## Postcard Mailing Guidelines

Please follow these guidelines for postcard mailing. Postcards must be at least $3-1 / 2$ " tall by 5 " long. To qualify for First Class rates, it can be no larger than $4-1 / 4$ " tall by 6 " long; for Standard rates, no larger than $6-1 / 8$ " tall by 11-1/2" long.

The blue line marks the "safe area". It is $1 / 16$ " inside the edge of your printed envelope. You should never put any wording, logos, or other important art closer than $1 / 16$ " from the edge, or it may get trimmed.

in the addressing and barcode areas. This allows for easier scanning by machines and reading by postal workers.
This is the Address area of the postcard. To qualify for the best postage rates, your entire address block must be inside this area. This area is $1 / 2^{\prime \prime}$ from the left and right edge of the card, $3 / 4^{\prime \prime}$ from the bottom, and is $2-1 / 8^{\prime \prime}$ tall.
Other things can also appear in this space. Just make sure you leave at least a $1 / 8^{\prime \prime}$ gap around the address block.

$$
\begin{aligned}
& \text { 1/8" }+ \text { Name } \\
& 123 \text { Address St. } \\
& \text { City, ST, 00000-1234 }
\end{aligned}
$$

Return Address should be
Return Address should be
$1 / 4$ " from the top and left
$1 / 4$ " from the top and left
side of the mailer.

This gray area represents the postcard.

Please note: There should be no more than $7 \%$ of ink coverage

The Barcode is about 3" wide. If it does not appear in the address block, it must appear in this area, and have at least $1 / 8$ " of clear space to its left, right, and top.

1/8" Alternate Barcode Area: There is an alternate area for the postal barcode. If there is a horizontal space of at least $3-1 / 2^{\prime \prime}$, the barcode can go underneath the addressing info.

