



SMARTPRESS

# DIRECT MAIL POSTCARD

*Finished Product Size: 7" wide by 5" high*

**SAFE MARGIN** - Your file needs to include a **0.125" safe margin necessary for production**. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. More information on Cutting Tolerance can be found on our website: [support.smartpress.com/print-file-preparation/cutting-tolerance](https://support.smartpress.com/print-file-preparation/cutting-tolerance)

**CUT LINE (FINISHED SIZE)** - This is where your artwork will be trimmed.

**BLEED** - Your file needs to include a **0.125" bleed necessary for production**. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance that there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. More information on bleeds can be found on our website: [support.smartpress.com/print-file-preparation/bleeds-borders](https://support.smartpress.com/print-file-preparation/bleeds-borders)

Smartpress  
950 Lake Drive  
Chanhasen, MN 55317

**Postage Area**

(if using a stamp, Return  
Address is required)

**MAILING AREA**

0.5"

**ADDRESSING AREA** - Account for at least 3.5" x 1.75"  
somewhere within this area.

0.5"

**BARCODE** - The Intelligent Mail barcode is about 2.625" and  
can be included in the address block if there is at least 3.5" of  
horizontal space available in the address area. If the barcode  
is not included in the address block, it will be placed across  
the bottom of the card, toward the right side corner.

0.625"

**Barcode**

4.75" x 0.625"