

## Folding Guide

Fold Name	Panels (printed pages)	Folded (finished size)	Fold picture	Uses	Other names for fold
A5 Folded to A6 A4 Folded to A5 A3 Folded to A4	4	148 x 105 148 x 210 210 x 297		Menus Info leaflet	Central fold Half Fold Parallel fold <b>Available creased and flat on 300/400gsm excluding A5</b>
A3 Z Folded to 1/3 A3 A4 Z Folded to 1/3 A4 A5 Z Folded to 1/3 A5 630 x 297 Z Folded to A4 444 x 210 Z Folded to A5	6	140 x 297 99 x 210 70 x 148 210 x 297 148 x 210		Charity info leaflets	Z fold Concertina fold <b>Available creased and flat on 300/400gsm excluding 630 x 297 and 444 x 210</b>
A3 Z Folded to 1/4 A3 A4 Z Folded to 1/4 A4 396 x 210 Z Folded to 1/3 A4	8	105 x 297 74.25 x 210 99 x 210		Tourist guides Art gallery leaflets	Z fold Concertina fold
A3 Roll Folded to 1/3 A3 A4 Roll Folded to 1/3 A4 A5 Roll Folded to 1/3 A5 630 x 297 Roll Folded to A4 444 x 210 Roll Folded to A5	6	140 x 297 99 x 210 70 x 148 210 x 297 148 x 210		Menus	Roll fold Letter fold Barrel fold <b>Available creased and flat on 300/400gsm excluding 630 x 297 and 444 x 210</b>
A3 Roll Folded to 1/4 A3 A4 Roll Folded to 1/4 A4 396 x 210 Roll Folded to 1/3 A4	8	105 x 297 74.25 x 210 99 x 210		Menus	Roll fold Letter fold Barrel fold
A5 Gate Folded to A6 A4 Gate Folded to A5 A3 Gate Folded to A4	6	148 x 105 148 x 210 210 x 297		Menu High end leaflet Direct mailer	Gate fold Window fold <b>Available creased and flat on 300/400gsm but excludes A5</b>
A4 Double Parallel Folded to 1/4 A4 A3 Double Parallel Folded to 1/4 A3 396 x 210 Double Parallel Folded to 1/3 A4	8	74.25 x 210 105 x 297		Swatch chart Instruction manual Product information sheet	Double parallel fold <b>Available creased and flat on 300/400gsm</b>
A4 Half Fold plus Roll Fold to 1/3 A5 A3 Half Fold plus Roll Fold to 1/3 A4	12	70 x 148 99 x 210		Tourist info leaflet Map Guide	Half fold then roll fold
A4 Cross Folded to A6 A3 Cross Folded to A5	8	148 x 105 148 x 210		Poster Art gallery info Small event programme	Cross fold French fold

t: **01323 589700** e: **office@madgroup.info** w: **www.madgroup.info**

MAD Group (Sussex) Limited, Unit H2, Chaucer Business Park, Dittons Road, Polegate, East Sussex BN26 6QH