

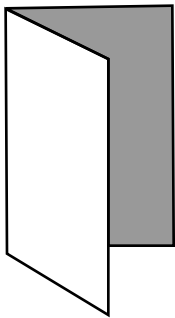


masterpiece
marketing

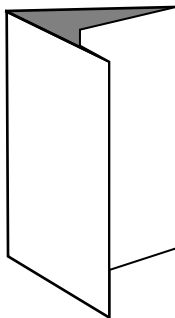
This is a Fold-Up!

Masterpiece Marketing will help you determine what size your piece should be, which paper stock should be used, and how it should be folded. However, since folds and paper stock are two topics that you may hear us discuss, here is a brief overview to help you better understand the information.

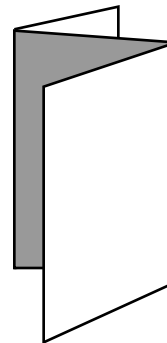
Here are diagrams for some of the basic types of paper folds:



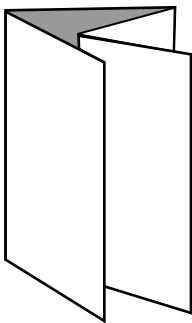
Bi-Fold (fold in half)



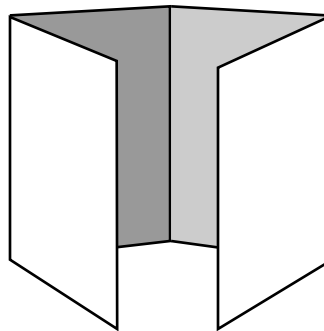
Tri-Fold



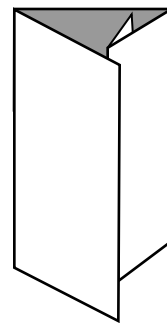
Accordion Fold



Double Parallel Fold



Gate Fold



Barrel or Roll Fold