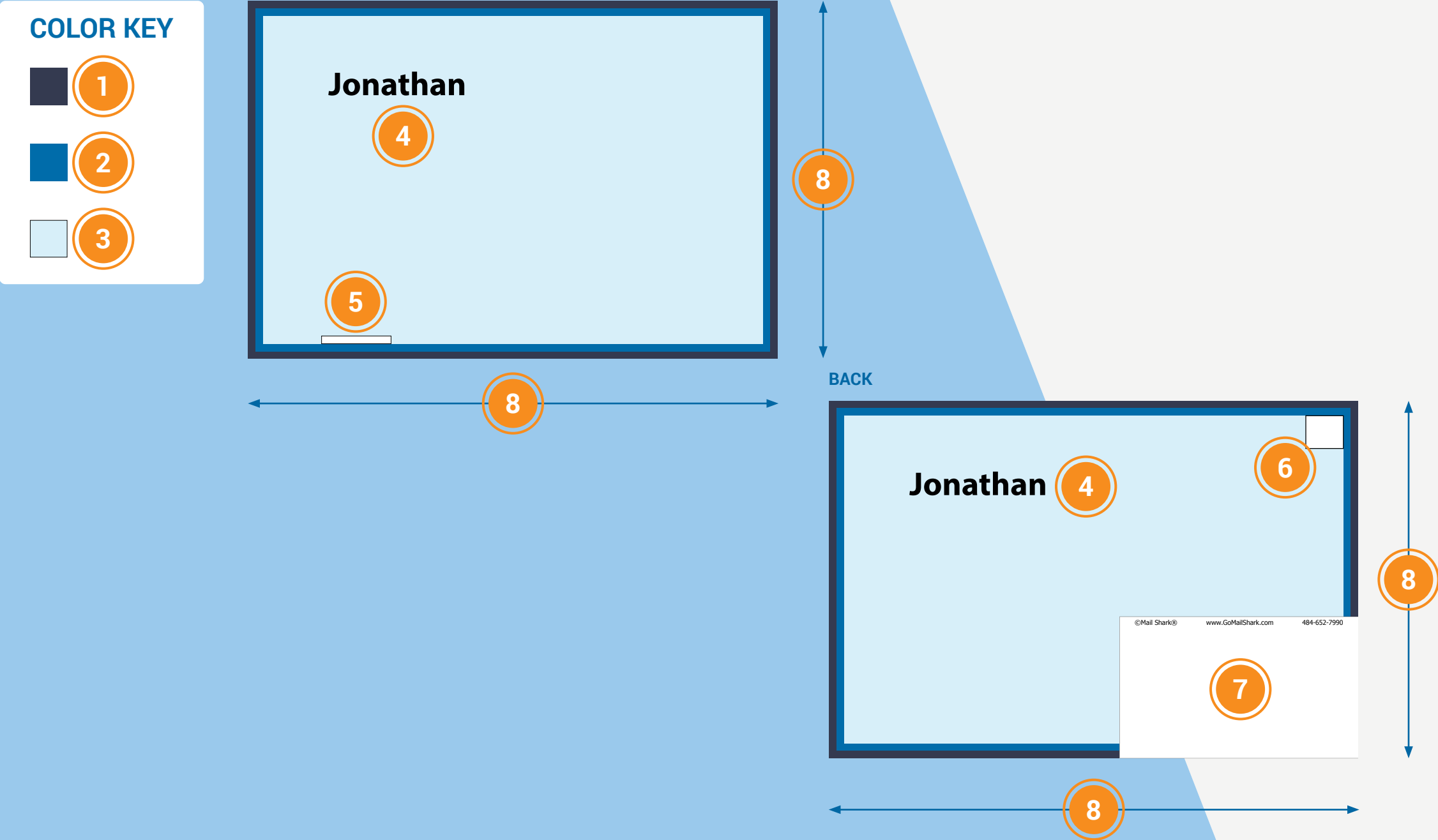
The permit space is the precise location where a mailing permit will be placed on the new mover postcard. The permit space is 0.6439" wide and 0.5639" high, and is located precisely 0.1181" from the right and 0.1181" from the top of the card. The permit space must remain white on the upper most layer with a 0.0139" thin black stroke.

**7 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 3.875" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.375".

**8 SIZE**

The document's width is 8.625" while it's height is 5.75". The document's entire width and height, including the bleed, is 8.875" x 6".



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 VARIABLE DATA**

This variable data space is provided to personalize the postcard for the recipient. This space cannot be moved.

**5 COUPON EXPIRATION SPACE**

This depicts the exact location where the disclaimer and expiration date will be placed on the birthday mailer postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the expiration space. The space is 1.1707" wide and 0.1369" tall, and is located precisely 1.099" from the left cutline & 0.1198" from the bottom cutline. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**6 PERMIT SPACE**

The permit space is the precise location where a mailing permit will be placed on the new mover postcard. The permit space is 0.6439" wide and 0.5639" high, and is located precisely 0.1181" from the right and 0.1181" from the top of the card. The permit space must remain white on the upper most layer with a 0.0139" thin black stroke.

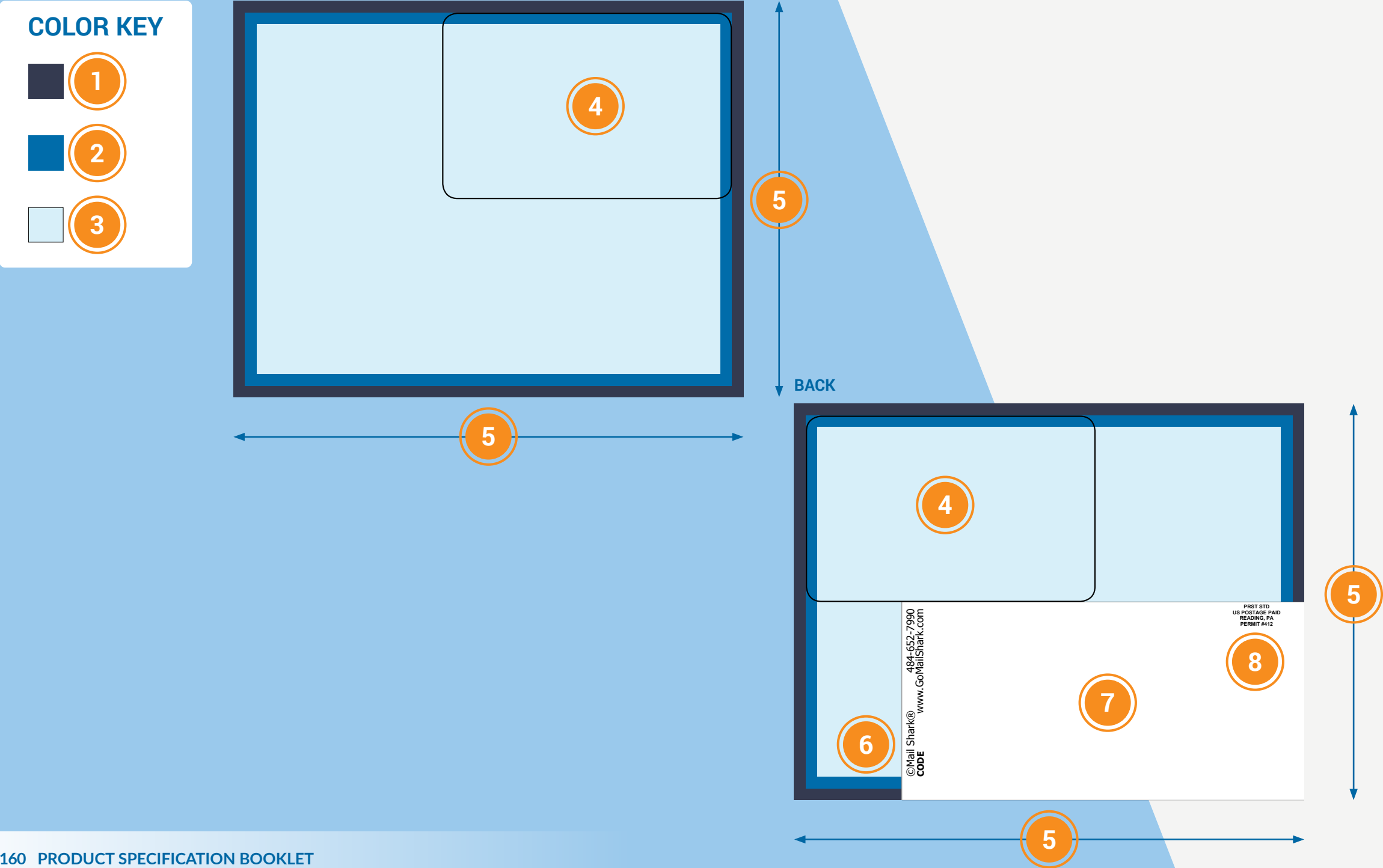
**7 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 3.875" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4" x 2.375".

