

ENVELOPE SIZE GUIDE

Here is a list of the most commonly used envelope sizes. All of the below are widely available. Envelopes can be printed with full colour to the edge or overprinted. We can best suggest the print process according to your budget. For more information visit www.nzpost.co.nz

C4 - 324 x 229mm (Commonly used for mid/high value donors. Fits A3 folded once and A4 flat. Higher postage rate)

C6 - 114 x 162mm (Fits A5 folded once. Standard postage rate)

102 Cheque Mailer - 102 x 215mm (Fits into all outer envelope sizes (folded for C6) for returned donation forms)

Did you know?

Tropical seal envelopes are best for machine insertion and self seal envelopes are best for hand insertion

C5 - 162 x 229mm (Commonly used for mid/high value donors. Fits A4 folded once and A5 flat. Higher postage rate)

MaxPOP - 120 x 235mm (Fits A4 folded into thirds. Standard postage rate)

DLE - 114 x 225mm (Commonly used for BRE. Fits A4 folded into thirds. Standard postage rate)

Sender Address Area
(Graphics, Logo, Text any colour can be used in this area)

Max 40mm

40mm

Indica Area
(Can be white and/or an approved Pantone colour)

Max 100mm

Graphics clear area (CMYK colour <=30% Black (no graphics, logos or text))

8mm (min)

Address Block Window
(Can extend across the width of the mail piece)

8mm (min) <Postal ref./barcode>
A B Sample (mm)
123 Sample Street
Sample Address
Sampletown 0000

8mm (min) Sampletown 0000

15mm

Sort code clear zone – can be white and/or an approved Pantone colour but must be clear of logos, graphics and text.

Object Area
(Graphics, Logo, Text any colour can be used in this area)

80mm

PRODUCTION GUIDE

SCG PRECISION

Or, you could put your feet up and leave it all to us!

We know how precious time can be so why not let us take care of all your production needs. That way you can concentrate on what you love... fundraising.

Whatever you need, we can help.

For more information, please visit:

scgprecision.nz

SCG PRECISION

Australia
26-28 Scammel Street
Campbellfield, VIC 3061
+61 3 9462 1774

New Zealand
20 Vesley Drive, Mount Wellington,
Auckland, 1060
+64 9 360 5700

WE ARE

SCG Precision.

SCG Precision works in partnership with fundraisers like you to deliver powerful donor-centric communications to attract and retain donors.

Our aim is to connect your organisation and supporters in ways that engage and inspire, so their generosity can bring greater good into the world. We use our deep industry experience to develop strategies that will motivate your supporters and strengthen your donor relationships.

SCG Precision can help you reach the right people at the right times in the right places: in all the ways we communicate today. From mailbox to inbox and across the digital space. From stand-alone Direct Mail to powerful multichannel fundraising campaigns.

When you partner with SCG Precision, you will have access to a team of specialists in fundraising strategy, data segmentation, creative services, innovative print solutions and hassle-free lodgement. All under the one roof.

And, we'll deliver on time and on budget: for campaigns large or small.

PRINTING TERMS:

If you're new to print and production it can be very confusing. This helpful list of the most commonly used terms will help clarify some of the jargon.

Artwork – A design that has been created and needs printing

Portrait – Shortest edge of the paper sits at the top

Landscape – Longest edge of the paper sits at the top

Over Printing – Single colour printing to be applied using a digital or laser printer. Most commonly in black,

ideal for personalisation

Offset Printing – High quality printing process made up of specific colours, ideal for large volumes, can't be personalised

Digital Printing – Printing process using CMYK. Can be personalised in any colour, ideal for smaller volumes.

CMYK – A special combination of 4 colours: Cyan, Magenta, Yellow and Black used to create one specific colour

Simplex – Artwork has copy printed one side only

Duplex – Artwork has copy printed both sides

Emboss – Artwork been pressed by a pattern

Die Cut – Artwork has been cut to shape. This can be a simple straight cut or a complex pattern, the latter will often need a cutter made

Lamination – A layer of plastic applied to the paper for precise cutting (usually 3-5mm)

Stock – The type of paper or material you are printing on

Weight – The thickness of the stock you want to print on usually in GSM units

GSM – Grams per Square Meter. A standard weight for a letter is 90gsm, lower means lighter, higher is heavier

Insertion – Items to be inserted into an envelope



NZ: +64 9 360 5700
 AUS: +61 3 9462 1774

Innovation is just one of our virtues. And our printing service is where it shines. With 40+ years experience in printing, we know how to harness the power of print better than most. We offer a range of flexible printing solutions including in-house offset and digital print – as well as high-quality stock and finish options. It's advanced technology – for your benefit. Precise, cost-effective and deadline driven.

PAPER SIZE GUIDE

PAPER WEIGHTS

Different paper weights are important when it comes to Direct Mail. It will give the mailing variety, if everything looks/feels the same the contents can feel very samey and a bit dull. When should you use which weight of paper?

90gsm

Great for Letters, Donation Forms anything that isn't required to be overall visually appealing.

120gsm+

Use something heavier than 120gsm when creating an envelope. It will give more protection to the contents.

150gsm

A great weight for leaflets. Use a coated stock for even more impact and a nice feel to them.

250gsm+

This weight is ideal for Greeting or Christmas Cards, use a Gloss stock for authenticity.

