

- The Shelf Ad is printed flat and only on one side. The card stock is then folded in the middle vertically.
- The top and bottom of the shelf ad is completely sealed from side to side.
- The vertical side of the shelf ad is sealed leaving a 5" pocket that is required for the insertion of the mounting hardware.
- Tape or adhesive may be used to seal the shelf ad.

**PRINT SPECIFICATIONS**

- Fold vertical at centre 4/0 colour
- Bleed 1/8"
- 100% live area
- 12 pt. gloss finish card stock
- Round all corners
- 5" Pocket
- 1/4" drill hole

**COUPON SPECIFICATIONS**

- Bleed 1/8"
- 100% live area
- 4/1 colour recommended
- 70 lb gloss stock recommended
- Pad in 50's with board
- 1/4" drill hole

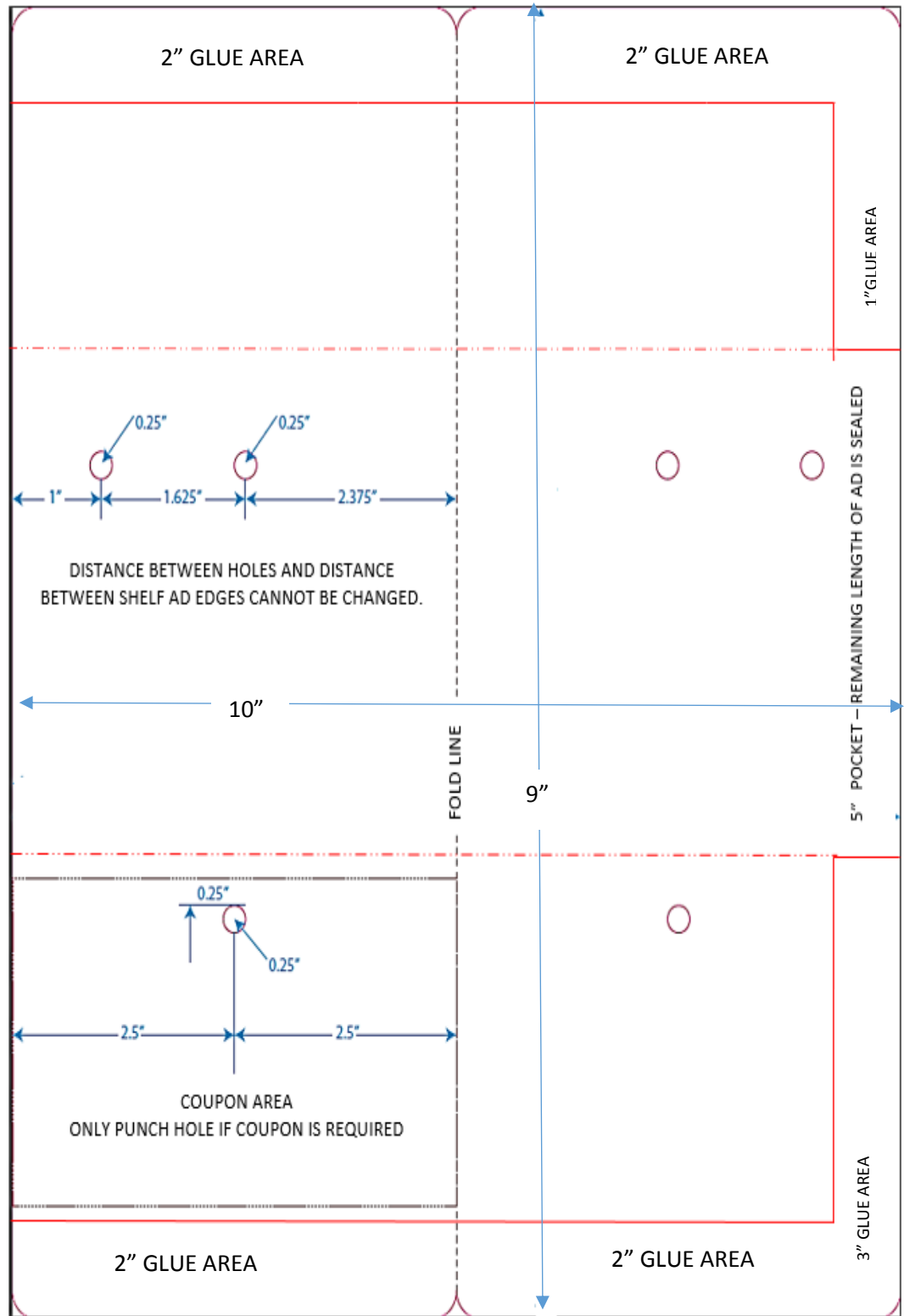
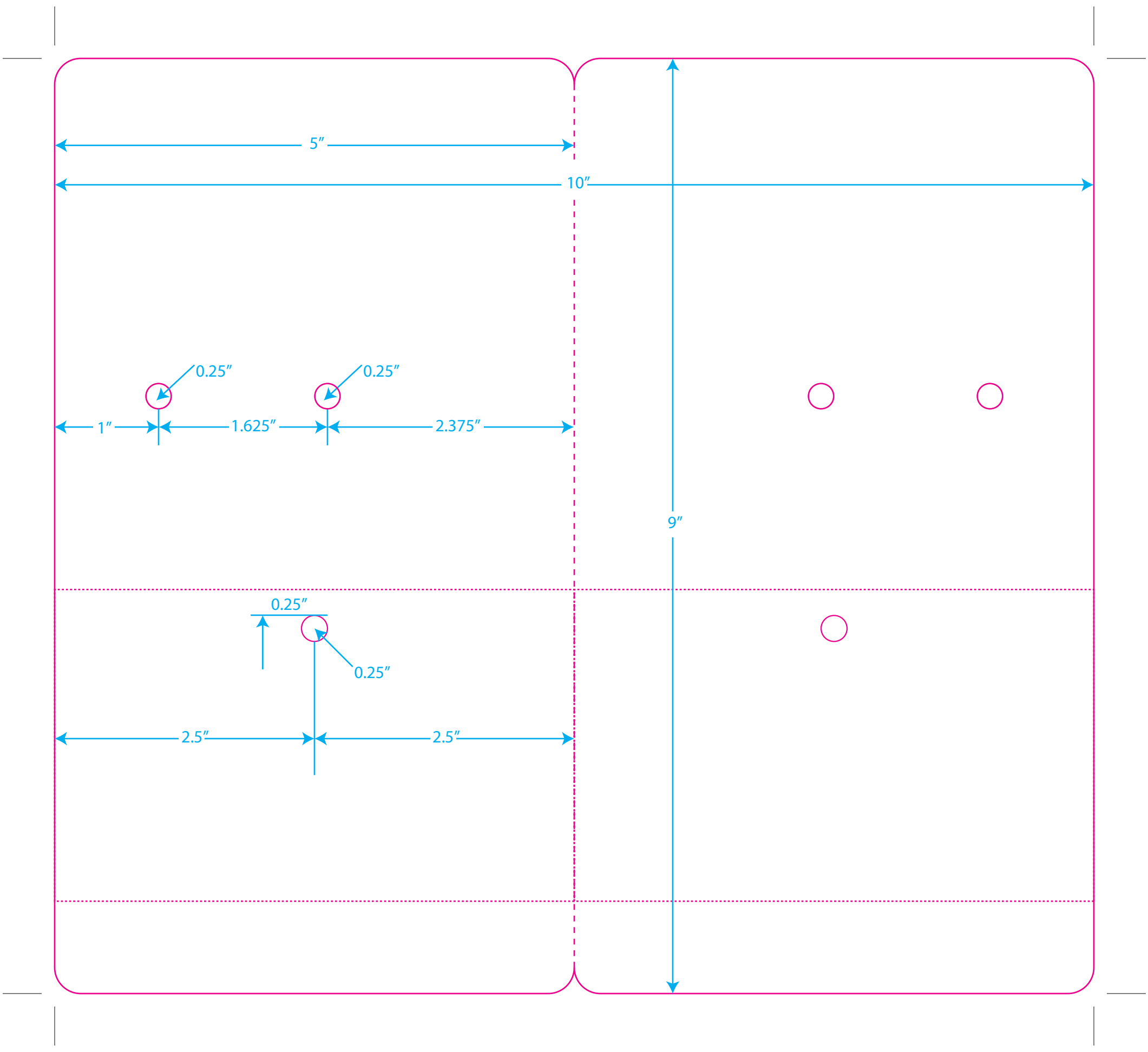


DIAGRAM IS NOT TO SCALE



5"

10"

0.25"

0.25"

1"

1.625"

2.375"

9"

0.25"

0.25"

2.5"

2.5"