**8 SIZE**

The document's width is 8.625" while it's height is 5.75". The document's entire width and height, including the bleed, is 8.875" x 6".

PLASTIC CARD • Small Sized • 1 COUPON



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.1073" wide and 2" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**5 SIZE**

The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437 in" x 4.125 in".

**6 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

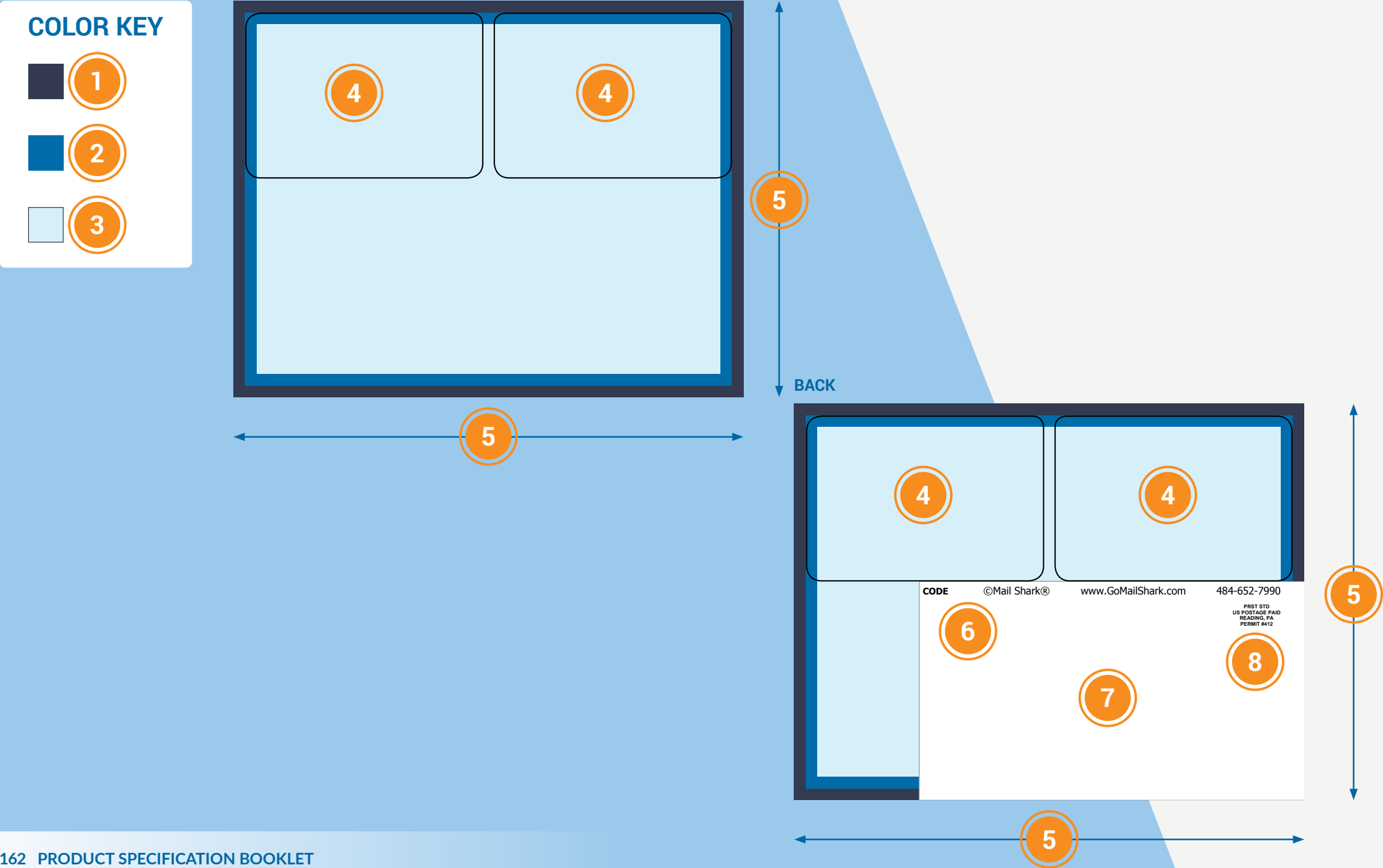
**7 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.1875" (to the cutline) and height of 2" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3125" x 2.125".

**8 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Small Sized • 2 COUPONS



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.
- 2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.
- 3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.
- 4 COUPON SPACE**

This depicts the exact locations where the coupon spaces will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the offers. The spaces are 3.1073" wide and 2" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.
- 5 SIZE**

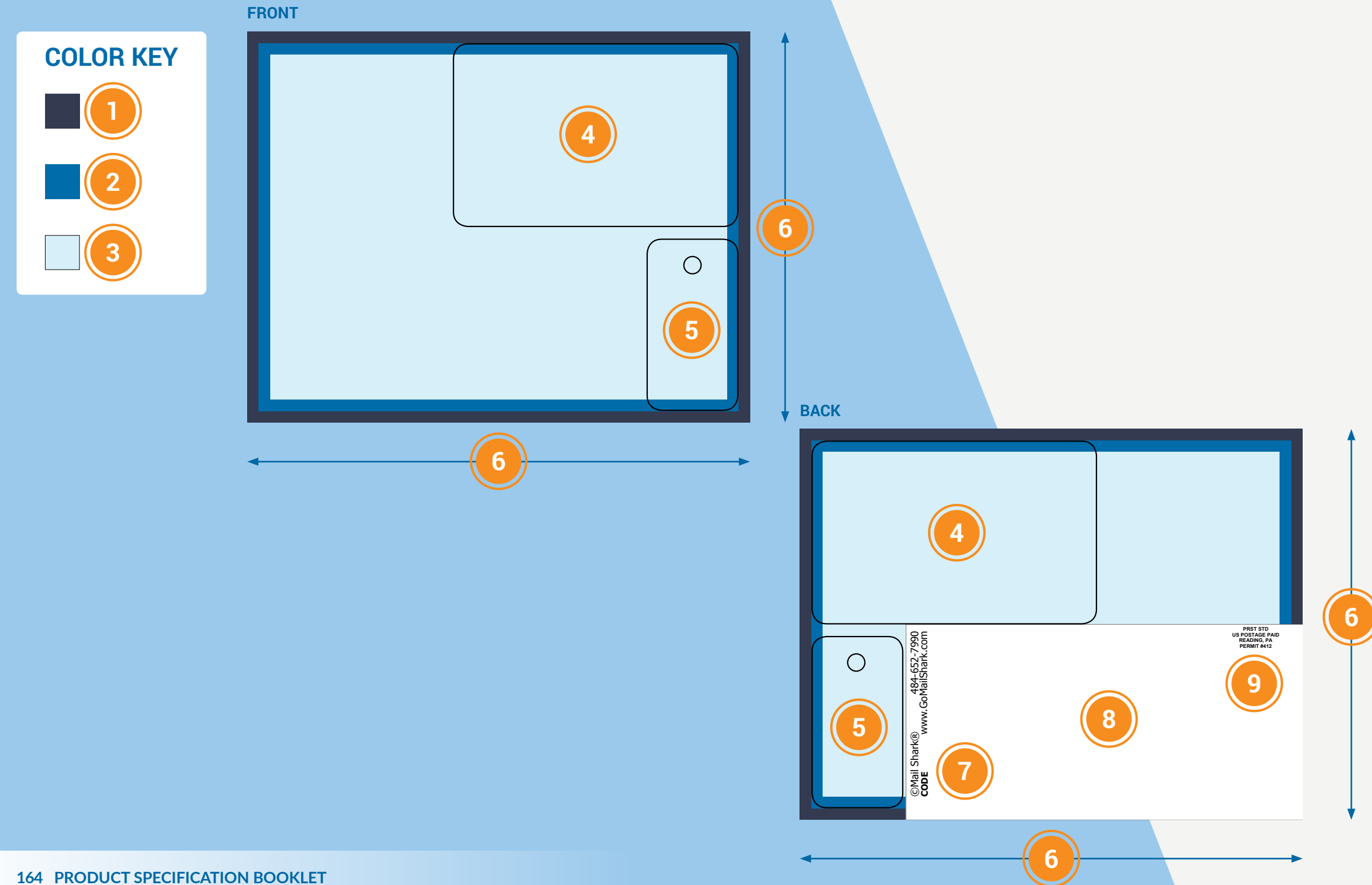
The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437 in" x 4.125 in".
- 6 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.
- 7 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.22" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.345".
- 8 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Small Sized • 1 COUPON & 1 KEYTAG



**BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.



## CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.



## COUPON SPACE

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.1073" wide and 2" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.



