

# Save Insert Premium Postcard (VPP) Size Guidelines

**Client-supplied ads will be expected to meet these standards:**

- It is recommended that ads follow best design practices:
  - Lean design and essential information only.
  - Ads should emphasize client logo and central image on panel 1.
  - Images 225 DPI or higher.
- Coupons should go on the back panel. Keep coupons to 4 or less to keep ad clean and lean.
- Ads are only permitted a single QR code. The QR code can be either a client supplied QR code no larger than 1 inch by 1 inch or a CLIPP supplied QR code which will direct to Clipp.com.  
If space allows, the QR code should be located above the coupons.
- Advertisers may opt out of adding a QR code, must be communicated in ad copy.
- Home Improvement ads, Service ads & ads without coupons may not need a Clipp.com QR Code.
- Product does bleed.
- Job code on front panel.
- FDA information can be moved to any panel .
- Avoid menu back up with coupons.

**For more information or help, contact our Pre-Media Dept. at [CLP-PreMedia@cmag.com](mailto:CLP-PreMedia@cmag.com)**

# SPECIFICATIONS

## FILE FORMAT

Accepted Applications:

**\*\*Preferred format\*\*** Adobe Acrobat – High Quality PDF

Adobe InDesign

Adobe Illustrator

Adobe Photoshop

Sorry, we do not accept PowerPoint, Publisher, Excel, Corel Draw, Pages, or Multi-Ad Creator files unless exported as a pdf.

## IMAGE RESOLUTION

Color Images – minimum 300 dpi at 100%

Continuous Tone or Grayscale – minimum 300 dpi

bitmapped tif files – min. 600 dpi / max. 1200 dpi

eps, tif or jpg – no compression

## COLOR

All colors must be in CMYK mode (not RGB), with process separation on. Pantone and TruMatch colors should be converted.

DO NOT embed any color profiles.

When using black in large areas or with text over 12pt, please fill with C-30, M-20, Y-20, K-100.

Smaller black text should be C-0, M-0, Y-0, K-100.

## **Due to quality and print issues, we cannot accept the following:**

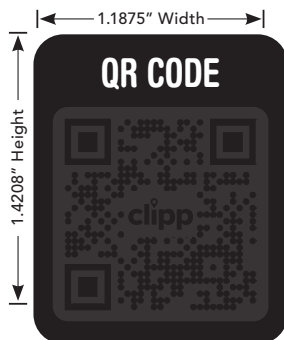
- Low resolution images (under 300dpi).
- Images from social medi & websites, Please do not send these files.  
Most pictures or graphics from social media and websites are low resolution for quicker loading speeds.
- Images formatted as: PICT, CT, DCS, RIFF, OPI, GIF, BMP, PCX, PNG, TARGA, IFF, PIXAR, WPX or Metafiles
- Spot, Pantone, TruMatch or RGB color modes.
- Styles applied to type in your application menu

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# SPECIALTY ITEMS

## QR CODE

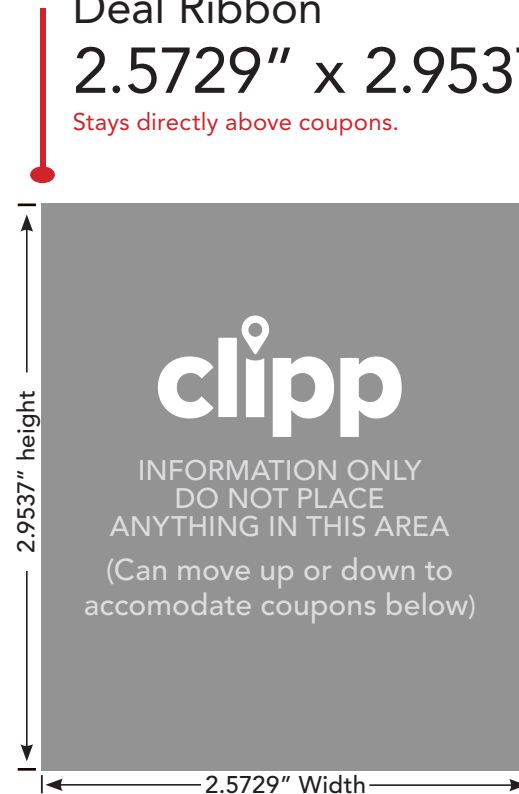
Should be placed near coupons  
 1.1875" Width 1.4208" Height  
 Should be place above coupons or  
 top right side of front page



## DEAL RIBBON

Do not place anything within this area  
 2.5729" Width 2.9537" Height  
 Should be place above coupons or  
 top right side of front page

Deal Ribbon  
**2.5729" x 2.9537"**  
 Stays directly above coupons.



