

# BUSINESS ANNOUNCEMENTS ENVELOPE GUIDE

## Announcements

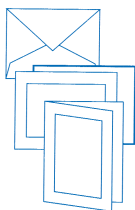
There are two basic uses for announcements: **Commercial** and **Social** occasions.

These items can be used for both announcements and invitations, commemorating business openings, changes of address, notifications of promotion, and other social and commercial events.

Commercial Announcements are usually supplied with a single gummed envelope. Social Announcements, used as invitations, are supplied, in most cases, with an inside ungummed envelope and an outside gummed envelope. Both are produced in a variety of sizes, papers and colors, and are available in both plain and panel cards and folders.

### Commercial Announcements

The most commonly used type of announcement is the baronial card or folder. Baronials are usually manufactured using a vellum finished paper in both white and ivory. In recent years, a greater variety of papers have become available in a multitude of colors and finishes. Envelopes have pointed flaps and enclosures are available with or without an embossed (raised) border panel. Enclosures are also available as paneled foldover inserts. You must carefully specify the type of enclosure you need. When setting up artwork for imprinting panel cards, be sure to allow for the raised panel border.

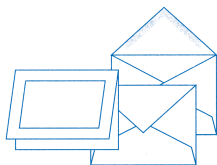


Item	Envelope Size	Card Size	Folder Size	Panel Margin
4 Baronial	3 $\frac{5}{8}$ x 5 $\frac{1}{8}$	3 $\frac{1}{2}$ x 4 $\frac{7}{8}$	4 $\frac{7}{8}$ x 7	$\frac{1}{2}$
5 Baronial	4 $\frac{1}{8}$ x 5 $\frac{5}{8}$	4 x 5 $\frac{3}{8}$	(Not Stocked)	$\frac{1}{2}$
5 $\frac{1}{2}$ Baronial	4 $\frac{3}{8}$ x 5 $\frac{3}{4}$	4 $\frac{1}{4}$ x 5 $\frac{1}{2}$	5 $\frac{1}{2}$ x 8 $\frac{1}{2}$	$\frac{1}{2}$
6 Baronial	4 $\frac{3}{4}$ x 6 $\frac{1}{2}$	4 $\frac{5}{8}$ x 6 $\frac{1}{4}$	6 $\frac{1}{4}$ x 9 $\frac{1}{4}$	$\frac{5}{8}$
Lee	5 $\frac{1}{4}$ x 7 $\frac{1}{4}$	5 $\frac{1}{8}$ x 7	6 $\frac{5}{8}$ x 10 7 x 10 $\frac{1}{4}$	Card $\frac{5}{8}$ Folder $\frac{3}{4}$ or $\frac{5}{8}$

### Social Announcements

There are two basic categories of Social Announcements: *Traditional* and *Contemporary*.

- Traditional Announcements are manufactured from white and natural shades of papeterie papers. Some traditional announcements are produced from cotton fiber paper, but today most are made from high grade sulphite paper. The matching envelope style is normally diagonal seam, pointed flap. The folders and cards may be produced either with or without a debossed panel.



- Contemporary Announcements cover a wide range of styles and papers. They may incorporate color in the design as well as a variety of colored inks in the personalization of the announcement. The paper used in contemporary announcements may be vellum, laid, texture or parchment finishes. Deckle edge papers are often used in these newer styled announcements. The matching envelopes may be square flap (side seam) or pointed flap (diagonal seam).

## Social Announcements

Item	Envelope Size	*Card Size	Panel Margin
Gladstone	3 <sup>9</sup> / <sub>16</sub> x 5 <sup>9</sup> / <sub>16</sub>	3 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>8</sub>	1/2
4 Baronial	3 <sup>5</sup> / <sub>8</sub> x 5 <sup>15</sup> / <sub>16</sub>	3 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>	1/2
21	4 x 5 <sup>1</sup> / <sub>8</sub>	3 <sup>7</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>	1/2
5 Baronial	4 <sup>1</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>8</sub>	4 x 5 <sup>3</sup> / <sub>4</sub>	1/2
53	4 <sup>1</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>4</sub>	4 x 6	5/8
5 <sup>1</sup> / <sub>2</sub> Baronial	4 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>	1/2
6 Baronial	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>	4 <sup>5</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>4</sub>	5/8
110	5 x 7 <sup>1</sup> / <sub>4</sub>	4 <sup>3</sup> / <sub>4</sub> x 7	3/4
Lee	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>8</sub> x 7	5/8 or 3/4
137	3 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>4</sub> x 8 <sup>1</sup> / <sub>4</sub>	3/4