## KEYTAG SPACE

The Keytag space is 1" wide and 1.875" tall. The Keytag space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.



## SIZE

The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437 in " x 4.125 in".



## CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.



## ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.1875" (to the cutline) and height of 2" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3125" x 2.125".

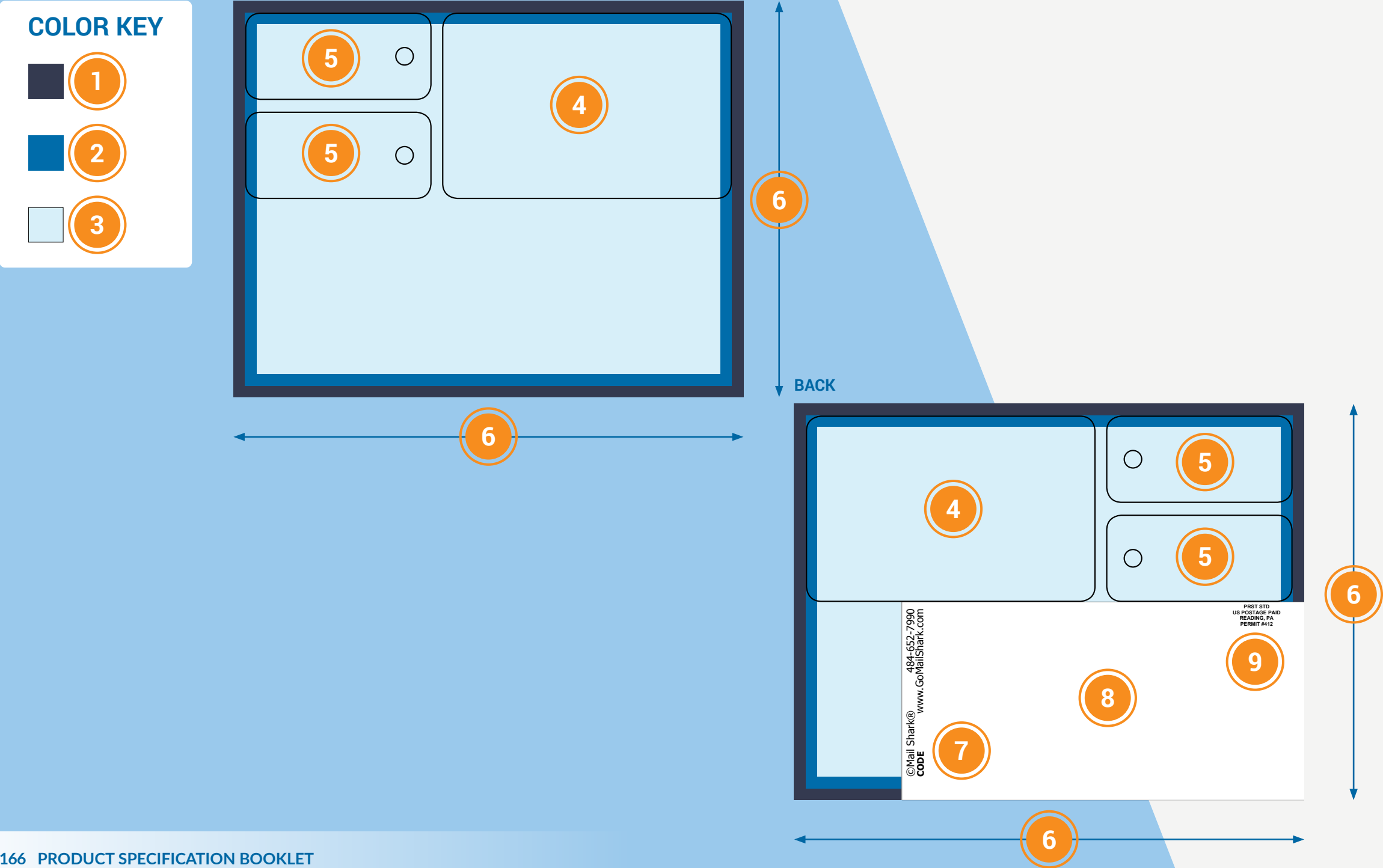


## PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



PLASTIC CARD • Small Sized • 1 COUPON & 2 KEYTAGS



**1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4 COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.1073" wide and 2" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**5 KEYTAG SPACE**

The Keytag spaces are 1" wide and 1.875" tall. The Keytag spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

**6 SIZE**

The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437 in " x 4.125 in".

**7 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**8 ADDRESS BOX**

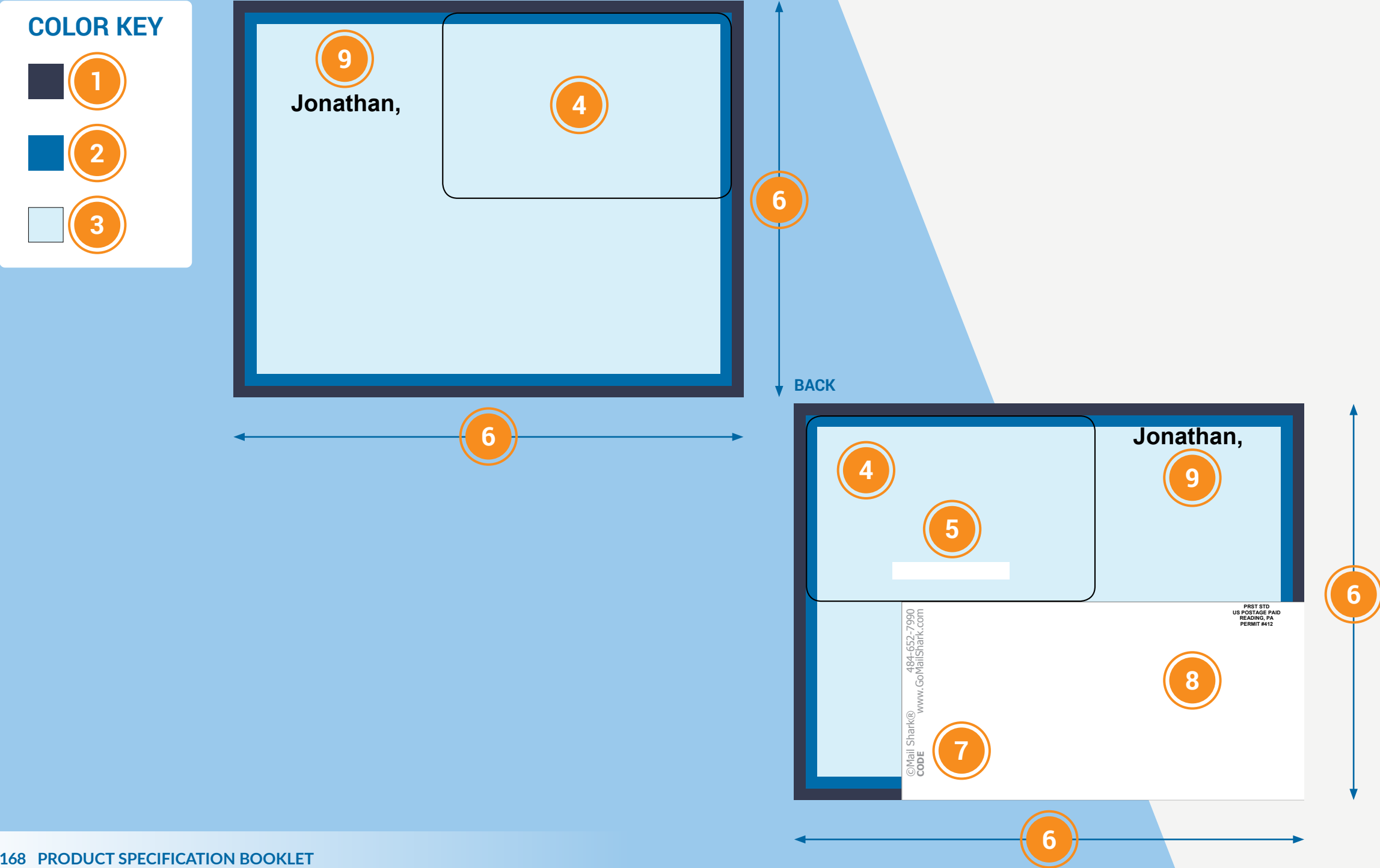
The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.1875" (to the cutline) and height of 2" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3125" x 2.125".

**9 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



BIRTHDAY MAILER PLASTIC CARD • Small Sized • Recipient Name Variably Printed • 1 Expiration for an Offer



**1** **BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2** **MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3** **CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4** **COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.1073" wide and 2" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**5** **COUPON EXPIRATION SPACE**

This depicts the exact location where the disclaimer and expiration date will be placed on the birthday mailer postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the expiration space. The space is 1.2514" wide and 0.1814" tall, and is located precisely .9279" from the left cutline & 2.2416" from the bottom cutline. The coupon space must either remain white, or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

**6** **SIZE**

The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437 in " x 4.125 in".

