

# DESIGN SPECIFICATIONS

# SIMPLE SOLO MAIL

## FULL-BLEED SIMPLE SOLO (4-Color Process)

Mspark’s traditional solo direct mail is offered as an alternative solution when our shared mail package can’t meet specific needs. Opposite of shared mail, traditional direct mail costs are covered entirely by one advertiser. As an added benefit, we offer a variety of sizes that can mail on any in home date.

	Trim Size	Image Area
Value.....	5.67 x 11	5.92 x 11.25
Standard.....	8.5 x 11	8.75 x 11.25
Basic .....	5.0 x 8.5	4.5 x 8.75
Oversize.....	11.0 x 15.0	11.25 x 15.25
Tri-fold .....	11 x 17 (trifold to 11 x 5.75)	11.25 x 17.25

\*\*Preferred white area for addressing: 3.75" high x 4.75" wide.

Required white area for addressing: 2.75" high x 4.75" wide.

**Please ask your Mspark representative for information on our expanded Solo plan.**



### DOWNLOAD OUR PDF TEMPLATE AT:

Full bleed Solo artwork should be built all the way to the edge of the blue area indicated on the template. The black line shows where the ad will be cut after printing. Please be sure the image area “bleeds” at least 1/8” beyond the trim line. All important text and coupon borders must be kept within the safe area indicated by the pink line on the template in order to minimize risk of being cut.

### PRINT GUIDELINES:



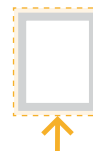
#### TRIM SIZE

The finished size of the mailed piece.



#### IMAGE AREA

The “live” area that is available for any artwork and/or coupons used in the ad.



#### BLEED AREA

The area in which artwork extends beyond the edge of the page so there is no (white) margin.

