



the
Direct Mail
EXPERTS

EDDM 17" x 11" Tri-Fold Menu w/ Coupons

Specifications and Guidelines



- Final size should be 17.25" x 11.25" with a full bleed.
- No text or important graphics within .25" from any edge (margin).
- Include a .5" gutter at each fold. No text should be within this area.
- Coupons should be located in the 4th column.
- Do NOT include any crop marks, etc.
- Colors need to be CMYK.
- All graphics should be 300 dpi.
- On the back, leave room at the top of the 2nd column for postage indicia.
- To the left of the indicia add either "Local Postal Customer" if the postcard is being mailed to both businesses and residences, or "Residential Customer" if the postcard is being mailed to only residences.