**7** **CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

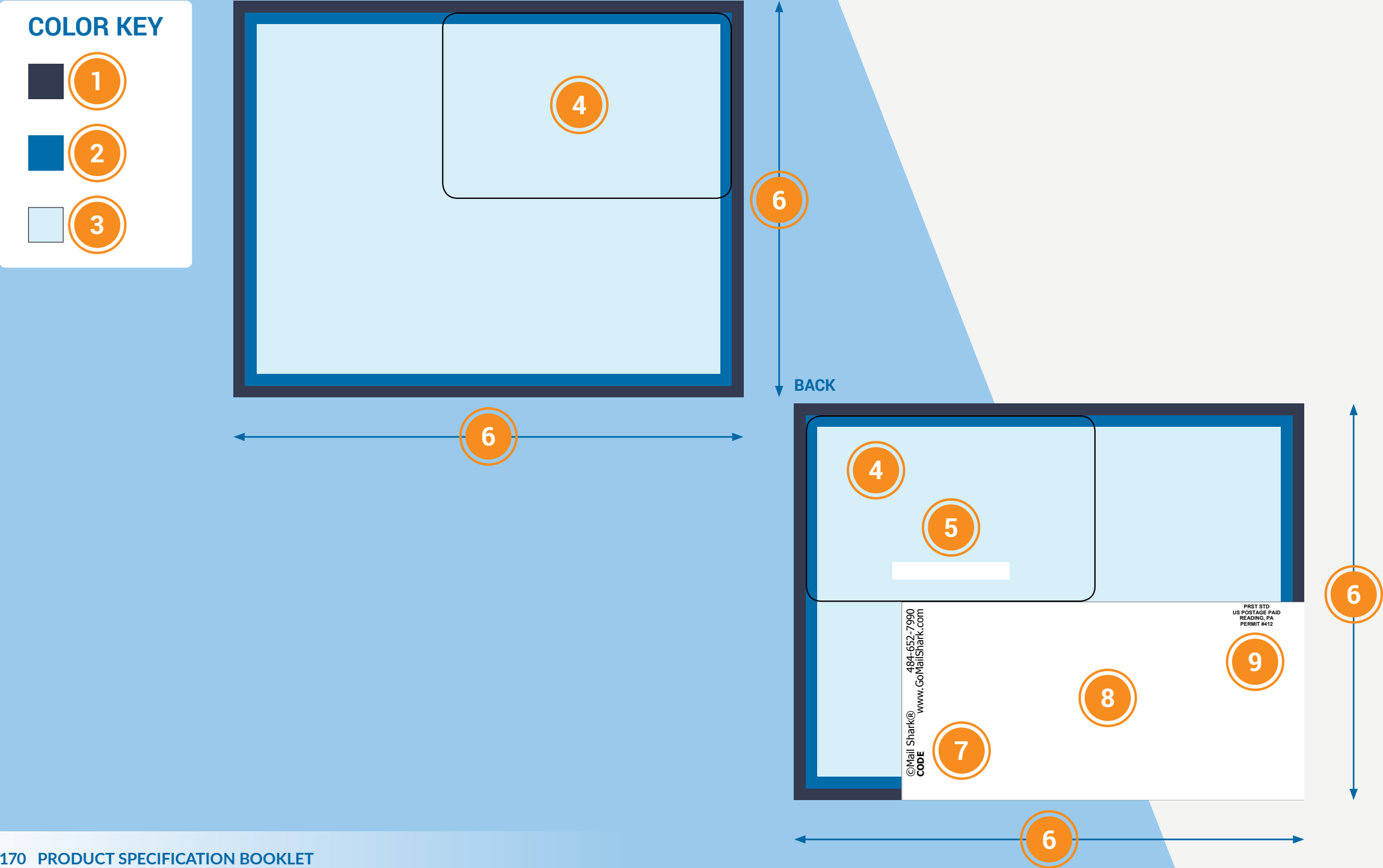
**8** **ADDRESS BOX & PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram. The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.1875" (to the cutline) and height of 2" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3125" x 2.125".

**9** **VARIABLE DATA**

This variable data space is provided to personalize the postcard for the recipient. This space cannot be moved.

NEW MOVER PLASTIC CARD • Small Sized • 1 Expiration for an Offer



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.
- 2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.
- 3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.
- 4 COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.1073" wide and 2" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.
- 5 COUPON EXPIRATION SPACE**

This depicts the exact location where the disclaimer and expiration date will be placed on the birthday mailer postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the expiration space. The space is 1.2514" wide and 0.1814" tall, and is located precisely .9279" from the left cutline & 2.2416" from the bottom cutline. The coupon space must either remain white, or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.
- 6 SIZE**

The document's width is 5.2187" while it's height is 4". The document's entire width and height, including the bleed, is 5.3437" x 4.125".
- 7 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.
- 8 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.1875" (to the cutline) and height of 2" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.3125" x 2.125".
- 9 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Medium Sized • 1 COUPON

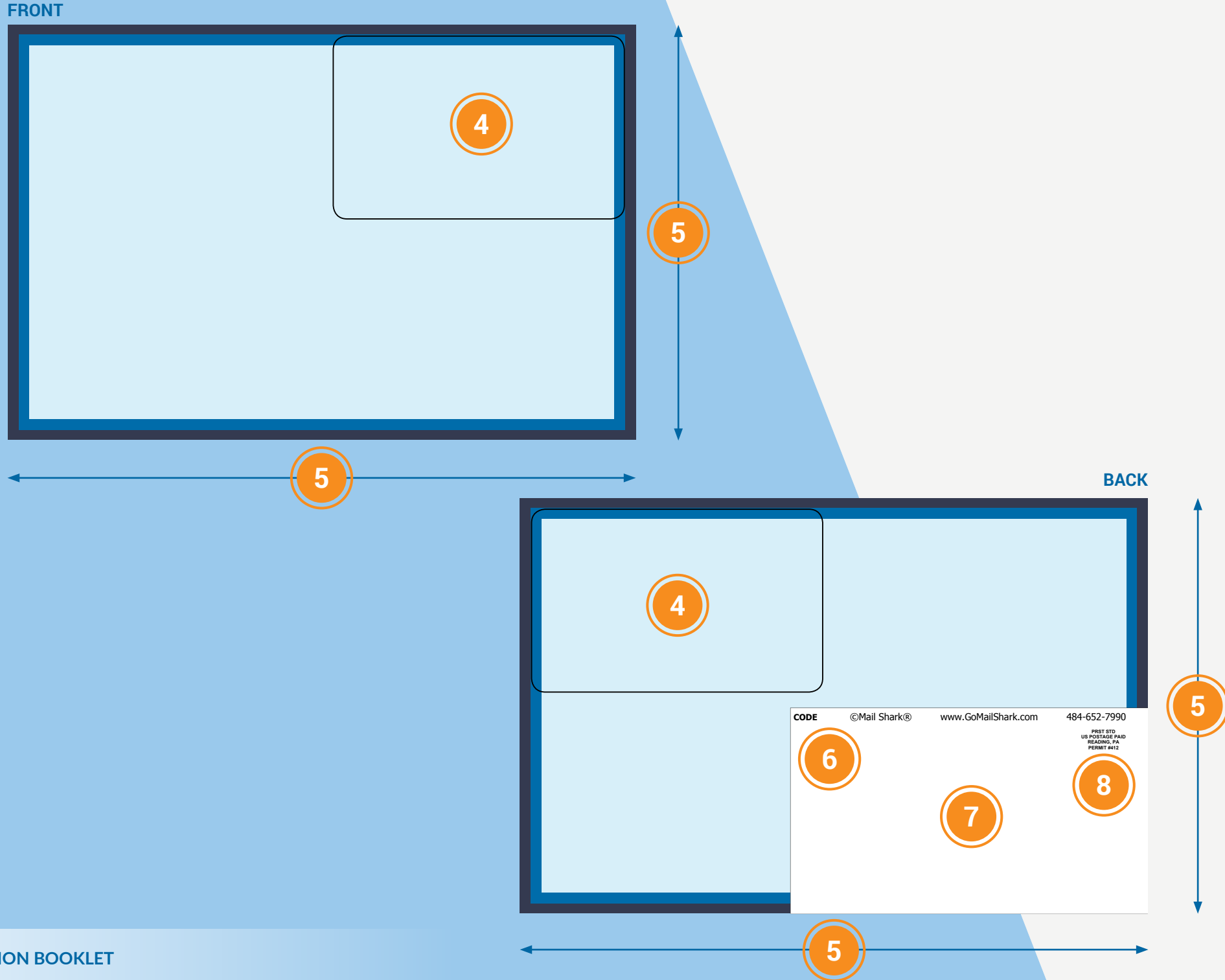


COLOR KEY

1

2

3



1



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

COUPON SPACE

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.375" wide and 2.125" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

5

SIZE

The document's width is 7" while it's height is 4.5625". The document's entire width and height, including the bleed, is 7.25" x 4.8125 in".

