

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"

10.75"

4.125"

4.125"

2.5"

10.75"

3.563"

5.375"

8.938"

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

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 2)
CLIENT IMAGE AREA: 7.875" W x 10.75" H

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

DOUBLE TRUCK (Inside Spread)
CLIENT IMAGE AREA: 16.25" 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"