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# Premium Postcard (VPP)

2-SIDES

## FULL BLEED

### BLEED

11.125" x 5.75"

Be sure to extend all background colors, images, and graphics to fill the entire bleed area.

### TRIM

10.875" x 5.5"

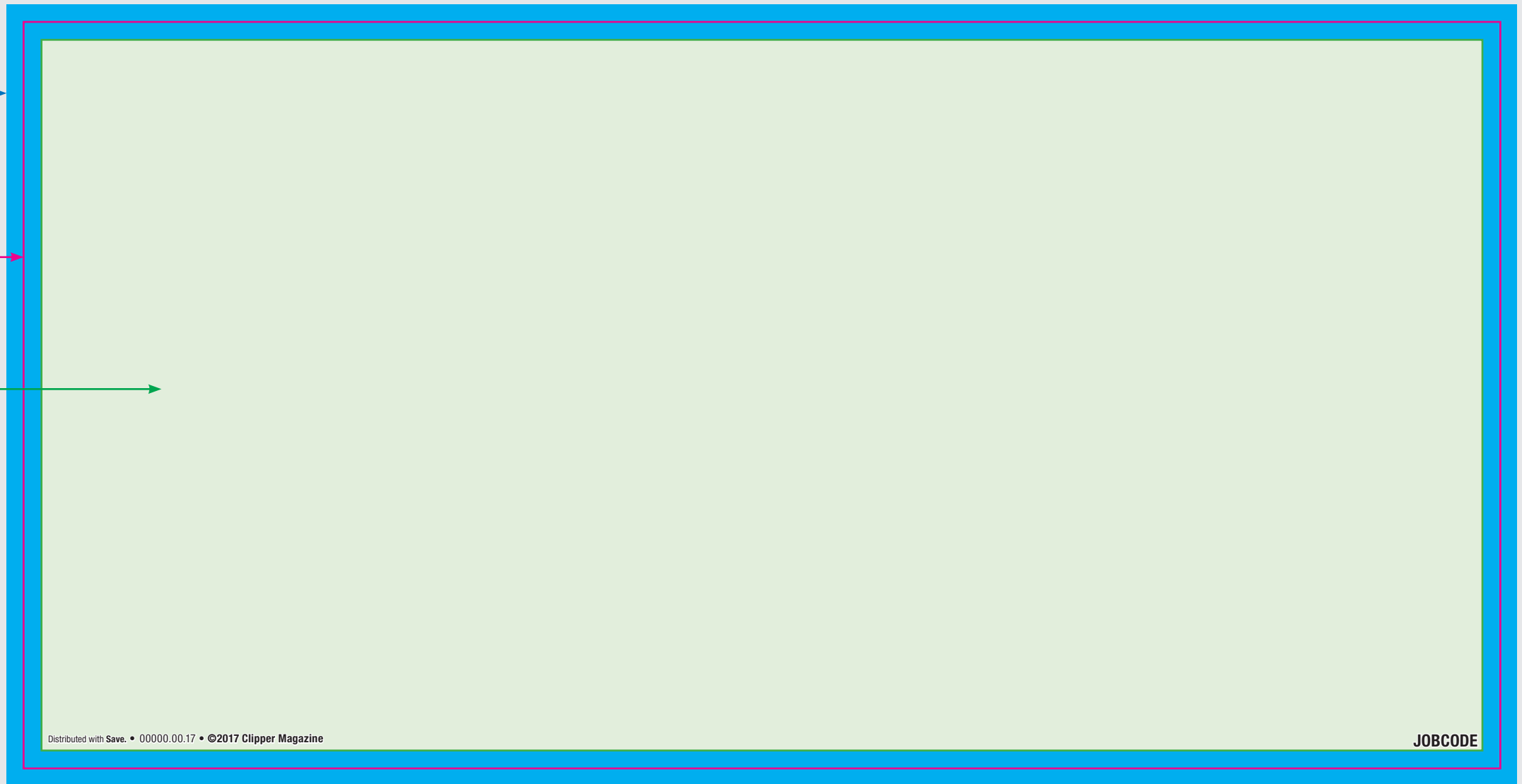
Indicates approximate trim line on final piece.

### TYPE-SAFE AREA

10.625" x 5.25"

All type-safe areas are 0.25" from edge of BLEED area.

Position all vital text and design elements within the type-safe area. Any elements outside type-safe area may be cut off.



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