6

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

7

ADDRESS BOX

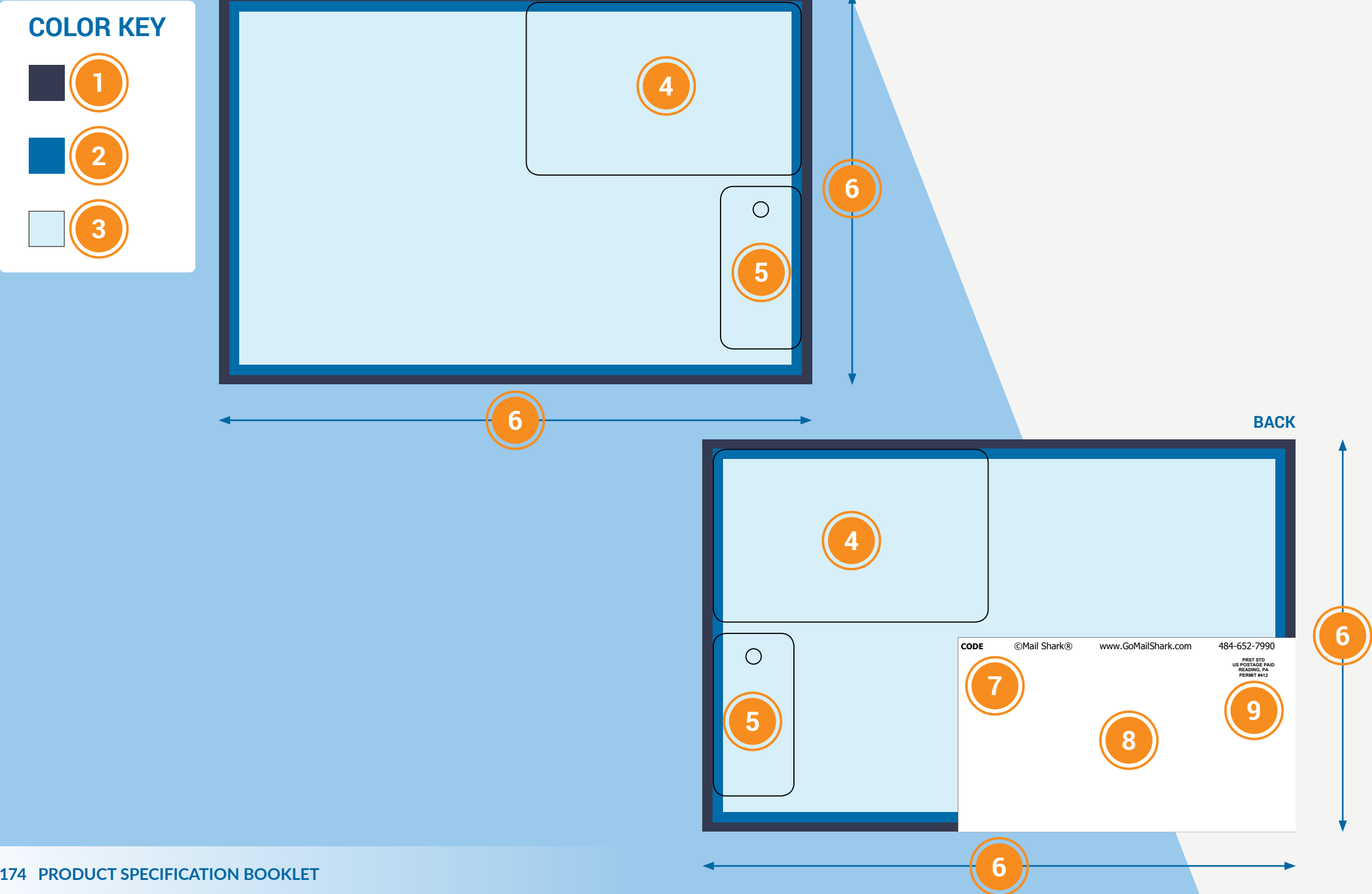
The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.375".

8

PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Medium Sized • 1 COUPON & 1 KEYTAG



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.
- 2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.
- 3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.
- 4 COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.375" wide and 2.125" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.
- 5 KEYTAG SPACE**

The Keytag space is 1" wide and 2" tall. The Keytag space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.
- 6 SIZE**

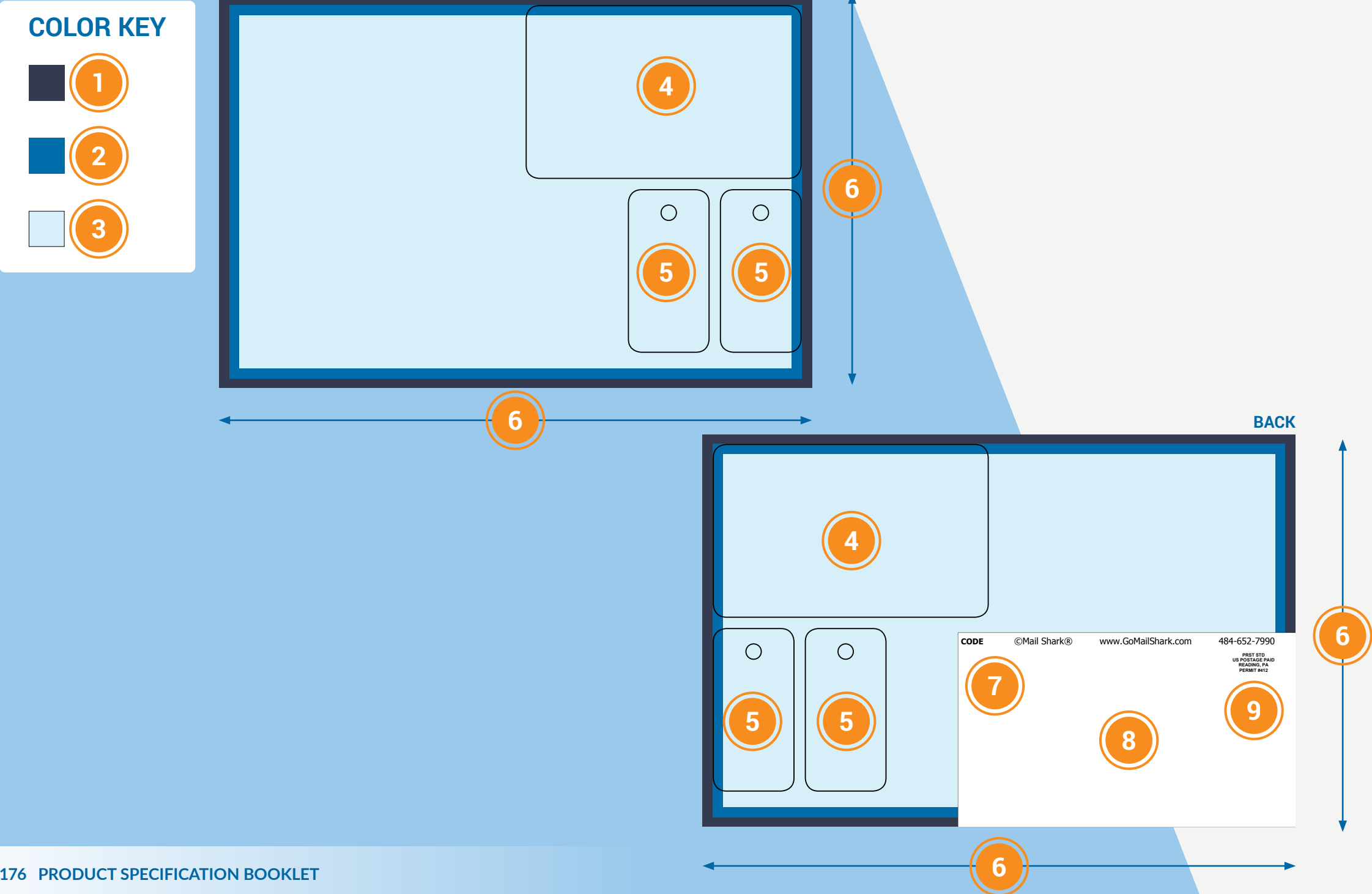
The document's width is 7" while it's height is 4.5625". The document's entire width and height, including the bleed, is 7.25" x 4.8125 in".
- 7 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.
- 8 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.375".
- 9 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Medium Sized • 1 COUPON & 2 KEYTAGS



