

Coupon Sizes

Coupons have been widely used and distributed by the public since the 1980s to advertise their products or services by inserting them in magazines or mailing them to particular buyers. Fast forward to today, coupons continue to make quite a progress in the business world with the use of the Internet; what's more, their sizes remain almost the same.



Coupon Sizes Standard

Coupons vary in size, whether they're food coupons, coffee test coupons, cafe coupons, or gift card coupons. Listed below are the three standard sizes of coupons.

Standard Size

The standard size for a coupon typically comes in at 3" by 6" or 76.2 mm by 152.4 mm. This size is followed by most brands and businesses offering printed coupons as a marketing strategy. At the same time, they are regularly inserted in books or magazines.

Small Size

The typical small-sized coupon comes in at 2.5" by 6" or 63.5 mm by 152.4 mm. This coupon size is used by brands based in the US and the UK. This is customarily used by brands or businesses that give coupons as freebies after customers have purchased something or subscribed to their social media accounts.

Business Card Size

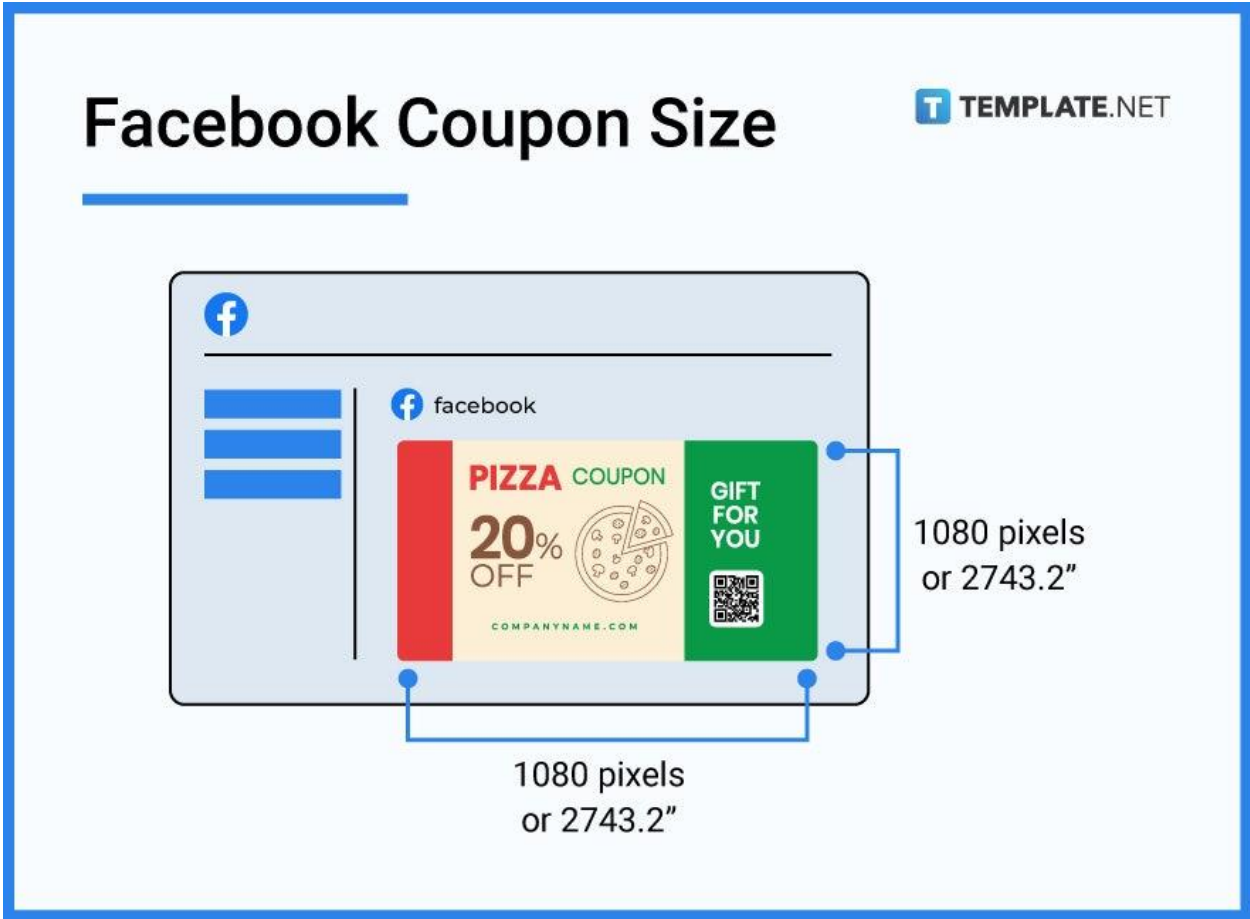
The business card-sized coupon comes in both printed and digital formats. This is the most popular coupon size considering its convenient size, which is suitable for inserting in wallets or pockets. This size also comes at 5.8" by 8.3" or 147.32 mm by 210.82 mm.

