

REACH Formats Comparison Chart

Easily lower postage costs and reach a larger target audience with our top 10 mail formats that are optimized for print. Take the guesswork out of your decision process with the comparison chart of our top mail formats.

	POSTCARD	SLIM JIM	DIGEST
Standard Dimensions:	Min: 4 1/4" x 6" Max: 6" x 9"	5 1/2" x 10 1/2"	5 1/4" x 8 3/8"
Features:	<ul style="list-style-type: none"> No Envelope Required Various Sizes Available One Tab Required for Bi and Tri Folds to Mail 	<ul style="list-style-type: none"> Smallest Booklet Format Numerous Folds Available to Create Multi-Panel Brochures Three Tabs Required to Mail 	<ul style="list-style-type: none"> Convenient Magazine Format Various Binding Options Available Two Tabs Required to Mail
Display Area Count:	2 Sides	12 Page Increments	16 Page Increments
Suggested Uses:	<ul style="list-style-type: none"> Introduction Messages for Products or Services Event Invitations Promotions, Sales, Coupons, or Special Offers 	<ul style="list-style-type: none"> Brand Introduction or Promotion Membership Marketing Campaign Organizational Handouts 	<ul style="list-style-type: none"> Product Catalogs Long-form Publications Product or User Manuals Photo Books
Pro Tips:	Create postcards short, sweet and to the point. Be concise in your messaging and throw in an incentive or two!	The slim jim is a great canvas to display eye-catching graphics and detailed messaging to your customer, with just the right amount of information.	Design your brochure cleanly and professionally. It should draw the reader in and ease the process of reading. Remember, simplicity is key.

* Standard dimensions may vary dependent on print provider.

Ready to REACH more customers? Contact a sales associate today for more information or to get a quote drawn up for your upcoming marketing campaigns!

