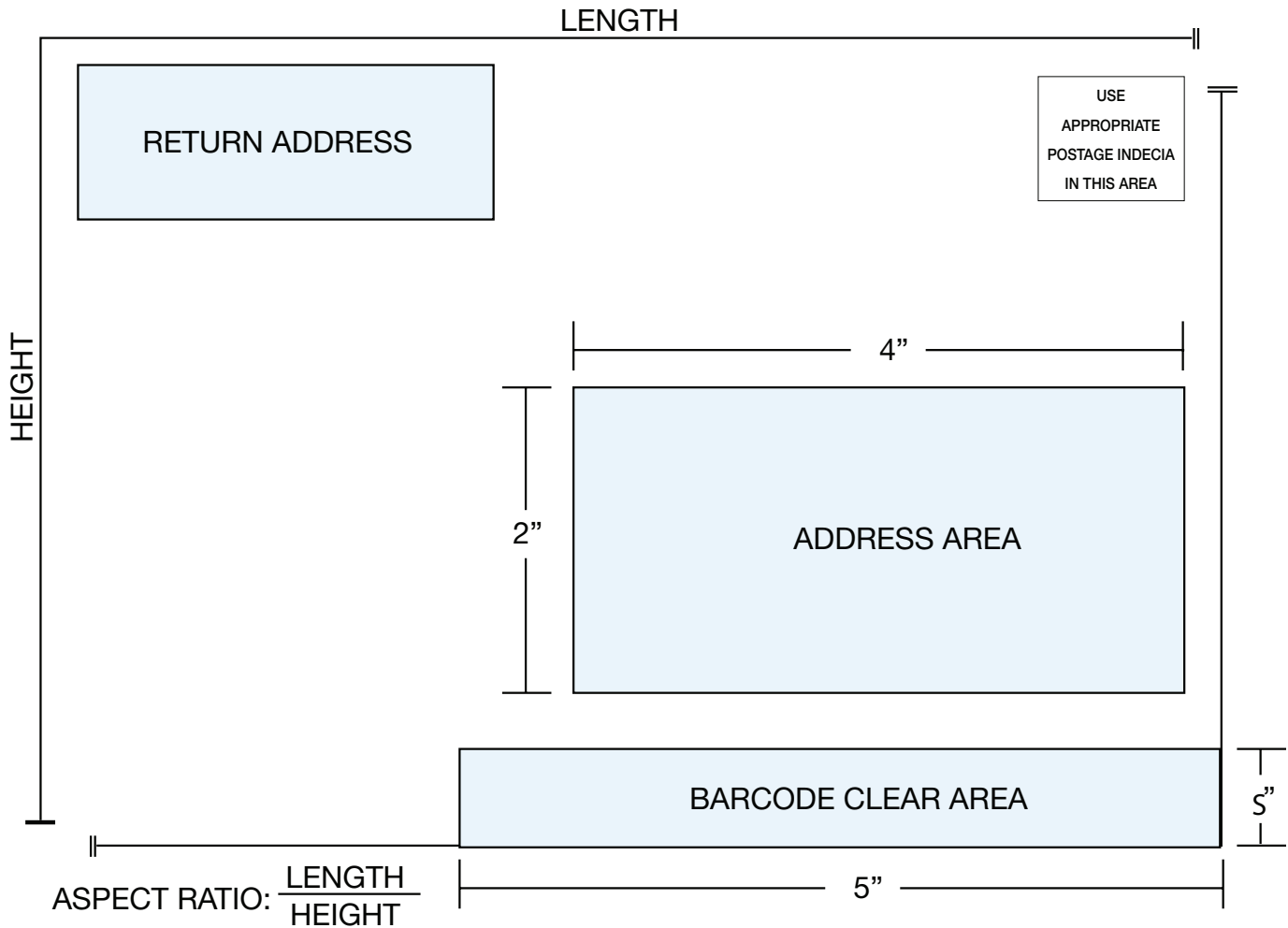




Postcard Design Specifications



POSTAL SPECIFICATIONS CHART

	MIN	MAX
First Class Postcards		
Height	3.5"	4.25"
Length	5"	6"
Thickness	.007"	.016"
Letter Sized Postcards (all classes)		
Height	3.5"	6.125"
Length	5"	11.5"
Thickness	.009"	.25"
Flat Postcards		
Height	3.5"	12"
Length	5"	15"
Thickness	.009"	.75"

Aspect Ratio: Your postcard must have an aspect ratio of 1.3 to 2.5. The aspect ratio is simply a number calculated by taking the length of your mail piece and dividing it by the height. The length of the card is the side that is parallel to the addressee's name.

Text Free Areas: The Address Area and Barcode Clear Area must be completely free of any text (though graphics are permitted).

Contrast: The Address Area background must be white or a light color.

Paper Stock: When using glossy stock, have your printer send us a sample for testing.

Coating: Address Area must be completely free of UV or aqueous coatings.

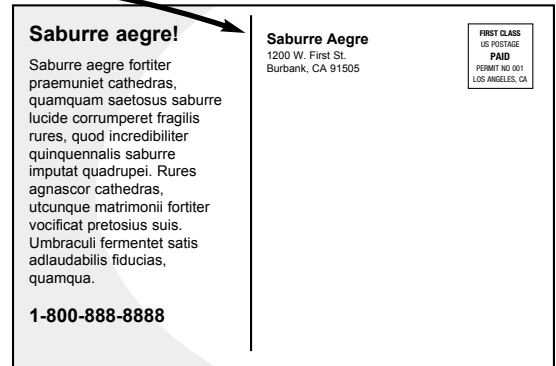
Fax Us a Proof: Fax us a copy of your artwork before you print so we can look it over to help ensure it will meet guidelines.

turn over for common postcard mistakes →

Common Postcard Mistakes

The Line Down the Middle

A lot of designers use the line down the middle to help divide the text and the addressing portions of the card. This is not inherently wrong. But just remember that 4" is needed from this line to the edge of the card, to have enough space for the barcode. By leaving this line off the card, you usually buy yourself a little extra room for addressing.

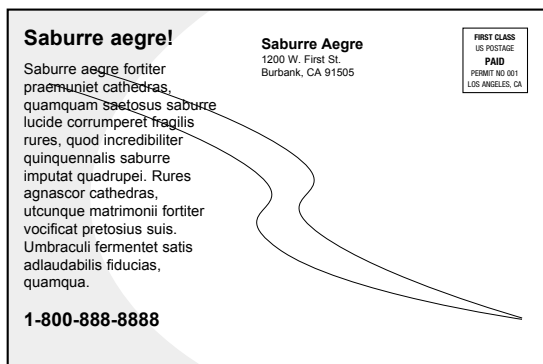


The Blank Permit Box

Don't forget to put the permit information on your mail piece. Many times we see customers start with a blank box and then forget to fill it in with the appropriate permit information. If this happens, we need to hand affix permit labels, which is time consuming and costly.

The Square Piece

A square postcard may look cool, but it will not run through the Postal Service's automation machines. This will cost you extra in postage and take longer for delivery. Make sure that you follow our guidelines regarding your postcard's aspect ratio during the design phase of your next direct mail project.



The Ultra Coating

Printers will often add a UV coating or aqueous coating to your mail piece – sometimes without even asking. If your printer is going to add a coating to your postcard, make sure that they leave the address area uncoated. Otherwise the piece will require labels, which will impact the appearance and cost you additional money.