Coupon Sizes for Digital – Social Media

Coupon sizes for social media could vary depending on what type of business strategy you are in. They can be 3” by 6”, 2.5” by 6”, or 5.8” by 8.3” in size. However, all of these coupon sizes are what you can see on screen and not on the print.

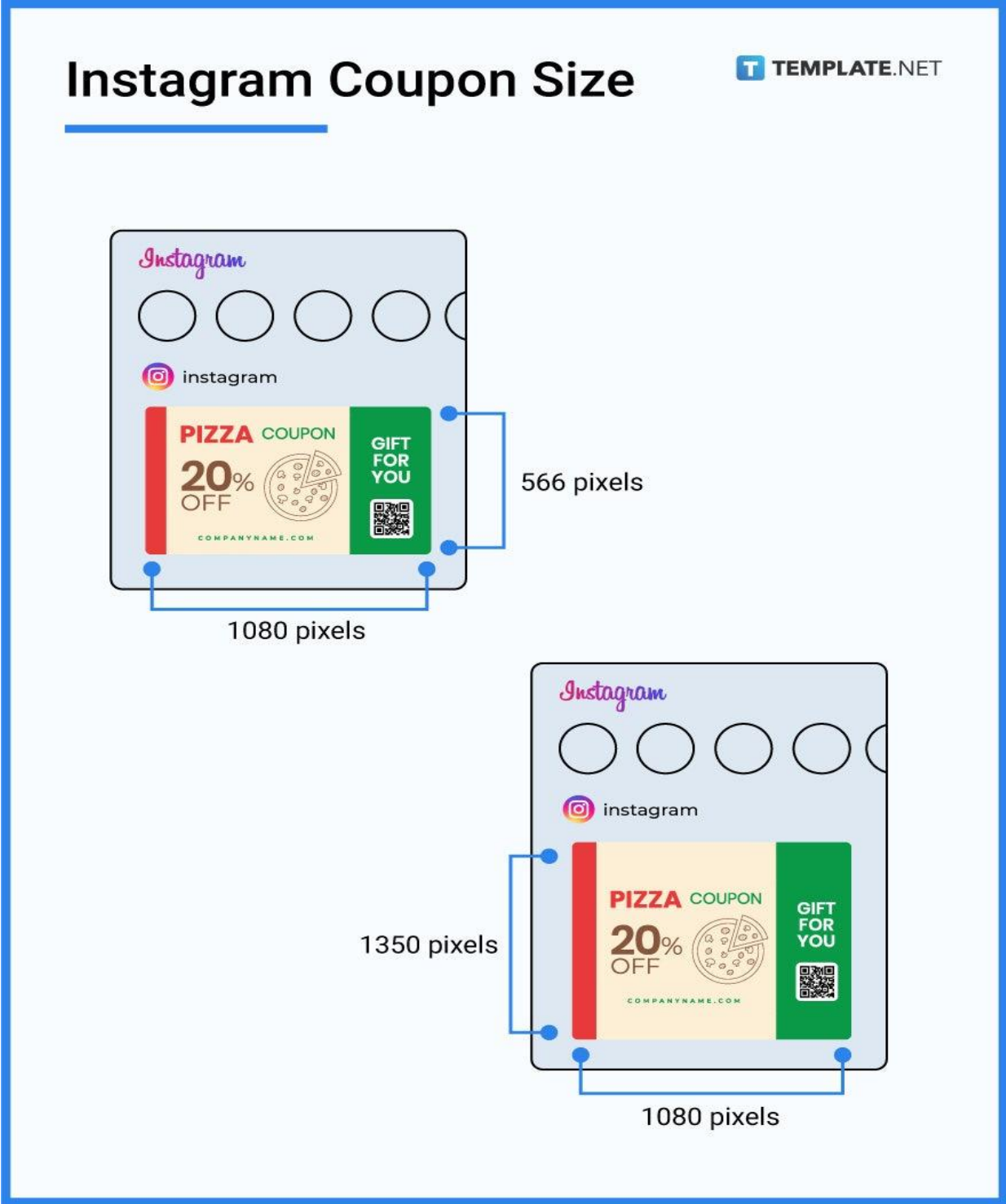
Facebook Coupon Size

Facebook coupons, also known as "Facebook ad coupons," are actually quite selective since these are only distributed to certain advertisers