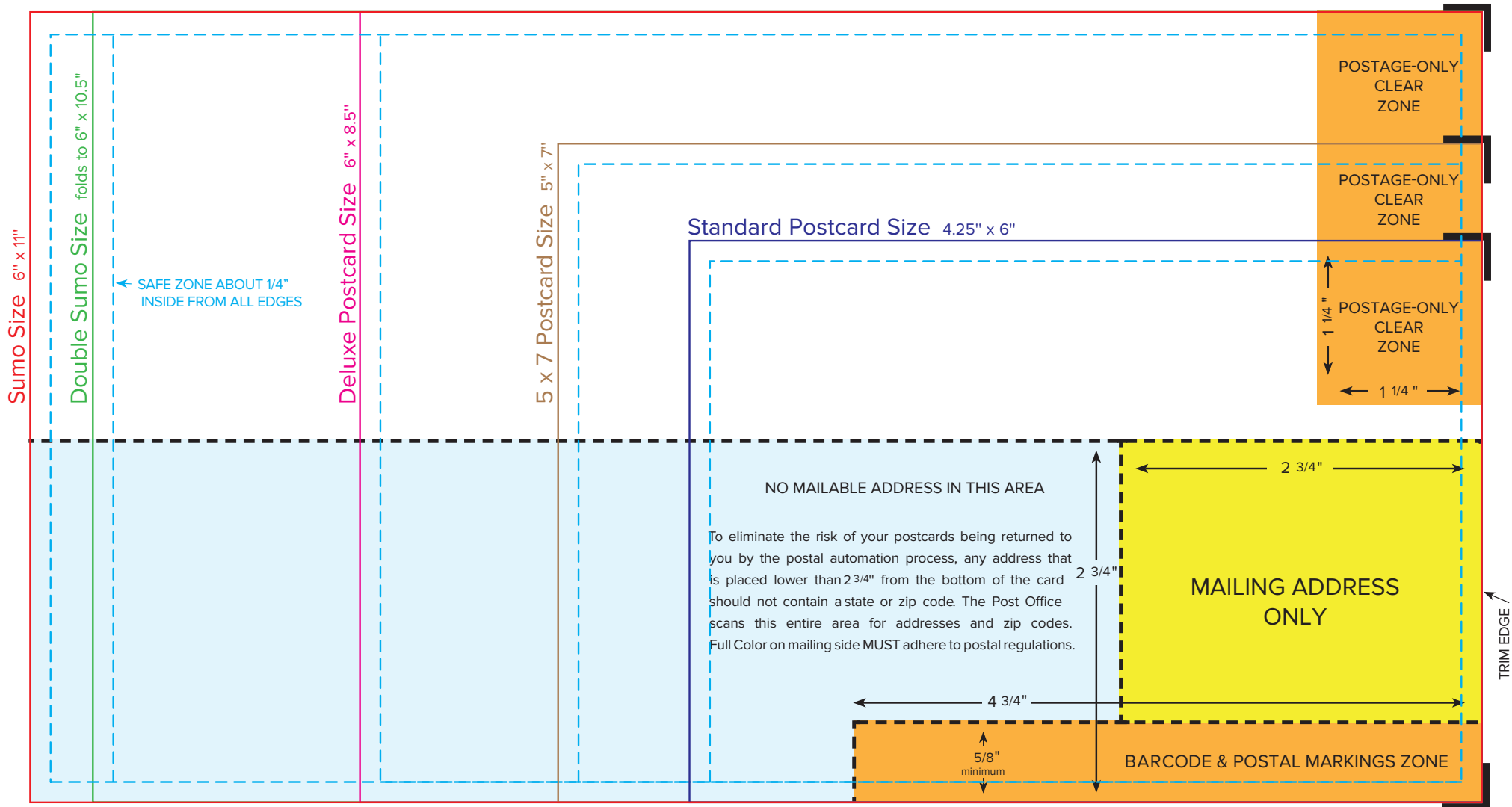# Postcard Postal Guidelines

This mailing template represents the current USPS postal requirements and these requirements allow for the proper USPS automated handling of your postcards. Please make sure your layout complies with this template. More info may be found on the USPS website.

GUIDELINES FOR FOLDED POSTCARD

- The mailing section must be on an **EXTERIOR** panel.
- The fold must be positioned at the bottom, with the open edge at the top.
- For a tri-fold, the mailing section must be on Panel 2 *(the middle panel)* of the exterior.
- Panoramic products must have the fold on the right *(leading edge)* and open on the left

Sumo Size 6" x 11"

Double Sumo Size folds to 6" x 10.5"

← SAFE ZONE ABOUT 1/4" INSIDE FROM ALL EDGES

Deluxe Postcard Size 6" x 8.5"

5 x 7 Postcard Size 5" x 7"

Standard Postcard Size 4.25" x 6"

POSTAGE-ONLY CLEAR ZONE

POSTAGE-ONLY CLEAR ZONE

POSTAGE-ONLY CLEAR ZONE

1 1/4"

1 1/4"

NO MAILABLE ADDRESS IN THIS AREA

To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 3/4" from the bottom of the card should not contain a state or zip code. The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side MUST adhere to postal regulations.

2 3/4"

2 3/4"

MAILING ADDRESS ONLY

4 3/4"

5/8" minimum

BARCODE & POSTAL MARKINGS ZONE

TRIM EDGE

NOTE THE SHADED AREAS

If you are mailing your cards, the orange shaded areas should be clear of any text. Also, the mailing address should not extend into the light blue area.
The mailing address is the only text allowed in the yellow area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less.