



A highly versatile and refined paper, Advocate® strikes the optimal balance between bulk, weight and optical properties for postage-sensitive catalogers and publishers. Advocate® is engineered for higher bulk and lighter weight. Advocate Enhanced Hi-Bulk (EHB) gives a 4 lb. bulk advantage, and not only have we introduced the lightest weight C2S sheet produced in North America but we also offer a dull finish option with our HW Advocate offset products. Higher bulk, lower weight, great optical properties and superb press performance—Advocate® helps defend your position in the marketplace.

## 5 | advocate®

### PRODUCT OPTIONS

ADVOCATE® GLOSS OFFSET  
 ADVOCATE® EHB GLOSS OFFSET  
 ADVOCATE® DULL OFFSET  
 ADVOCATE® GLOSS ROTO  
 ADVOCATE® HI-BULK GLOSS ROTO

RECYCLED  
 FSC MIXED  
 PEFC

### IT'S SIMPLE.

Excellence in all things is our goal at Verso, and we believe that supreme excellence is simplicity. That's why we want to make your experience with us simple: from inquiries to purchasing — from the performance of our paper on press to meeting your sustainability goals. Doing business should be simple.

**Verso simple.™**

### EXPERIENCE

Verso's award-winning products and services bring an extensive array of paper, experience and support to your print project. Advocate is just one of the many papers in our portfolio available to meet the needs of magazine publishers, catalogers, advertisers and commercial print producers. Our expansive product line allows us to remain flexible enough to support any movement or change in paper stock you may require. Wherever your print requirements take you, we have a paper that will provide the visual appeal and impact essential for exceeding your business goals.

### ENVIRONMENTAL BENEFITS

- This product is available PEFC (PwC-COC-319), SFI or FSC (SW-COC-002775) certified.
- Recycled content is available upon request.
- Environmentally-friendly ultra-lightweight choices use fewer raw materials while providing the same high-quality print surface.

### FEATURES AND BENEFITS

- A market leader in its category, Advocate delivers outstanding printability and exceptional performance.
- Available in an extensive range of basis weights for both offset and rotogravure versions.
- Advocate offset available in gloss and dull finishes.
- Matching offset and gravure allows for cost-effective customization.
- EHB provides a lighter weight sheet with the same feel and show-through characteristics associated with sheets that are 4 lbs. heavier.
- Ultralightweights allow postal savings due to lower distribution costs.
- Broad manufacturing platform provides flexibility, reliability and responsiveness.
- Consistent product quality between manufacturing facilities.

### RECOMMENDED APPLICATIONS

- Weekly Magazines
- Monthly Magazines
- Catalogs
- Direct Mail
- Free-standing Inserts/Coupons

### SOLUTIONS

From your Verso partners:

- E-commerce
- New Product Innovation
- Technical Services
- Breadth of Product Line
- Gravure Expertise
- Industry Knowledge
- Environmental Stewardship
- Sample Center Customer Services
- Marketing and Sales Resources

In addition to these capabilities, Verso's product families are supported by an extensive manufacturing, distribution and service network of mills across the U.S. This enables us to process and deliver orders with remarkable speed, quality and reliability.



# advocate®

**ADVOCATE® GLOSS  
OFFSET**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
24	69	82	38
26	69	83	40
28	70	86	40
30	70	86	42
32	70	87	45
34	71	88	48
36	71	89	48
38	72	89	50
40	72	90	50

**ADVOCATE® EHB GLOSS  
OFFSET**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
28	70	87	42
30	71	88	45
32	71	89	48
34	72	89	50
36	72	90	48

**ADVOCATE® DULL  
OFFSET**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
36	72	91	30
38	72	92	30

**ADVOCATE® GLOSS  
ROTO**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
28	71	86	49
30	72	87	50
32	72	88	52
34	72	88	55
36	72	89	55
38	72	89	55
40	72	89	55

**ADVOCATE® HI-BULK GLOSS  
ROTO**

WEIGHT	BRIGHTNESS	OPACITY	GLOSS
32	72	89	55
34	72	89	55



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