

# Valassis Size Front Cover Guidelines

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

- Front Cover have the opportunity to have a half page ad inside the book.

- Limit to one advertiser on the Front cover.

- It is recommended that ads follow best design practices:

Lean design and essential information only.

Ads should emphasize client logo and central image.

One large photo, 225 DPI or higher, image cannot encroach on the masthead.

Image should be clipped or graduate to solid color behind masthead.

One headline with 12 words or less

The business contact information should be limited to one address, one phone number and a single URL/website.

This copy should not be distracting from the main image. It should be placed only in the bottom left of the cover and cannot exceed the height of the coupon or deal ribbon.

- All other supporting information should be placed on the accompanying ad inside the book.

- Limit to one Deal or one coupon not to exceed 2.5729"W x 2.9537"H.

All others coupons will be placed on the accompanying ad inside book.

- If the Front Cover is advertising a Deal, we will not allow a second QR code to be added.

Special requests may be accommodated. If a second QR code or QR on a coupon ad is allowed through special permission, it must be smaller than 1 inch by 1 inch and will give a clear call to action, must be communicated in ad copy.

# 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

# MASTHEAD AREA

THIS AREA IS RESERVED

## Valassis Size Front Cover with Coupons

Bleed Area

7.1875" x 11"

Background images and art elements should extend the entire Bleed area of the template. Images should be kept below the Masthead area (6.5956" height from bottom bleed line)

Type-Safe Area

6.3333" x 7.7292"

Position all vital text and design elements within the type-safe area.

Coupon Area

2.5729" Width

not to exceed 2.9537" Height

Please limit to 1 coupon

Trim Line

This indicates approximately where the paper will be cut - DO NOT BUILD TO THIS SIZE



# MASTHEAD AREA

THIS AREA IS RESERVED

## Valassis Size Front Cover with Deal

Bleed Area  
**7.1875" x 11"**

Background images and art elements should extend the entire Bleed area of the template. Images should be kept below the Masthead area (6.5956" height from bottom bleed line)

Type-Safe Area  
**6.3333" x 7.7292"**

Position all vital text and design elements within the type-safe area.

Deal Ribbon  
**2.5729" x 2.9537"**

Stays in bottom right corner.  
No coupons should be on Front Cover with a deal ribbon.

**Trim Line**  
This indicates approximately where the paper will be cut - DO NOT BUILD TO THIS SIZE