Announcements Product Size Comparison:

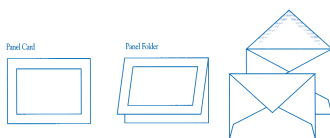
A2= 5<sup>1</sup>/<sub>2</sub> Baronial

A6= 6 Baronial

A7= Lee

## Baronial Pointed Flap Diagonal Seam Announcement Envelopes with matching Plain or Panel Cards and Folders

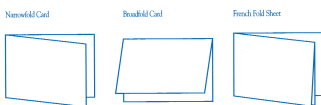
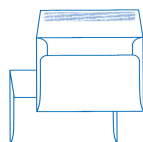
Traditional Announcements are manufactured from white and ivory shades of papeterie papers; however they are also available in colors and finishes. The folders and cards may be produced either with or without a debossed panel.



Item	Envelope Size	Card Size	Folder Size	Panel Margin
4 Baronial	3 <sup>5</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>8</sub>	3 <sup>1</sup> / <sub>2</sub> x 4 <sup>7</sup> / <sub>8</sub>	4 <sup>7</sup> / <sub>8</sub> x 7	1/2
5 Baronial	4 <sup>1</sup> / <sub>8</sub> x 5 <sup>5</sup> / <sub>8</sub>	4 x 5 <sup>3</sup> / <sub>8</sub>	(Not Stocked)	1/2
5 <sup>1</sup> / <sub>2</sub> Baronial	4 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	1/2
6 Baronial	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>	4 <sup>5</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>4</sub> x 9 <sup>1</sup> / <sub>4</sub>	5/8
Lee	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>8</sub> x 7	6 <sup>5</sup> / <sub>8</sub> x 10 7 x 10 <sup>1</sup> / <sub>4</sub>	Card 5/8 Folder 3/4 or 5/8

## A-Style Square Flap Envelopes & Announcements

A-size envelopes are used primarily for announcements, small booklets, brochures, less formal invitations, and promotional pieces. Envelopes have a square flap. A-size envelopes come in a wide range of finishes and colors. Enclosures are produced on matching cover weight stock and trimmed to the proper enclosure size. Therefore, A-size enclosures do not have raised panels. A-size envelopes typically come 1000 or 2500 per carton.



Item	Envelope Size	Single Card	Narrowfold Card	Broadfold Card	French Fold Sheet
A-2	4 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>4</sub> x 5 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>4</sub> x 11	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>2</sub>	8 <sup>1</sup> / <sub>2</sub> x 11
A-6	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>	4 <sup>1</sup> / <sub>2</sub> x 6 <sup>1</sup> / <sub>4</sub>	4 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>	6 <sup>1</sup> / <sub>4</sub> x 9	9 x 12 <sup>1</sup> / <sub>2</sub>
A-7	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>4</sub>	5 <sup>1</sup> / <sub>8</sub> x 7	5 x 14	7 x 10	10 x 14
A-8	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>8</sub>	5 <sup>3</sup> / <sub>8</sub> x 7 <sup>7</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>4</sub> x 15 <sup>1</sup> / <sub>2</sub>	7 <sup>3</sup> / <sub>4</sub> x 10 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>2</sub>
A-9	5 <sup>3</sup> / <sub>4</sub> x 8 <sup>3</sup> / <sub>4</sub>	5 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>	5 <sup>1</sup> / <sub>2</sub> x 17 <sup>1</sup> / <sub>2</sub>	8 <sup>1</sup> / <sub>2</sub> x 11	11 x 17 <sup>1</sup> / <sub>2</sub>
A-10	6 x 9 <sup>1</sup> / <sub>2</sub>	5 <sup>7</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>4</sub>	5 <sup>3</sup> / <sub>4</sub> x 18 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>2</sub>	11 <sup>1</sup> / <sub>2</sub> x 18 <sup>1</sup> / <sub>2</sub>