

**WRAP\_SPECS\_BACK\_COVER**

Image Area: 8.375" W x 10.75" H

Client Image Area : 8.375" x 8.25"

Trim: 16.5" x 11"

**WRAP BACK COVER - PAGE 4**  
CLIENT IMAGE AREA: 8.375" W x 8.25" H

Coupons for Bottom portion of Client Image Area  
Maximum Coupon Area: 8.375" W X 4.125" H

Creative can occupy entire Client Image Area,  
however coupons can not extend beyond this maximum indicated red coupon area

**INDICIA/MCP**  
Do not place artwork here

Page 8.375"

**MASTHEAD**

Masthead Image Size: 5.25" x 1.625"

Do not place artwork here

**BILLBOARD**

Client Image Area: 2.25" x 1.625"

Billboard cannot be  
a coupon  
(see separate template)

**WRAP\_SPECS\_FRONT\_COVER**

Image Area: 7.625" W x 8.938" H

Client Image Area : 7.625" x 8.938"

Trim: 16.5" x 11"

Coupons for Bottom portion of Client Image Area  
Maximum Coupon Area: 7.625" W X 5.375" H

Creative can occupy entire Client Image Area,  
however coupons can not extend beyond this maximum indicated red coupon area

Page 7.625"

WRAP\_SPECS\_DOUBLE\_TRUCK\_PAGES\_2-3

Image Area: 16.25" W x 10.75" H  
Client Image Area Page 2: 7.875" x 10.75"  
Client Image Area Page 3: 8.375" x 10.75"  
Trim: 16.5" W x 11" H

Coupons for Top portion of Client Image Area  
Maximum Coupon Area: 7.875" W X 5.375" H

Creative can occupy entire Client Image Area,  
however coupons can not extend beyond this maximum indicated red coupon area

DOUBLE TRUCK (page 2)  
CLIENT IMAGE AREA: 7.875" W x 10.75" H

DOUBLE TRUCK (Inside Spread)  
CLIENT IMAGE AREA: 16.25" W x 10.75" H

Coupons for Top portion of Client Image Area  
Maximum Coupon Area: 8.375" W X 4.125" H

Creative can occupy entire Client Image Area,  
however coupons can not extend beyond this maximum indicated red coupon area

DOUBLE TRUCK (page 3)  
CLIENT IMAGE AREA: 8.375" W x 10.75" H

Secondary Coupon Location  
Maximum Coupon Area: 8.375" W X 2.5" H

Clients who would like to use this area to track address information with their coupon redemption  
can only have one coupon that spans the 9" image width of this page

Creative can occupy entire Client Image Area,  
however coupon can not extend beyond this maximum indicated red coupon area

Spread 16.25"  
Page 7.875"

Page 8.375"