

ENVELOPE FRONT

SPECIFICATIONS & GUIDELINES

- ▶ Envelope Front ad product is **one-sided, 4-color full bleed** printed using **Flexography**.
- ▶ The envelope front needs to feature a **colorful, appealing image** that will encourage consumers to open up the envelope and look for the companion ad inside.
- ▶ The final art for envelope fronts can only be completed by Money Mailer. **Clients only need to supply the featured image and optional logo.**
- ▶ Acceptable file formats for images and optional logo: Photoshop, Illustrator, JPG, PNG or high resolution PDF files.
- ▶ Files must be high resolution (300 PPI).
- ▶ **Failure to comply with these requirements may result in unsatisfactory printing or rejection of submitted artwork.**



Envelopes go to print earlier than the inserts...check due dates!