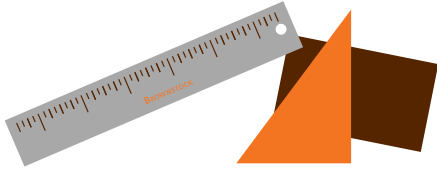


INSERT SPECIFICATIONS

A variety of pieces can be distributed via this program, as long as the item meets these requirements:



SHAPE & SIZE

5.5" x 3.25" maximum

A smaller piece is fine as long as it doesn't exceed the above size.

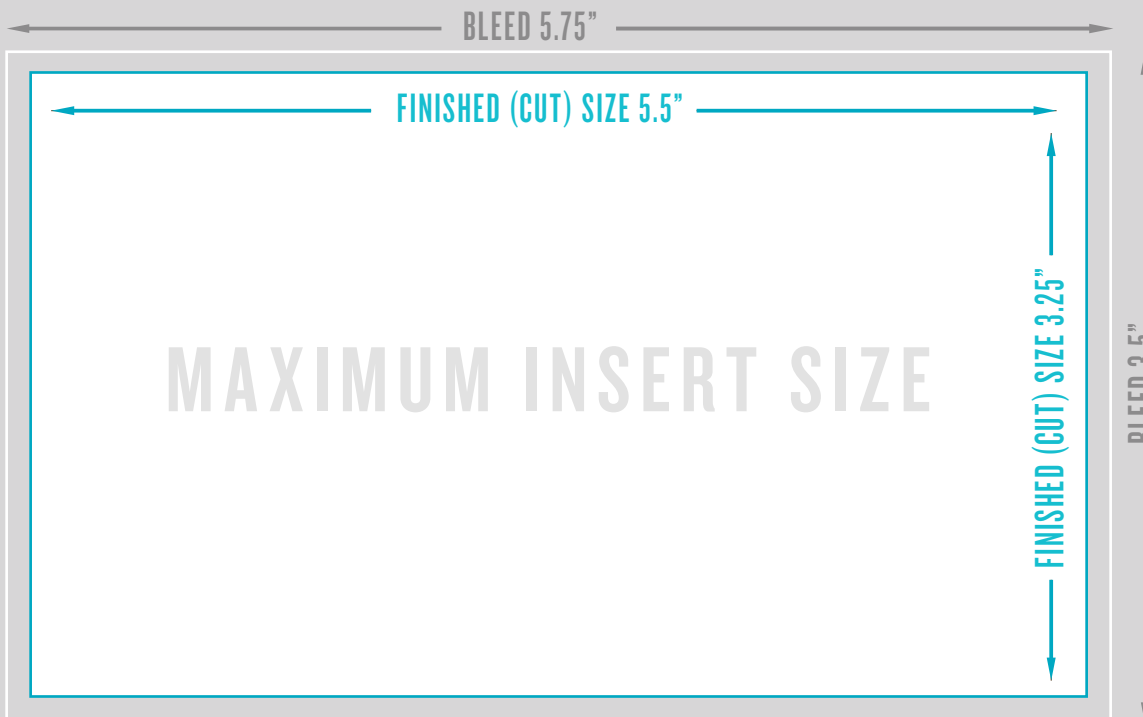


WEIGHT

.20 ounces

TEMPLATE

These guidelines only represent the maximum dimensions possible for the insert. Feel free to play with shapes and sizes as long as they do not exceed the specified height and width of the working space.



PRINTING

There are many online printers that offer good prices for full color printing.

Note: You may need to get a custom quote to produce the max insert size, as it is an unusual size (5.5" x 3.25"). Try NextDayFlyers.com for a custom size flyer available in several different paper types.



TIPS

LESS IS MORE

Keep your design simple and straight-forward. Remove all that's unnecessary so that your message is clear.

CONSISTENCY. CONSISTENCY. CONSISTENCY.

Keep the look and feel of your brand consistent in your insert and build recognition.

TEXTURE OVER SHINE

Use an uncoated or matte card stock for your paper piece. Coated or glossy lightweight papers tend to feel cheap and cheesy.