Artwork Specifications

FRONT

COVER

No Bleed

2.94"w x 5.5"h

INSIDE FULL COVER

10.25" x 9.6"

No Bleed

Cover Options



DOUBLE FRONT COVER

6.087"w x 5.5"h No Bleed



BACK COVER 10.75" x 4"

0.25" Bleed



FLAP

6.25" x 1.9"

No Fold Insert Options



MINI INSERT

of Canadians

3.35" x 8.25"

92%

READ

Direct Mail

5.25" x 8.25"

51%

PURCHASED

of consumers

a product online or in store after receiving direct mail.

88% of Canadians VISIT

receiving direct mail.

a store or website after direct mail and digital

39% more time is spent with

INTEGRATED

campaigns than with digital-only campaigns.

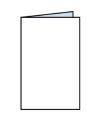
DIRECT MAIL MARKETING WORKS.

According to Canada Post's Smartmail Marketing team, Direct Mail boosts the results of other advertising efforts including online/social media and radio.



1.877.616.1818 | DRMG.ca Head Office: 240 Wyecroft Rd. Oakville, Ontario L6K 2G7

Folded Insert Options



TRIPLE FRONT

9.2426"w x 5.5"h

INSIDE FRONT COVER

INSIDE BACK COVER

10.25" x 9.6"

10 25" x 9 6"

DELUXE POSTCARD

5.125" x 9"

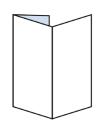
No Bleed

No Bleed

No Bleed

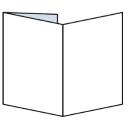
FLYER 2-PANEL

10.5" x 8.25" Folds to: 5.25" x 8.25"

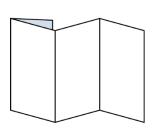


FLYER 3-PANEL

10.5" x 8.25" Folds to: 3.5" x 8.25"



MENU 3-PANEL 16" x 8.25" Folds to: 5.33" x 8.25"



MENU 4-PANEL 16" x 8.25" Folds to: 3.5" x 8.25"

All available in premium stock. Subject to additional fees.

Money \$aver MARITIMES | ENVELOPE DISTRIBUTION 2024







Canada Post Expert Partner

As a Smartmail Marketing Expert Partner, we can pass on exclusive offers, targeting, and demographic insights to our clients.

Frequency and Repetition

Two keys to an effective marketing strategy. A multi mailing campaign in the Money Saver Envelope achieves both.

Shared Direct Mail

Increase your reach and lower your cost by sharing the cost of postage with local, regional, and national advertisers.

Solo Direct Mail

Increase your response rate and have your brand stand out by communicating one-on-one with prospects through a solo postcard, menu or brochure.

Need Menus?

We offer many different sizes and paper stock options.

DISTRIBUTION ZONES

NOVA SCOTIA 137,500 Homes

1	Dartmouth-North	B2Y, B3A, B3B
2	Fall River/Enfield/Elmsdale	B0N, B2R, B2S, B2T
3	Dartmouth Portland Hills/Estates, Woodlawn, Westphal, Waverly	B2W, B2X
4	Dartmouth Forrest Hills/Colby Village, Eastern Passage	B2V, B2W , B3G
5	Halifax, Peninsula	B3H, B3J, B3K, B3L (Forest Hills)
6	Halifax, Northwest Arm	B3P, B3R, B3V
7	Halifax, Clayton Park/Fairview/Larry Uteck	B3M, B3N, B3S
8	Halifax, Beechville, Lakeside, Timberlea, Tantallon	B3T, B3Z, B0J
9	Bedford (Includes Bedford South, Bedford West and Larry Uteck Dr)	B4A, B4B
10	Lower Sackville	B4C, B4E
17	Truro	B2N, B6L, B0N

NEW BRUNSWICK 112,500 Homes

11 N	Moncton-Downtown	E1C, E1E
12 N	Moncton-North	E1A (partial), E1G, E1H
13 R	liverview	E1B, E1J, E4J
14 D	Dieppe	E1A, E4K (partial)
15 F	redericton-North	E3A
16 F	redericton-South	E3B, E3C
18 S	Saint John East	E2M, E2P, E2J, E2R
19 S	Saint John West	E2K, E2H, E2L
20 R	Rothesay/Quispamsis	E2N, E2E, E2G, E2S

- **Reaching** 250,000 homes
- **Issued** 10x per year
- **20** Distribution Zones 12,500 homes per zone