through an email notification or direct deposit. These can look tiny on mobile devices but are relatively larger on computers. It's highly recommended to upload a resolution of 1080 by 1080 pixels, or 2743.2” by 2743.2” in dpi.



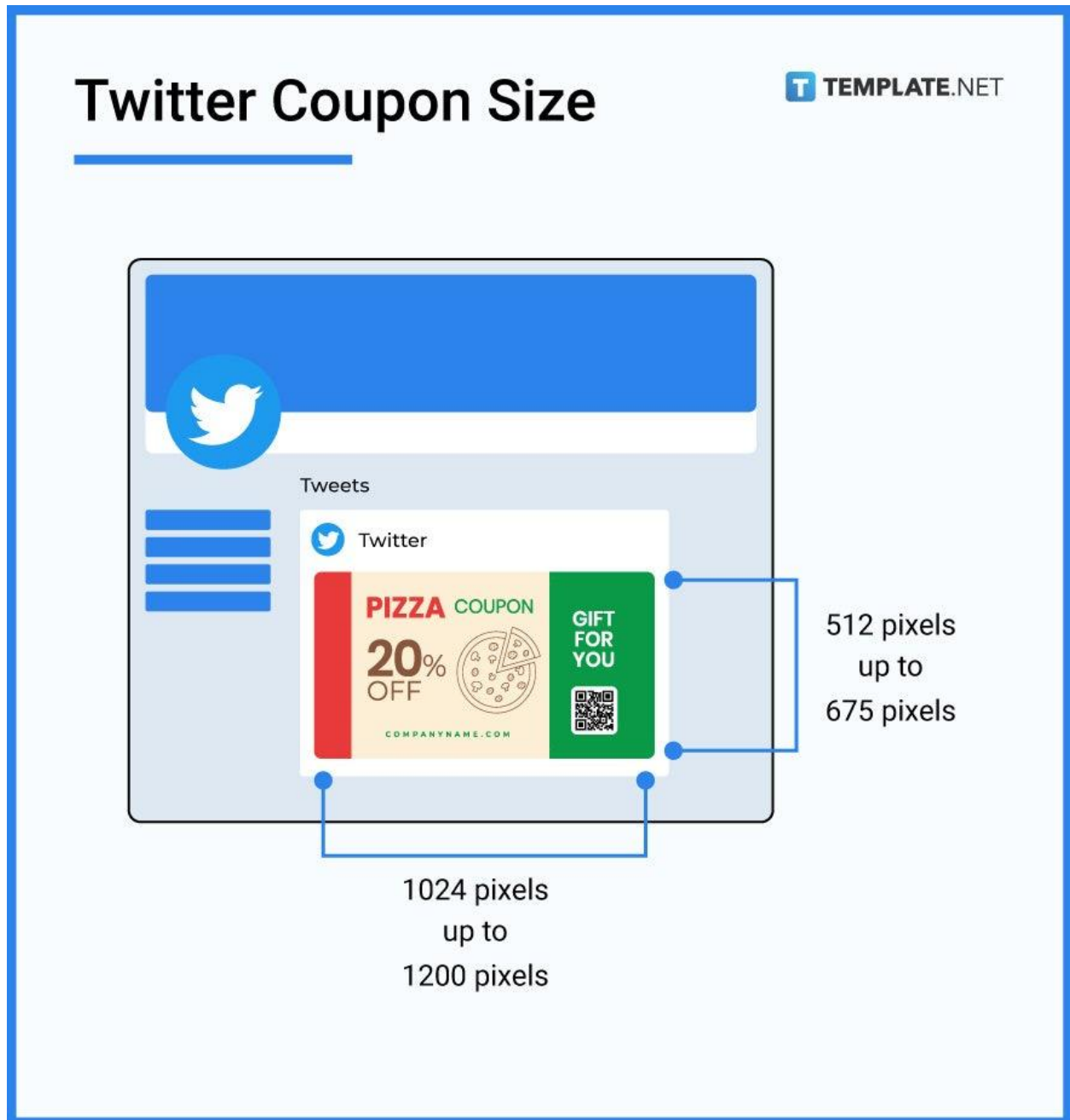
Instagram Coupon Size

Uploading coupon sizes on Instagram will follow the standard sizes the site offers. You can either go for 1080 by 566 pixels for a rectangular one or 1080 by 1350 pixels for a square one.