- 1 BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.
- 2 MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.
- 3 CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.
- 4 COUPON SPACE**

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 3.375" wide and 2.125" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.
- 5 KEYTAG SPACE**

The Keytag spaces are 1" wide and 2" tall. The Keytag spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.
- 6 SIZE**

The document's width is 7" while it's height is 4.5625". The document's entire width and height, including the bleed, is 7.25" x 4.8125 in".
- 7 CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.
- 8 ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.375".
- 9 PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Medium Sized • 2 COUPONS



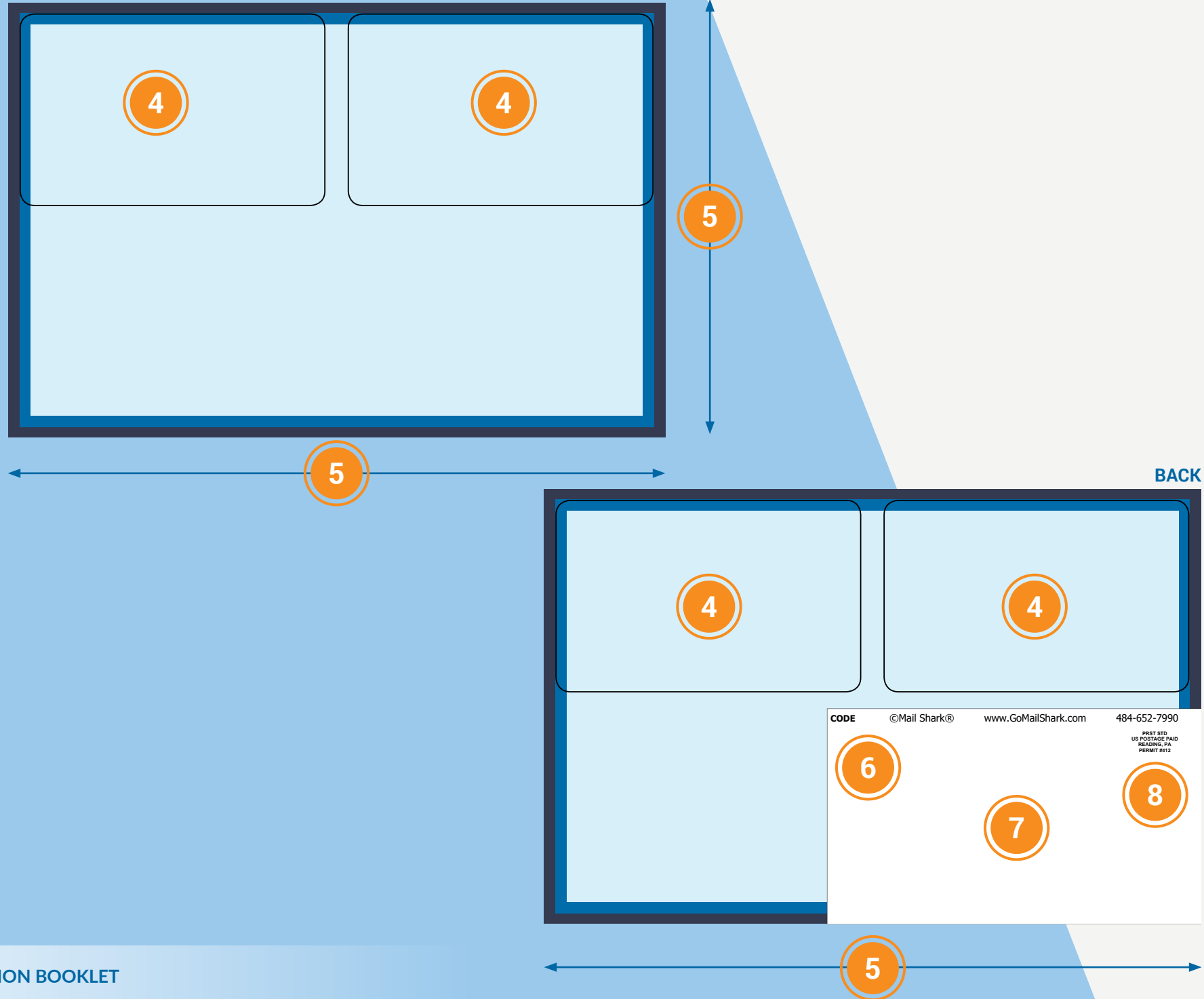
COLOR KEY

1

2

3

FRONT



- 1

BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.
- 2

MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.
- 3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.
- 4

COUPON SPACE

This depicts the exact locations where the coupon spaces will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the offers. The spaces are 3.375" wide and 2.125" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.
- 5

SIZE

The document's width is 7" while it's height is 4.5625". The document's entire width and height, including the bleed, is 7.25" x 4.8125 in".
- 6

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.
- 7

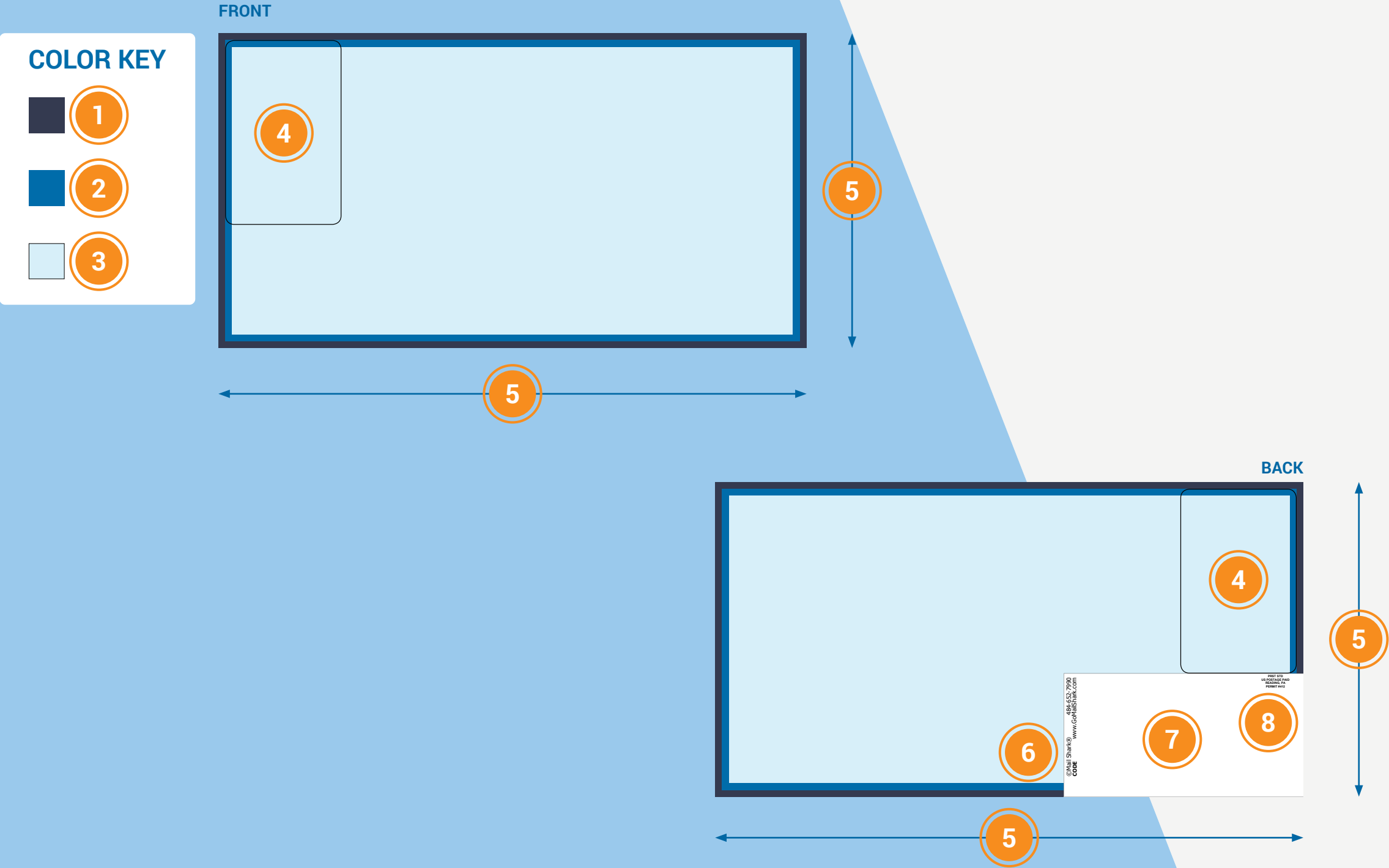
ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4" (to the cutline) and height of 2.25" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.125" x 2.375".
- 8

PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

PLASTIC CARD • Large Sized • 1 COUPON



1



BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2



MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3



CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

COUPON SPACE

This depicts the exact location where the coupon space will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or a coupon is designed that encapsulates the offer. The space is 2.125" wide and 3.375" tall. The coupon space must either remain white or light in color on the upper most layer. It is not a requirement for the space to contain a black stroke as it is provided within the template.

