



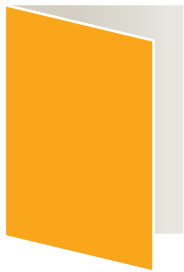
Publishing & Distribution  
DEPARTMENT OF ADMINISTRATIVE SERVICES

# Folding, Binding & Self-Mailers

At Publishing & Distribution we offer many ways to finish off your printed project. From common brochure folding types to standard binding types to self-mailer requirements, we offer *creative solutions for your success!*

## Fold Types

The descriptions below represent the most common types of brochure folds in the industry. Need help choosing one that right for your project? Ask your customer relationship management (CRM) representative.



### Half Fold

A half-fold brochure is constructed by folding a sheet of paper once, creating two equal halves.



### Letter Fold

A letter fold brochure—also known as a tri-fold brochure—is constructed by folding a sheet of paper twice.



### Double Parallel

A double parallel fold brochure is constructed by folding a sheet of paper in half, and then in half once again.



### Roll Fold

A roll fold brochure—also known as a barrel fold—commonly has 4 panels and reveals more information as the piece is unfolded.



### Accordion Fold

An accordion fold—also known as a Z-fold—is created by folding a sheet of paper back and forth, to create the “Z”.



### Gatefold & Closed Gatefold

A gatefold is constructed by folding a sheet of paper with two parallel folds to create six panels. A closed gatefold has an additional fold to create eight panels.



### French Fold

A french fold—also known as quarter-fold—is a single sheet of paper with two perpendicular folds.

## Common Types of Self-Mailers

Self-Mailers are direct mail pieces that can be mailed as it is, without the need for envelopes or wrappers.



### Single Fold

8.5 x 11 or 8.5 x 14  
Minimum required stock weight:  
28# Bond • 70# Book



### Letter Fold

8.5 x 11 or 8.5 x 14  
Minimum required stock weight:  
28# Bond • 70# Book

The staff and management of P&D are here to assist you. Visit our website, [oregon.gov/das/printmail](http://oregon.gov/das/printmail) or contact your customer relationship management (CRM) representative for more information, (503) 373-1700.

## Binding Types

The descriptions below represent standard binding types in the industry. The type of binding is usually selected based on the function of the document, the number of pages it contains and the budget.



### Saddle Stitch

Saddle Stitching is a method in which folded sheets are gathered together one inside the other and then stapled through the fold line with wire staples.



### Thermal Binding

Thermal binding applies adhesive tape activated by heat to quickly and easily bind documents without the need for punching.



### Staple Binding

Staple binding is a method in which sheets are gathered together and are stapled twice on the left margin.



### Coil Binding

Coil binding is a method in which pages are fastened together by a spiral of wire or plastic that coils through a series of punched holes.



### Perfect Binding

Perfect binding applies an adhesive to the spine of gathered pages which, when dry, keeps them securely bound.



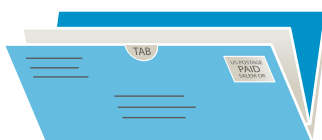
### Wraparound Binding

Wraparound binding starts at the back of the binding stub and wraps all the way around the length of the book and back up to the binding stub. Typically used with perforated forms.



### Case Binding (Hardcover)

Case binding involves the sewing of printed signatures together followed by encasing the signatures between cardboard covers.



### Double Parallel Fold

8.5 x 14  
Minimum required stock weight:  
28# Bond • 70# Book



### French Fold

11 x 17  
Minimum required stock weight:  
24# Bond • 60# Book

## Publishing & Distribution

(503) 373-1700 | [oregon.gov/das/printmail](http://oregon.gov/das/printmail)  
550 Airport Road SE, Suite A | Salem, OR 97301