Total Expert Content Library Standard Sizing Guide

> **Note**
> Sizes below are finished size (trimmed) and creative size (finished size with bleed). Standard bleeds are noted.

Flyer – Single- and Double-Sided

- Finished Size: 8.5" x 11" (wxh)
    - Creative Size: 8.75" x 11.25"
- Standard bleed: .125" each side (.25" total)

EDDM

- Finished Size: 9" x 6.25"
    - Creative Size: 9.25" x 6.5"
- Finished Size: 11" x 6.25"
    - Creative Size: 11.25" x 6.5"
- Standard bleed: .125" each side (.25" total)

Direct Mail and Non-Direct Mail Postcard

- Finished Size: 6" x 4"
    - Creative Size: 6.25" x 4.25"
- Finished Size: 7" x 5"
    - Creative Size: 7.25" x 5.25"
- Finished Size: 8.5" x 5.5"
    - Creative Size: 8.75" x 5.75"
- Finished Size: 9" x 6"
    - Creative Size: 9.25" x 6.25"
- Finished Size: 11" x 6.25"
    - Creative Size: 11.25" x 6.5"
- Standard bleed" .125" each side (.25" total)

Brochure

- Bi Fold Finished Size: 11" x 8.5" Flat, 5.5" x 8.5" Folded
    - Creative Size: 11.25" x 8.75"
- Tri Fold Finished Size: 11" x 8.5" Flat, 3.75" x 8.5" Folded
    - Creative Size: 11.25" x 8.75"

Business Card – Single- and Double-Sided

- Finished Size: 3.5" x 2"
    - Creative Size: 3.625" x 2.125"

Door Hanger

- Finished Size: 4.25" x 11"
  - Creative Size: 4.5" x 11.25"

Greeting Card

- Finished Size: 10" x 7" Flat, 5" x 7" Folded
  - Creative Size: 10.25" x 7.25"

Yard Sign

- Finished Size: 24" x 18"
  - Creative Size: 25" x 19"
- Finished Size: 30" x 18"
  - Creative Size: 31" x 19"

Rider Sign

- Finished Size: 24" x 8"
  - Creative Size: 25" x 9"
- Finished Size: 30" x 8"
  - Creative Size: 31" x 9"

Social Media

> **Note**
> If a piece needs to pull a disclaimer dynamically, TE suggests including a space with the disclaimer dimensions listed below.

- LinkedIn
  - Shared Link: 1200px x 628px
  - Disclaimer: 1200px x 80px
- Facebook
  - Shared Image: 1200px x 628px
  - Disclaimer: 1200px x 80px
- Instagram
  - Photo Size: 1080px x 1080px
  - Disclaimer: 1080px x 80px
- Twitter
  - Shared Photo: 1024px x 512px
  - Disclaimer: 1024px x 50px