5

SIZE

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75 in".

6

CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

7

ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.25" (to the cutline) and height of 2.1215" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.375" x 2.25".

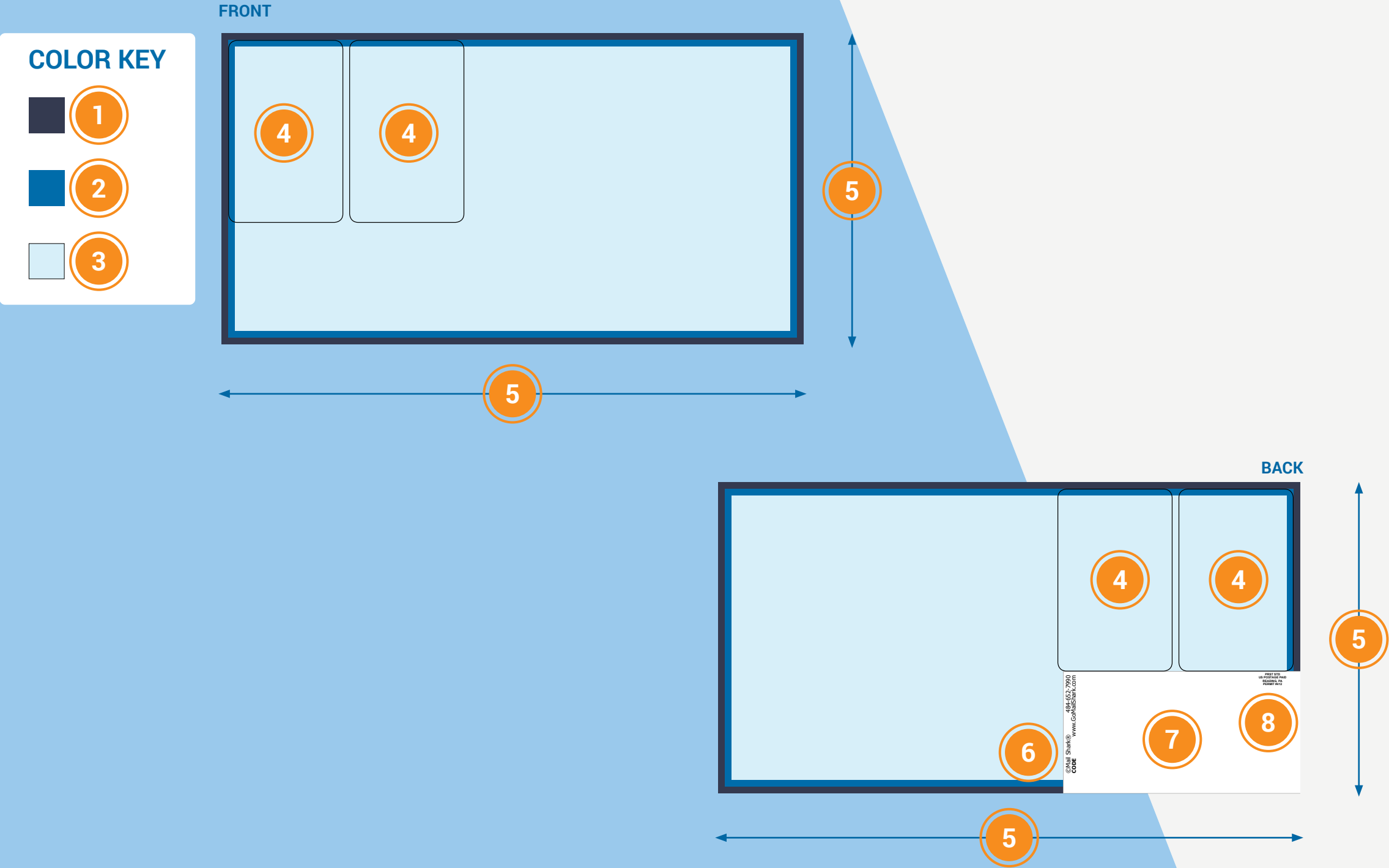
8

PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



PLASTIC CARD • Large Sized • 2 COUPONS



1 BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2 MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3 CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4 COUPON SPACE

This depicts the exact locations where the coupon spaces will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the offers. The spaces are 2.125" wide and 3.375" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

5 SIZE

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75 in".

6 CODE AND MAIL SHARK TAGLINE

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

7 ADDRESS BOX

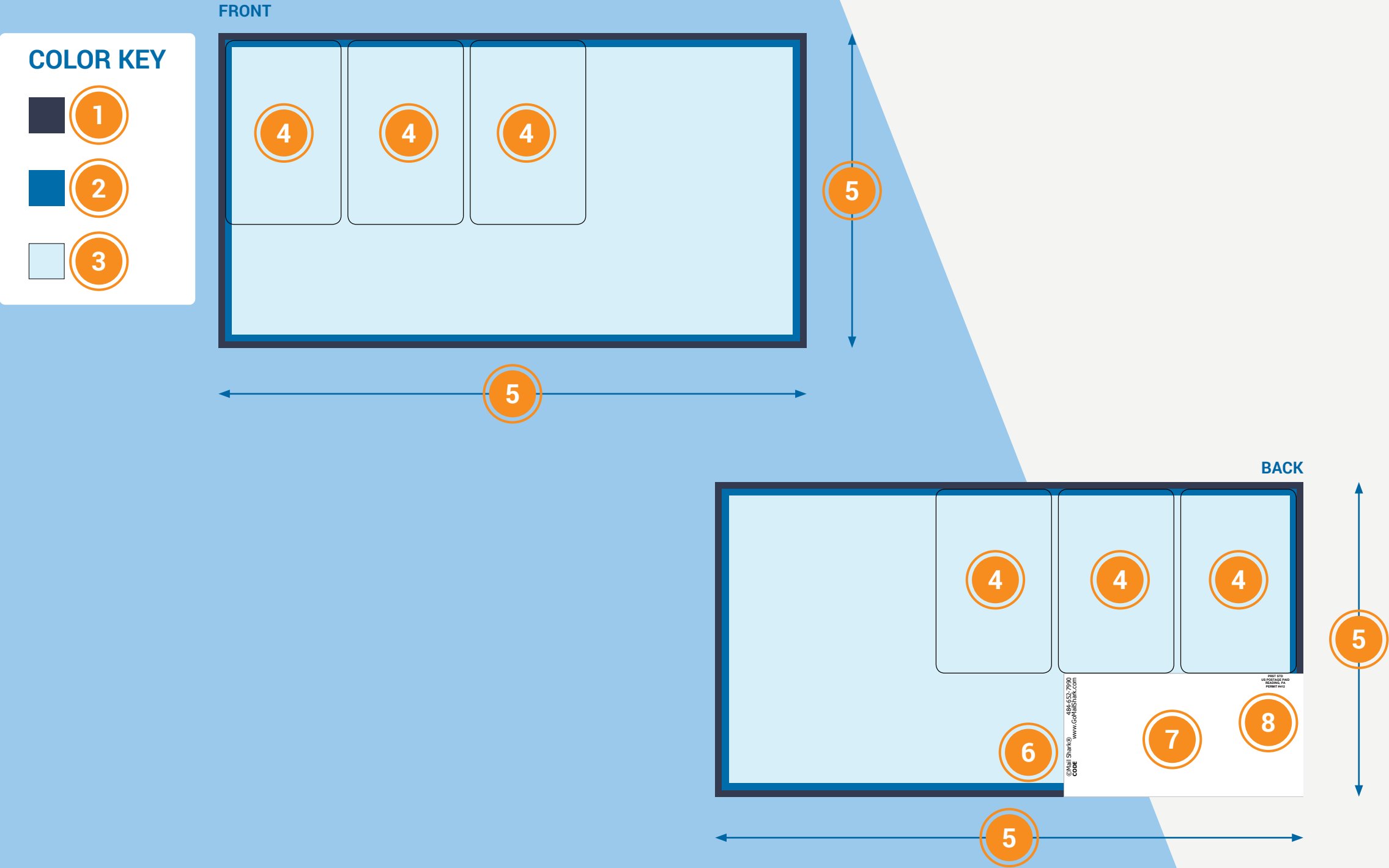
The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.25" (to the cutline) and height of 2.1215" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.375" x 2.25".

