

Money \$aver[®]

MARITIMES

ENVELOPE DISTRIBUTION 2025

ARTWORK SPECIFICATIONS

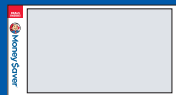
Cover Options



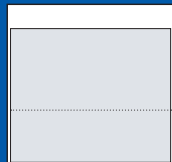
SINGLE PANEL
2.94" x 5.5"
No Bleed



DOUBLE PANEL
6.087" x 5.5"
No Bleed



TRIPLE PANEL
9.2426" x 5.5"
No Bleed



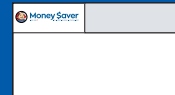
FULL INSIDE COVER
10.25"w x 9.6"h



INSIDE FRONT
10.25"w x 5.625"h
INSIDE FRONT
10.25"w x 3"h



BACK COVER
10.75" x 4"



STANDARD FLAP
6.25"w x 1.9"h
PREMIUM FLAP
10.75"w x 1.9"h

No Fold Insert Options



MINI INSERT
3.35" x 8.25"

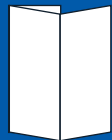


STANDARD INSERT
5.25" x 8.25"

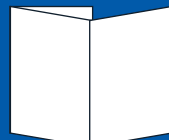


DELUXE POSTCARD
5.125"w x 9"h

Folded Insert Options



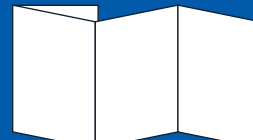
FLYER 3-PANEL
10.5" x 8.25"
Folds: 5.56" x 8.25"



LARGE MENU 4-PANEL
21.5" x 8.25"
Folds: 5.375" x 8.25"



MENU 3-PANEL
16" x 8.25"
Folds: 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.

92%
of Canadians
READ
Direct Mail¹

88%
of Canadians visit
a store or go online
after receiving a
direct mail piece¹

66%
of Canadians
KEEP MAIL
they find useful¹

39%
more time is spent with
INTERGRADED
direct mail and digital
campaigns than with
digital-only campaigns.

DIRECT MAIL MARKETING WORKS.

Direct Mail **boosts the results** of other advertising efforts including online/social media and radio.²

¹2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.

²Canada Post's Smartmail Marketing team



Money \$aver[®]

MARITIMES

ENVELOPE DISTRIBUTION 2025

REACHING
200K
HOMES
PER ISSUE

SUPPORTING
LOCAL BUSINESSES
ACROSS CANADA
FOR 26 YEARS.



Delivered by



TO ADVERTISE:

1.877.616.1818 | DRMG.com



Delivered by



TO ADVERTISE:

1.877.616.1818 | DRMG.com

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.

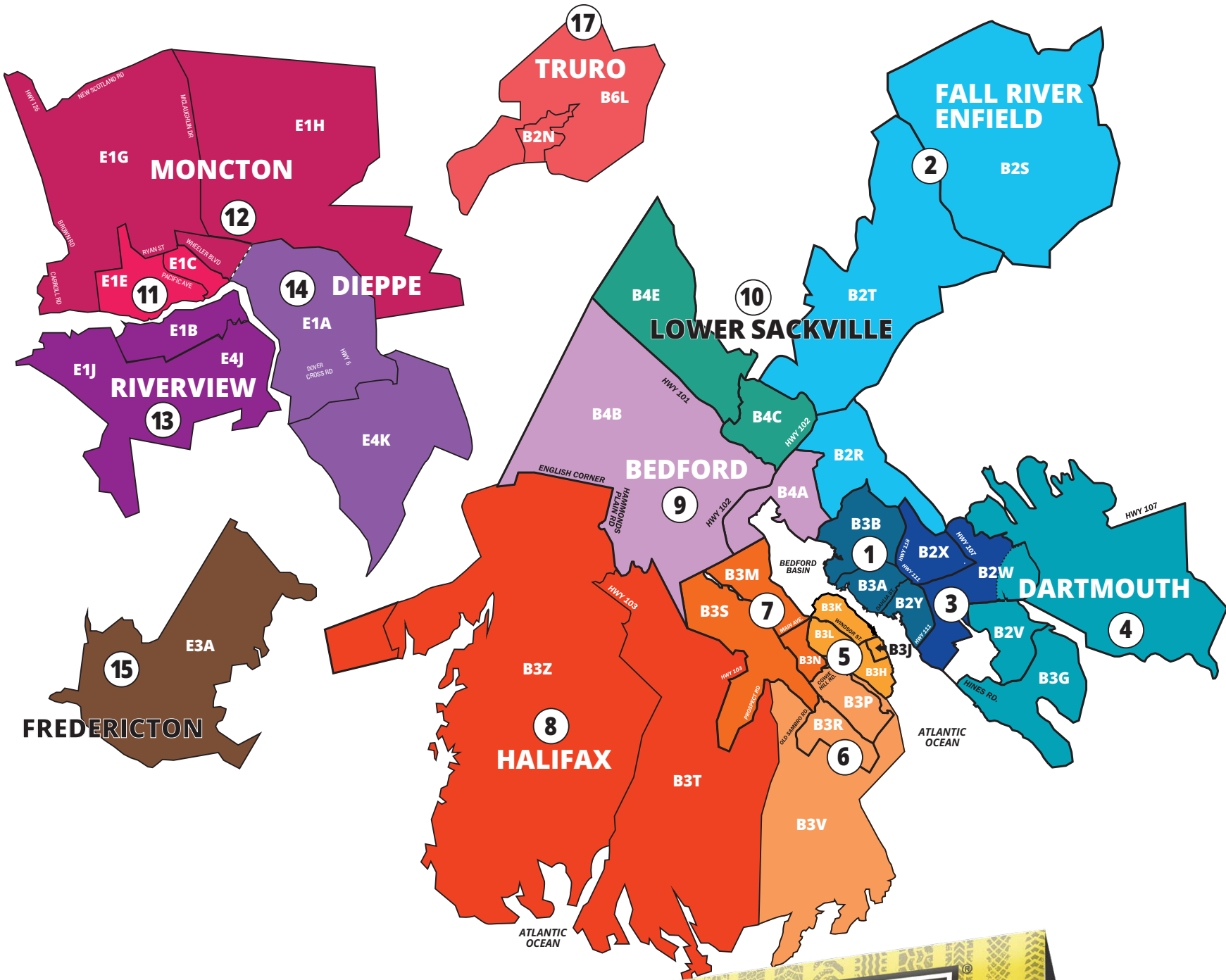
DISTRIBUTION ZONES

NOVA SCOTIA 137,500 Homes

#	Zone Description	FSAs
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 Forest Hills/Colby Village, Eastern Passage	B2V, B2W, B3G
5	Halifax, Peninsula	B3H, B3J, B3K, B3L (Forest Hill)
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 62,500 Homes

#	Zone Description	FSAs
11	Moncton-Downtown	E1C, E1E
12	Moncton-North	E1A (partial), E1G, E1H
13	Riverview	E1B, E1J, E4J
14	Dieppe	E1A, E4K (partial)
15	Fredericton-North	E3A



- Reaching 200,000 homes
- Issued 8x per year
- 16 Distribution Zones 12,500 homes per zone



Approximative Limit Zones



TO ADVERTISE:
1.877.616.1818 | DRMG.com