

Canon ColorStream 8000 Series

MKTG Lab Sample

Seed4Growth - Print Specs

Seed4Growth is a fictitious wealth management company dedicated to nurturing growth alongside account holders.

Included in this MKTG Lab kit are samples that demonstrate a customer's journey from awareness through post purchase with added variability in both text and images. The samples begin with a Promotional Self Mailer inviting participants to begin investing, then a Traditional Fund Statement with the quarterly reporting, then a Dividend Check for the quarter pressure sealed by InfoSeal, and finally, an Annual Investment Summary with all the earnings for the year laid out for the individual.

SMART CHANGE STARTS HERE

1-844-443-INFO (4636) CSA.CANON.COM

SEED B CROWTH

TOUCHPOINT 1: V1

Self Mailer

Gatefold Brochure

Finished Size: $6" \times 9"$ | Flat File Size: $24" \times 9"$

Bleed: .125" | Roll Size: 18" printed 1-up, 20" printed 2-up

Paper: CVG LetsGo Silk, 80 lb. Text, 115 gsm

Finishing: Sheeted, Trimmed, Perforated, Gatefold

Variability: 2 variable versions with variable images and text





Front Cover



Gatefold Spread



Outside Spread



Perforated Reply Card



Back Cover



Inside Spread

TOUCHPOINT 1: V2

Self Mailer

Gatefold Brochure

Finished Size: $6" \times 9"$ | Flat File Size: $24" \times 9"$

Bleed: .125" | **Roll Size:** 18" printed 1-up, 20" printed 2-up

Paper: CVG LetsGo Silk, 80 lb. Text, 115 gsm

Finishing: Sheeted, Trimmed, Perforated, Gatefold

Variability: 2 variable versions with variable images and text





Front Cover



Gatefold Spread



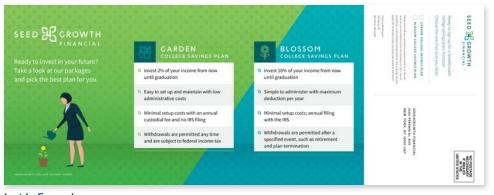
Perforated Reply Card



Back Cover



Outside Spread



Inside Spread

TOUCHPOINT 2:

Traditional Fund Statement

Financial Document

Finished Size: 8.5" x 12" | Flat File Size: 8.5" x 12"

Bleed: .125" | Roll Size: 18" printed 2-up

Paper: Pixelle Enhanced 60 lb. Text **Finishing:** Sheeted, Trimmed, Z-Fold

Variability: 2 variable versions with variable charts and text



VERSION 1: GEORGE





Front

VERSION 2: VANESSA





Front

Back

TOUCHPOINT 3:

Dividend Check

Pressure sealed document with Infoseal

Finished Size: 8.5" x 11" | Flat File Size: 8.5" x 11"

Bleed: .125" | **Roll Size:** 18" printed 2-up

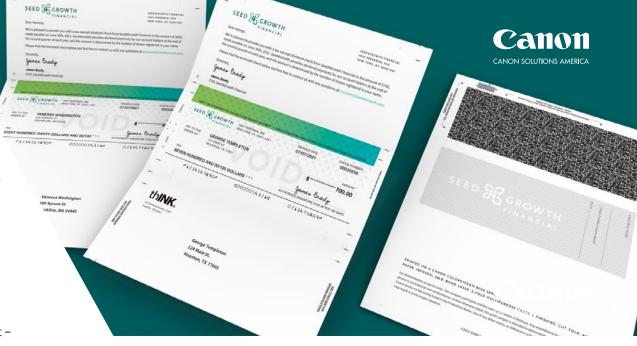
Paper: InfoSeal Z-Fold Multi-Purpose Pressure Seal Form,

28 lb. Bond Laser Uncoated

Finishing: Trim/Cut

Variability: 2 variable versions with variable text, 4 total in each packet –

1 version flat and 1 version sealed



FRONT





BACK



Front - Option A

Front - Option B

Back

TOUCHPOINT 4: V1

Annual Investment Summary

Booklet

Finished Size: $8.5" \times 11"$ | Flat File Size: $11" \times 17"$

Bleed: .125" | **Roll Size**: 18"

Paper: Mondi DNS HSI CF 45 lb. Text

Finishing: Sheeted, Trimmed, Saddle-stitched booklet

Variability: 2 variable versions with variable charts and text

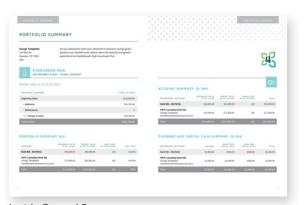






Front Cover

Back Cover



Inside Spread 3



Inside Spread 1



Inside Spread 4



Inside Spread 2



Inside Spread 5

TOUCHPOINT 4: V2

Annual Investment Summary

Booklet

Finished Size: $8.5" \times 11"$ | Flat File Size: $11" \times 17"$

Bleed: .125" | **Roll Size**: 18"

Paper: Mondi DNS HSI CF 45 lb. Text

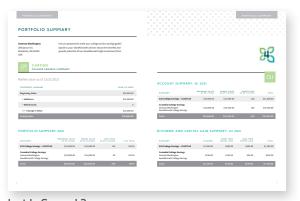
Finishing: Sheeted, Trimmed, Saddle-stitched booklet

Variability: 2 variable versions with variable charts and text



Front Cover

Back Cover

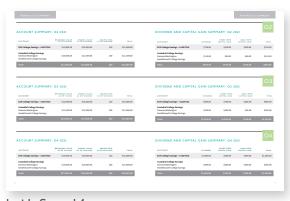


Inside Spread 3



SEED TO GROWTH

Inside Spread 1



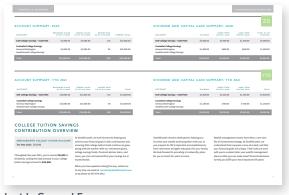
Inside Spread 4



Canon

CANON SOLUTIONS AMERICA

Inside Spread 2



Inside Spread 5

TOUCHPOINT 5:

Housing

Envelope

Finished Size: $9" \times 12"$ | Flat File Size: $19.5" \times 14"$

Roll Size: 18"

Paper: Mondi Neujet Silk 9 pt.

Finishing: Sheeted, Die-cut, Fold, Sealed edges

Variability: None

Dieline supplied by SG360

FULL LAYOUT





FRONT



BACK