Twitter Coupon Size

Coupons on Twitter typically come in 1024 by 512 pixels. However, you can opt for a larger image of about 1200 by 675 pixels. Furthermore, you can upload coupons in PNG, JPEG, or GIF file formats on the site.



Coupon Sizes for Print

Standard Size: 3” by 6” or 76.2 mm by 152.4 mm — This standard size for coupons is the type you can find in books or magazines. This size is also perfect for capturing a potential consumer with its large print.

Small Size: 2.5” by 6” or 63.5 mm by 152.4 mm — Small-sized coupons are available in businesses such as boutiques, luxury stores, shopping malls, grocery stores as well as local businesses and are offered to both new consumers and loyal customers.

Business Card Size: 5.8” by 8.3” or 147.32 mm by 210.82 mm — This is the smallest standard size for coupons and is very trendy, considering that you can easily insert these in your purse or wallet.

4 Bar Size: Artwork Size: 5.125” by 3.75” / **Trimmed Size:** 4.875” by 3.5” — This type of coupon follows the sizes for response cards, thank you notes, and smaller note cards. This means that the coupons following this size come off as more personalized and are given to loyal customers or subscribers only.

5 x 3.5 Size: Artwork Size: 5.25” by 3.75” / **Trimmed Size:** 5” by 3.5” — Coupons of this size are typically for special events or save-the-dates coupons.

A2 Size: Artwork Size: 5.75” by 4.5” / **Trimmed Size:** 5.5” by 4.25” — These coupons are great for announcements, especially for a seasonal sale. This type usually comes folded and is uniquely placed in an A2 or 5-1/2 baronial envelope for loyal customers.

A6 Size: Artwork Size: 6.5” by 4.875” / **Trimmed Size:** 6.25” by 4.625” — Although this size is typically used for distributing flyers, businesses and brands also use the same size for promotional coupons. Coupons of this size could also be folded since the brand or business could add other information about their products or services.

A7 Size: Artwork Size: 7.25” by 5.25” / **Trimmed Size:** 7” by 5” — These coupons are used as ‘tickets’ considering that the size follows the regular ticket size. These are perfect for businesses offering traveling discounts or transporting services.

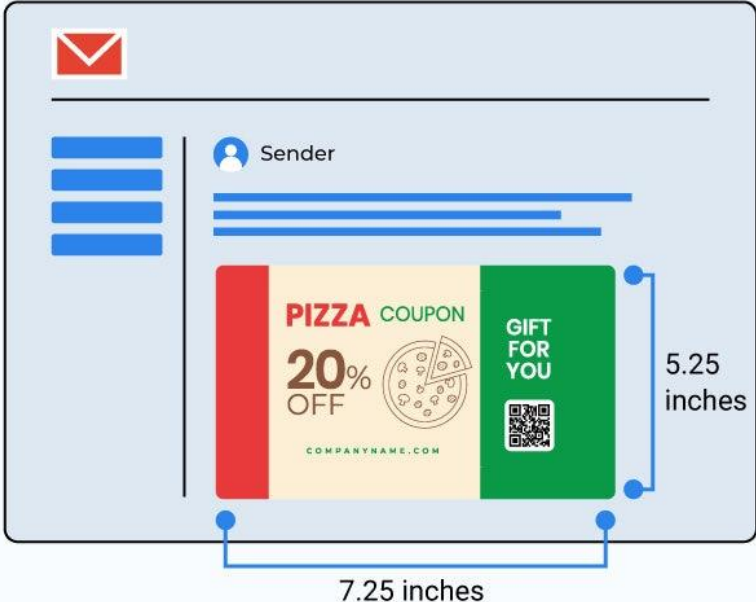
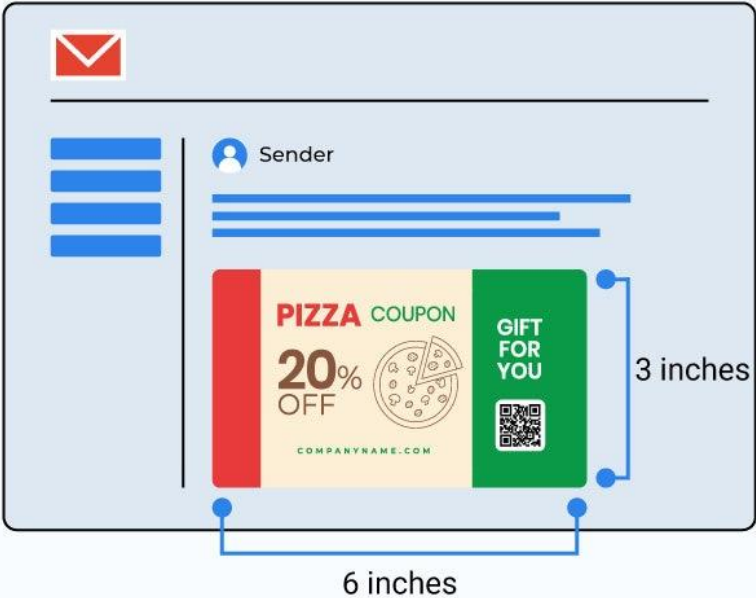
Coupon Sizes for Print

