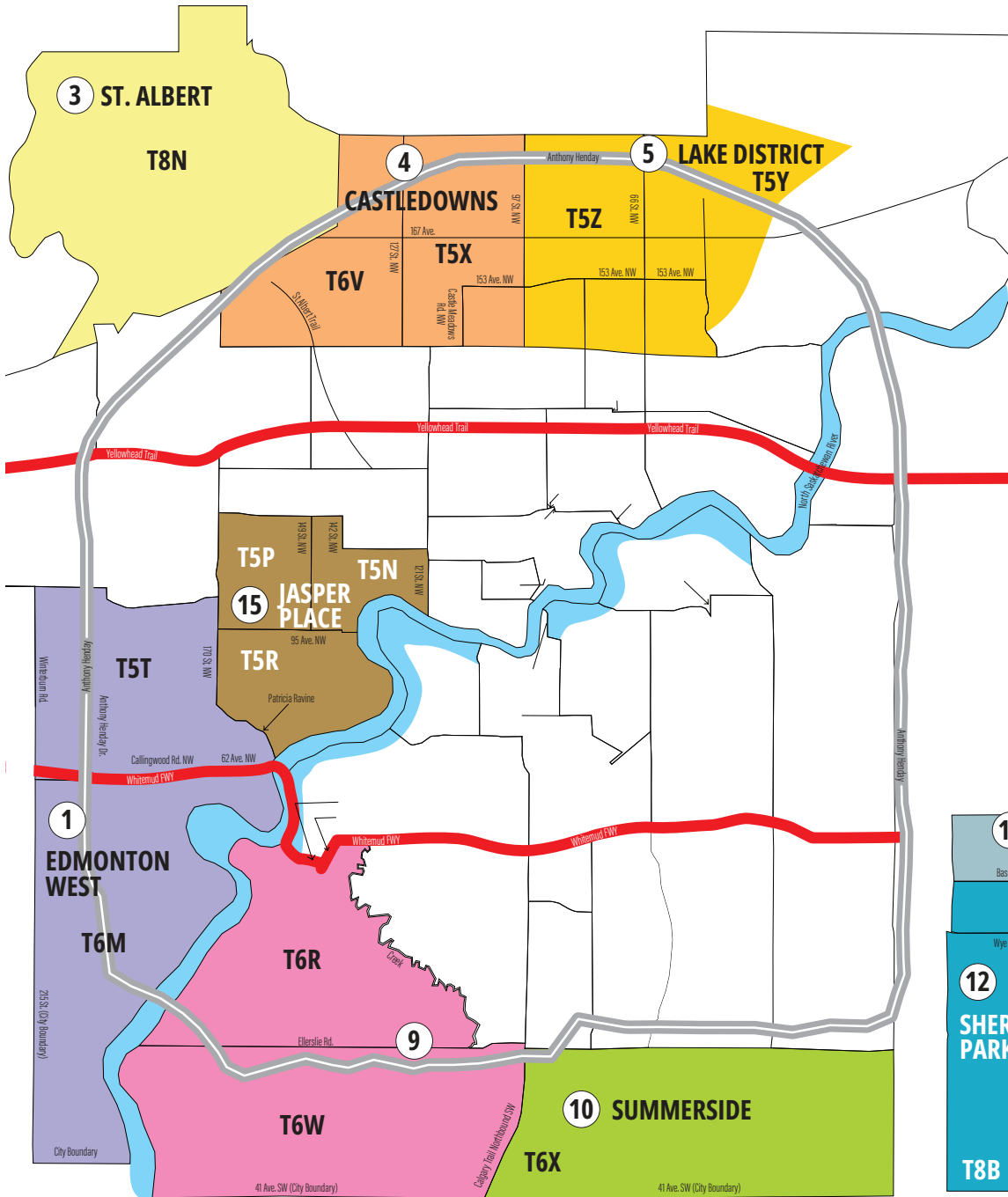


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EDMONTON | 2025 ENVELOPE

REACHING
112.5K
HOMES
PER ISSUE

Covering **9**
Distribution Zones



01	Edmonton West
03	St. Albert
04	Castledowns
05	Lake District, Clareview
09	Riverbend, Terwillegger, Windermere
10	Summerside
12	Sherwood Park
13	Sherwood Park Ardrossan
15	Jasper Place, Glenora, Buena Vista, Downtown Fringe



*Approximative Limit Zones.
Zones 4 and 5 mail
alternating months



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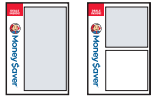


PUBLICATION SPECS

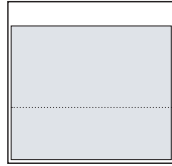
Cover Options



FRONT COVER
6.5" x 5.875"



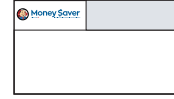
FEATURE PANEL
Double: 2.7" x 5.375"
Single: 2.7" x 2.6"



INSIDE COVER
10.25"w x 9.6"h



BACK COVER
10.75" x 4"



FLAP
Standard: 6.25"w x 1.9"h
Premium: 10.75"w x 1.9"h

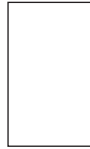
No Fold Insert Options



MINI INSERT
3.35" x 8.25"



STANDARD INSERT
5.25" x 8.25"

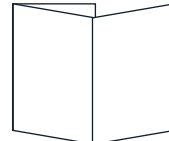


DELUXE POSTCARD
5.125"w x 9"h

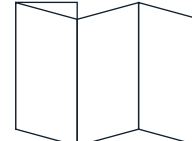
Folded Insert Options



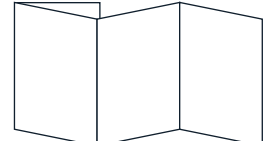
FLYER 3-PANEL
10.5" x 8.25"
Folds: 5.56" x 8.25"



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"

Additional fees applicable for premium stock upgrade.

COVERING 9 DISTRIBUTION ZONES

#	Zone Description	FSAs
01	Edmonton West	T5T, T6M
03	St. Albert	T8N
04	Castledowns*	T5X, T6V
05	Lake District, Clareview*	T5Y, T5Z
09	Riverbend, Terwilliger, Windermere	T6R, T6W
10	Summerside	T6X
12	Sherwood Park	T8A, T8B
13	Sherwood Park Ardrossan	T8A, T8E, T8H
15	Jasper Place, Buena Vista, Glenora, Downtown Fringe	T5N, T5P, T5R

* These locations DO NOT have a Feb & Dec mailing:

09	Lendrum, Southgate
10	Summerside
15	Jasper Place, Buena Vista, Glenora, DT Fringe

MAILING SCHEDULE

ISSUE	IN-HOMES
1 FEB	Feb 5 - 12
2 MAR	Mar 5 - 12
3 APR	Apr 9 - 16
4 MAY	May 7 - 14
5 JUN	Jun 11 - 18
6 JUL	Jul 9 - 16
7 AUG	Aug 13 - 20
8 SEP	Sep 10 - 17
9 OCT	Oct 15 - 22
10 NOV	Nov 12 - 19
11 DEC	Dec 8 - 15

*Zone 4 mails February, April, June, August, October, December. *Zone 5 mails in March, May, July, September, November

92%
of Canadians
READ
Direct Mail*

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

66%
of Canadians
KEEP MAIL
they find useful*

*2018 Deal Nerd Coupon Study. Canada Post, Kantar, SMM Status update 2024.



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