



Marquette University Campaign: Give Marquette Day 2026 Letter and Postcard

Project Specs (Letter):

- 8.5 x 5.5" Two-Sided Glossy Insert, Full Color, Full Bleed, Offset Print
 - 3" Circular Peel-Off Sticker (Piggyback Sticker) applied to insert
- 8.5 x 5.5" Reply Card, One-Sided, Full Color, Full Bleed, Offset Print
 - Digital Laser Printed Variable Data
- A9 Reply Envelope (not displayed)
- Match Insert – outer envelope with reply card

Project Specs (Postcard):

- 8.5 x 5.5" Two-Sided Glossy Postcard, Full Color, Full Bleed, Offset Print
 - 3" Circular Peel-Off Sticker (Piggyback Sticker) applied to postcard
 - Postcard layout mimicked the letter insert to allow both projects to run consecutively