

# Greenbacks Marketing Materials

## Printing Specifications

### Brochure

Page Count: 1 page / 2-sided (bottom of page 1 duplexes to top of page 2)  
PDF Document Size: 9.5" x 8.5" to accommodate for 1/4" bleed on all sides  
Flat Size (W X H): 9" x 8"  
Finished Size: 9" x 4"  
Paper Stock: 80# Gloss Text - No. 2 Sheet  
Colors: 4 color process  
Bleeds: Full  
Folds: 1 horizontal central fold

### Brochure - (for internal office printing)

Page Count: 1 page / 2-sided (bottom of page 1 duplexes to top of page 2)  
Word Document Size: 8.5" x 11"  
Flat Size (W X H): 8.5" x 11"  
Finished Size: 8.5" x 3.625"  
Paper Stock: 20# Color Laser or Ink Jet Paper  
Colors: 4 color process  
Bleeds: None  
Folds: 2 horizontal trifold

### Easel Signs

Page Count: 1 page / 1-sided  
PDF Document Size: 9" x 11.5" to accommodate for 1/4" bleed on all sides  
Flat Size (W X H): 8.5" x 11"  
Finished Size: 8.5" x 11"  
Paper Stock: 80# Gloss Text - No. 2 Sheet  
Colors: 4 color process  
Bleeds: Full  
Folds: None  
Bindery: Insert sheet into plastic easel or mount to cardboard easel

**Hang Tag**

Page Count: 1 page / 2-sided (page duplexes with itself)  
PDF Document Size: 5.5" x 7.5" to accommodate for 1/4" bleed on all sides  
Flat Size (W X H): 5" x 7"  
Finished Size: 5" x 7"  
Paper Stock: 80# Gloss Cover - No. 2 Sheet  
Colors: 4 color process  
Bleeds: Full  
Folds: None  
Bindery: 1/4" hole drilled at center top to accommodate hanging string

**Newspaper Ads**

PDF Document Size: 9.625" x 10.25" (5 col x 10.25")  
Colors: Black & white  
Bleeds: None

**Postcards**

Page Count: 1 page / 2-sided (top of page 1 duplexes to top of page 2)  
PDF Document Size: 7.5" x 5.5" to accommodate for 1/4" bleed on all sides  
Flat Size (W X H): 7" x 5"  
Finished Size: 7" x 5"  
Paper Stock: 80# Gloss Cover - No. 2 Sheet  
Colors: 4 color process  
Bleeds: Full  
Folds: None

**Tent Cards**

Page Count: 1 page / 1-sided  
PDF Document Size: 5.5" x 18" to accommodate for 1/4" bleed on left & right sides  
Flat Size (W X H): 5" x 18"  
Finished Size: 5" x 7" x 2" bottom flaps  
Paper Stock: 80# Gloss Cover - No. 2 Sheet  
Colors: 4 color process  
Bleeds: 2 sides  
Folds: 3 folds: 1 fold at 2", 1 fold at 9", 1 fold at 16"  
Bindery: 1" cuts at center top and center bottom where indicated