



Targeted Inserts



VALUE SHEET



STANDARD SHEET



OVERSIZE SHEET



SLIM JIM



OVERSIZE 4-PAGE INSERT

FULL-BLEED TARGETED PRINT & MAIL (4-Color Process)

	Trim Size	Image Area
Value Sheet	5 x 11	5.25 x 11.25
Standard Sheet.....	8.5 x 11	8.75 x 11.25
Oversize Sheet.....	10 x 11.5	10.25 x 11.75
4-Page Insert:		
Folded Trim Size:	8 x 10	Image Area per page: 8.125 x 10.25
Full Trim Size:.....	16 x 10	Full Image Area: 16.25 x 10.25

NON-BLEED TARGETED PRINT & MAIL (4-Color Process)

	Trim Size	Image Area
Slim Jim	4 x 12	3.5 x 11.375
Oversize 4-Page Insert:		
Folded Trim Size: 10.5 x 11		Image Area per page: 10.5 x 10.125
Full Trim Size:..... 21 x 11		Full Image Area: 10.5 x 20.25

DOWNLOAD OUR PDF TEMPLATE AT:

If the TPM is a full bleed, 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.

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.