TYPES OF COUPON	SIZE (in)
Standard Size	3" by 6"
Small Size	2.5" by 6"
Business Card Size	5.8" by 8.3"
4 Bar Size	5.125" by 3.75"
5 x 3.5 Size	5.25" by 3.75"
A2 Size	5.75" by 4.5"
A6 Size	6.5" by 4.875"
A7 Size	7.25" by 5.25"

Coupon Sizes for Email

When sending coupons through emails, you must consider which websites to distribute them to. Editing your coupons by following the standard size 3" by 6" / 76.2 mm by 152.4 mm or the A7 size, 7.25" x 5.25", could work out well.

Coupon Sizes for Email



Coupon Sizes for Business

Businesses and brands alike share the same sentiments when it comes to printing and sending coupons. The following sizes, such as the business card size, 5.8” by 8.3” / 147.32 mm by 210.82 mm, or the 4 Bar Size, 5.125” x 3.75” / 4.875” x 3.5” are very much recommended.

Coupon Sizes for Business

8.3 inches

5.8 inches

PIZZA COUPON

20% OFF

GIFT FOR YOU

COMPANYNAME.COM

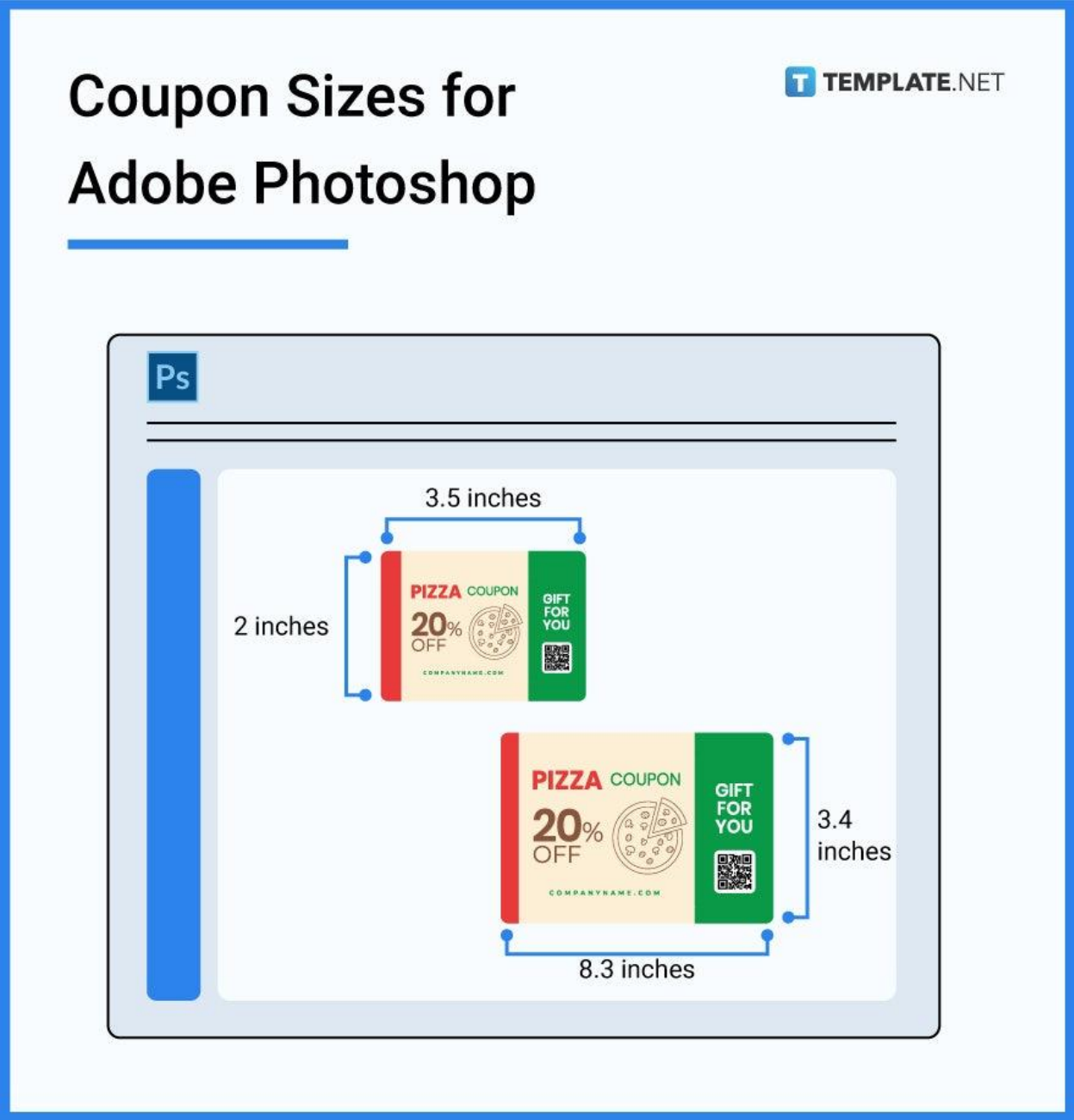
5.125 inches

3.75 inches

T TEMPLATE.NET

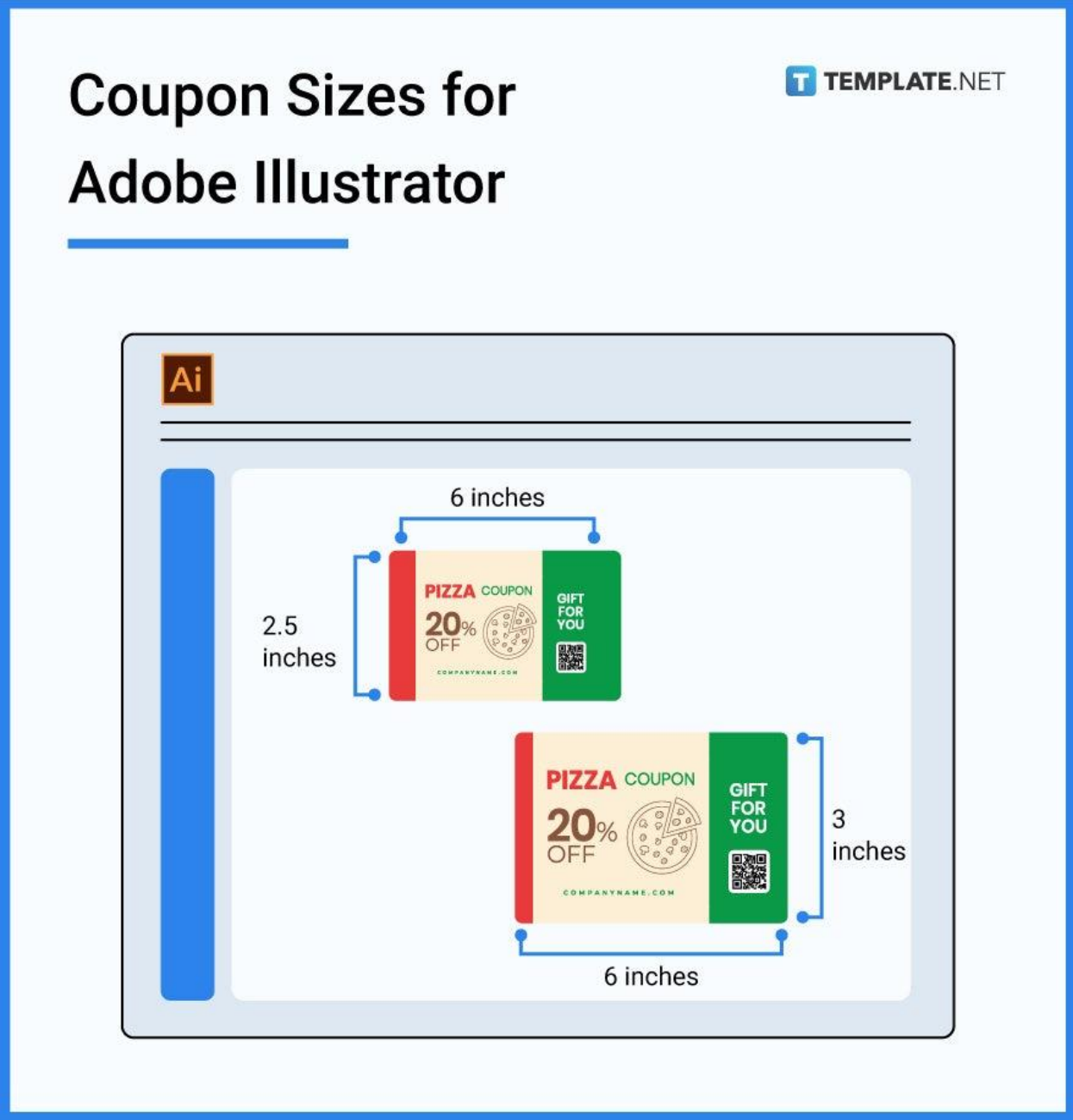
Coupon Sizes for Adobe Photoshop

