SMARTPRESS

DIRECT MAIL CATALOGS

Finished Product Size: 8.5”W x 11”H

FRONT COVER

PAGE COUNT: All Saddle Stitch Booklets need to have a page count divisible by four necessary for production. Booklets also have page-count limits that include the front, inside front, inside back and back cover. If you choose cover weight stock for both the cover and interior pages, the maximum page count is 16. For 80# or 100# text weight stock for interior pages, the maximum page count is 48. If your page count is higher than these limits, please consider a Spiral Coil, Wire Coil or Perfect Bound Booklet.

BLEED: Your file needs to include a 0.125” bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: smartpress.com/support/printing-basics/bleed-borders.

CUT LINE (FINISHED SIZE): This is where your artwork will be trimmed.

SAFE MARGIN: Your file needs to include a 0.125” safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: smartpress.com/support/printing-basics/cutting-tolerance.

MAILING: The purple box on the box indicates the necessary mailing area we require. This layout guide is showing an example of how the mailing information will look. There can be no other printed elements in this purple box. Addressing will be on the last page.

INSIDE FRONT COVER

INSIDE BACK COVER

Your Return Address
Your Street
Your City, ST 12345

Postage Area
(if using a stamp, Return Address is required)

USPS BARCODE
******** USPS ENDORSEMENT LINE
<NAME>
<TITLE>
<COMPANY>
<ADDRESS2>
<ADDRESS>
<CITY> <STATE> <ZIP>
<COUNTRY>

BACK COVER