300gsm+

Photos can add a huge amount of realism to a mailing, if they're done right. Use 300gsm and a Gloss Laminate to make them feel real.

PAPER TYPES

What are the different paper types and what are they best used for?

Gloss Coated

Gloss is mostly used for flyers and brochures due to its high shine. There is no need for a seal or a varnish.

Matt Coated

Matt is the opposite to gloss, the matt coating reduces shine and glare. It's great for reports and forms.

Recycled

Recycled stock is made from re-used paper products, use this to reduce your environmental impact.

Silk Coated

Silk sits in between Gloss and Matt. It has a smooth feel without the shine from gloss. Mostly used for Magazines and Catalogues.

Uncoated

Uncoated is the paper most commonly used day-to-day. It is excellent for absorbing pen and ink. Best used for letters and forms.

Textured

Textured will have a feel to it. It's made to look expensive and is mostly used for Cards and Invitations.

LETTER SIZES

Make sure you use the guide below to meet NZ Post's specifications on postage. Anything outside of these specifications can incur considerable extra costs.

VolumeMail Medium

(minimum mailing quantity 300* mail pieces)

Min 88mm x 138mm x 0.3mm

Max 130mm x 240mm x 6mm

Weight 3g - 55g

VolumeMail Large

(minimum mailing quantity 300* mail pieces)

Min 130mm x 185mm x 0.3mm

Max 165mm x 240mm x 6mm

Weight 3g - 75g

FlexiMail Medium

(minimum mailing quantity 300* mail pieces)

Min 88mm x 185mm x 1.0mm

Max 130mm x 240mm x 20mm

Weight 20g - 500g

FlexiMail Large

(minimum mailing quantity 300* mail pieces)

Min 130mm x 185mm x 1.0mm

Max 165mm x 240mm x 20mm

Weight 20g - 500g

FlexiMail Oversize

(minimum mailing quantity 300* mail pieces)

Min 165mm x 220mm x 1.0mm

Max 240mm x 360mm x 20mm

Weight 20g - 1kg

If you're uncertain whether your mailing fits within the specifications provided, contact us today for further assistance.

YOU WANT IT BIGGER?

The following paper sizes are often used for printing larger items such as a poster.

A2 - 420 x 594mm

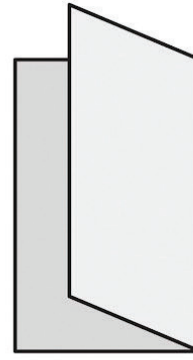
A1 - 584 x 841mm

A0 - 841 x 1189mm

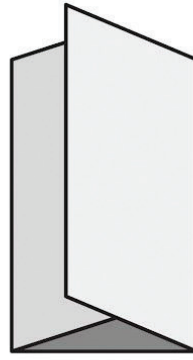
PAPER FOLDS

There are many ways to fold paper, below are just a few of the most common examples. Interesting folds are a great way to engage your donors and separate important pieces of information. They are also a great way to produce an inexpensive newsletter.

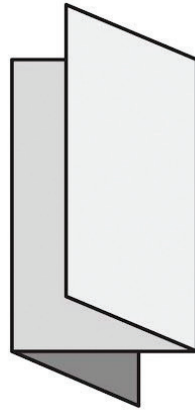
Half-Fold



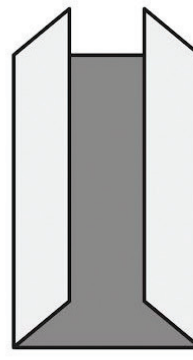
Tri-Fold



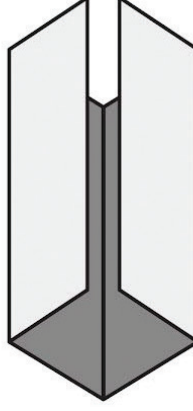
Z-Fold



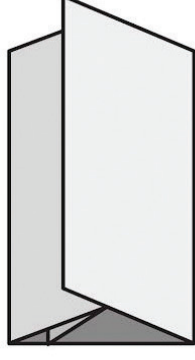
3 Panel Gate Fold



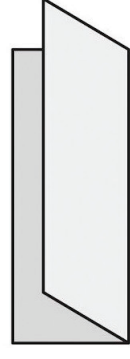
Double Gate Fold



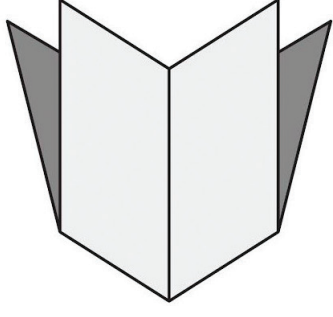
Roll Fold



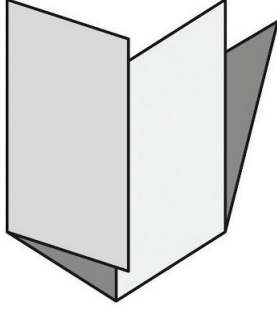
Vertical Half-Fold



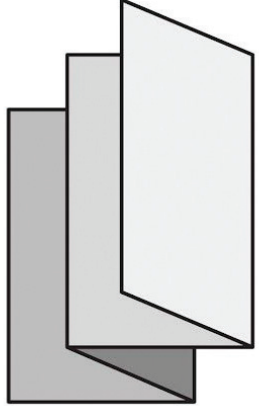
French Fold



Map Fold



4 Panel Accordion Fold



Double Parallel Fold