8 PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.



PLASTIC CARD • Large Sized • 3 COUPONS



**1** **BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2** **MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3** **CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4** **COUPON SPACE**

This depicts the exact locations where the coupon spaces will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the offers. The spaces are 2.125" wide and 3.375" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

**5** **SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75 in".

**6** **CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

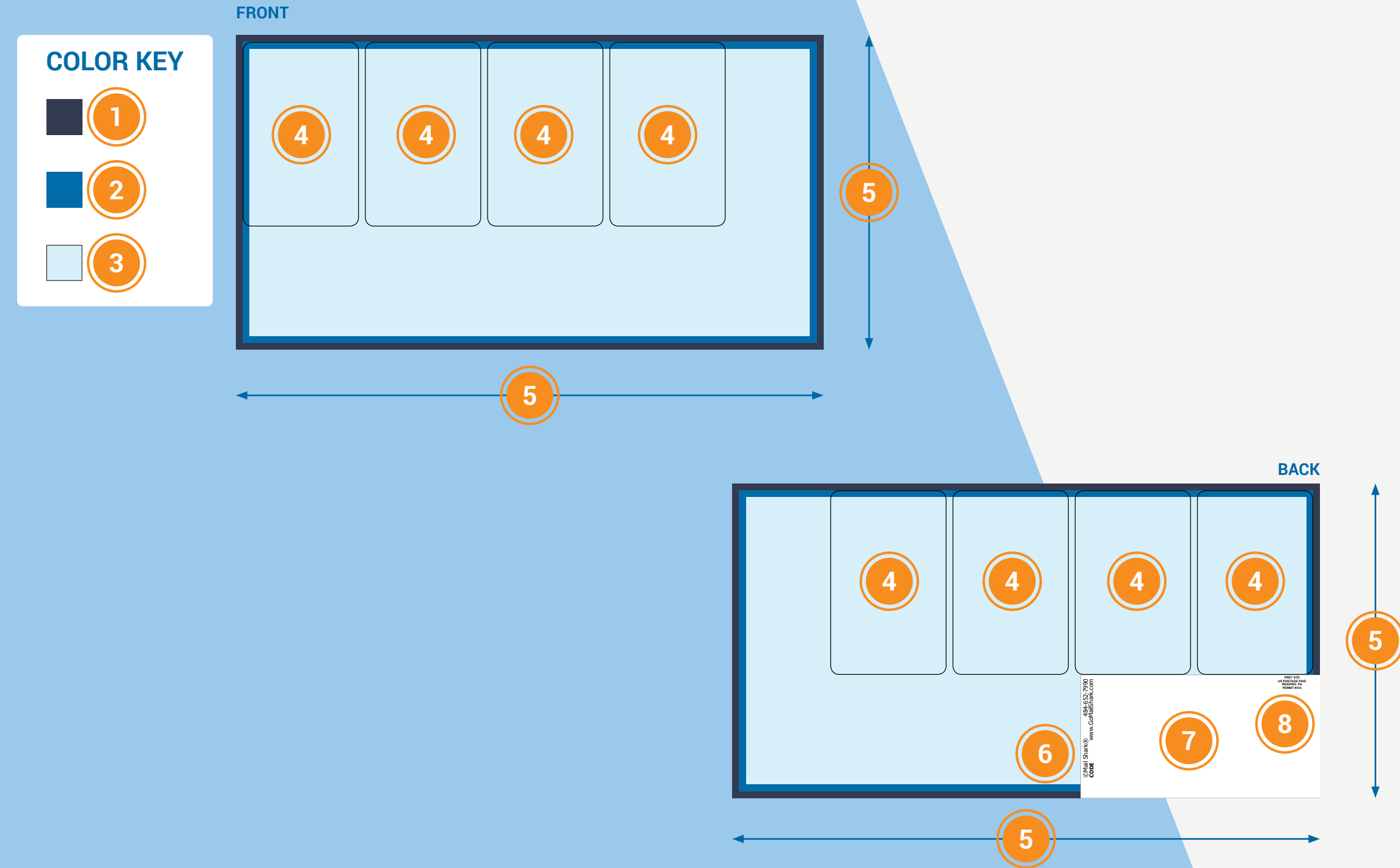
**7** **ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.25" (to the cutline) and height of 2.1215" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.375" x 2.25".

**8** **PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

## PLASTIC CARD • Large Sized • 4 COUPONS



- 1** **BLEED = 0.125"**

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

**2** **MARGIN = 0.125"**

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

**3** **CONTENT**

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

**4** **COUPON SPACE**

This depicts the exact locations where the coupon spaces will be placed on the plastic postcard. The postcard can be designed where the entire card is the offer, or coupons are designed that encapsulate the offers. The spaces are 2.125" wide and 3.375" tall. The coupon spaces must either remain white or light in color on the upper most layer. It is not a requirement for the spaces to contain a black stroke as it is provided within the template.

**5** **SIZE**

The document's width is 10.5" while it's height is 5.5". The document's entire width and height, including the bleed, is 10.75" x 5.75 in".

**6** **CODE AND MAIL SHARK TAGLINE**

The code is a production identification number that is unique to your business location. Please consult your Client Success Manager on obtaining your location specific code that must appear on the piece. The tagline above the mailing label may be excluded from the product at any client's request.

**7** **ADDRESS BOX**

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.25" (to the cutline) and height of 2.1215"

**8** **PERMIT INDICIA**

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

- 7

ADDRESS BOX

The address box must be a white box on the uppermost layer of the artwork on the bottom right hand corner. The mailing label must be resting on the bottom right corner of the bleed line, and have a total width of 4.25" (to the cutline) and height of 2.1215" (to the cutline). The mailing label's entire width and height, including the bleed, is 4.375" x 2.25".

8

PERMIT INDICIA

The prepaid Mail Shark permit must appear on all Direct Mail products in the location provided on the diagram.

BUSINESS CARD • Standard Sized



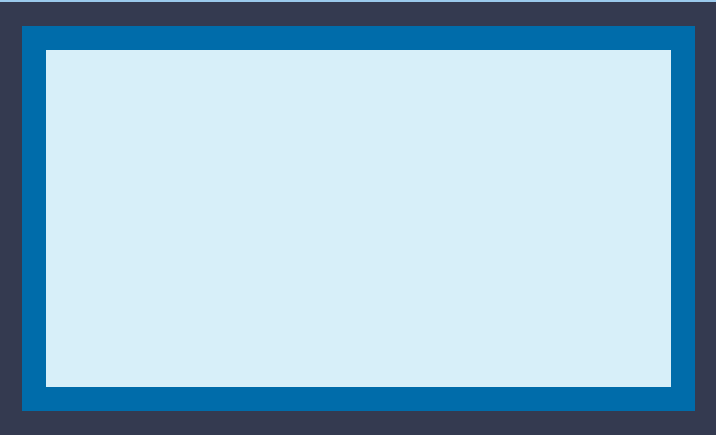
COLOR KEY

1

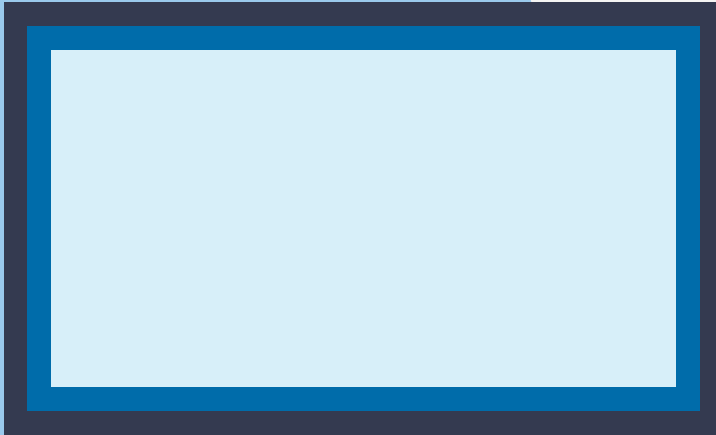
2

3

FRONT



BACK



1

BLEED = 0.125"

Artwork bleed is artwork that goes beyond the cut line of a product to allow for a margin of error when the product gets cut down. Artwork must bleed .125" off the edge of the product.

2

MARGIN = 0.125"

A margin is the area inside the cut line to keep out important information to allow for a margin of error when the product gets cut down (i.e. writing, type, an important image). Artwork must contain a margin of .125" within the artwork's cut line.

3

CONTENT

The content area is the "safe" area where you can safely place important information without fear of the finished product getting cut into.

4

SIZE

The document's width is 3.5" while it's height is 2". The document's entire width and height, including the bleed, is 3.75" x 2.25 in".



Direct Mail Made Easy

## Client-Artist Product Specification Booklet

**Last Updated March 3rd, 2025**