Editing coupons using Adobe Photoshop may be different since we are considering other design elements yet to be placed in the coupon. The usual size used by graphic designers would be 8.3” by 3.4 / 210 mm by 99 mm or 8.5” by 4” / 215 mm by 101 mm if opting for a larger print. For a smaller print, you can have 3.5” by 2” / 88.9 mm by 50.8 mm.



Coupon Sizes for Adobe Illustrator

When using Adobe Illustrator in designing coupons, you can choose any of the standard coupon sizes as aforementioned since these are the common sizes used by brands and businesses, considering that these are very easy to print and distribute. Such sizes are; the standard size: 3” by 6” or 76.2 mm by 152.4 mm or the small size: 2.5” by 6” or 63.5 mm by 152.4 mm.



Coupon Sizes FAQs

What Is the Normal Size for a Coupon?

The regular size for a coupon follows a 3” by 6” or 76.2 mm by 152.4 mm long.

What Is the Size Coupon in Microsoft Word?

The size of a coupon edited in Microsoft Word can be any of the dimensions mentioned above. However, the most regularly used business card size is 5.8” by 8.3” or 147.32 mm by 210.82 mm.

What Is the Size of the Image Coupon?

The typical size of an image coupon is A7, with an artwork size of 7.25” by 5.25” and a trimmed size of 7” x 5”.

How to Change the Coupon Size Using Photoshop?

Open the Adobe Photoshop application, click the “File” menu, scroll down to enter your dimensions, enter the “Width” and “Height” blank tabs with your desired number, select “Inches” from the two drop-down menus, then click “OK” to check your canvas.

What is the Font Size for the Fine Print on a Coupon?

The font size for the fine print section of a coupon usually ranges between 11-15 points.

What Size of Coupon is Used in Mac?

Coupons edited in mac usually follow a dimension of 2.5” by 6” or 63.5 mm by 152.4 mm.

How to Make a Coupon using Pixel Sizes?

Open inches to pixel converters found in Google, type in your preferred sizes (in inches), then the equivalent pixel sizes will appear in no time.

What is the Dimensions of Coupon?

The most popular dimensions of a coupon are 2.5 x 6 inches.

How to Increase the Size of a Coupon in Illustrator?

Use the "Selection Tool", click and drag one of the handles to scale the image, then try holding the shift button while scaling to lock its aspect ratio.

What Is the Effective Resolution of a Coupon?

The most effective resolution of a coupon recommended by graphic designers would be 300 DPI; however, if you want a much higher resolution of 8 million pixels, you might need to go for 3840" by 2160" inches.