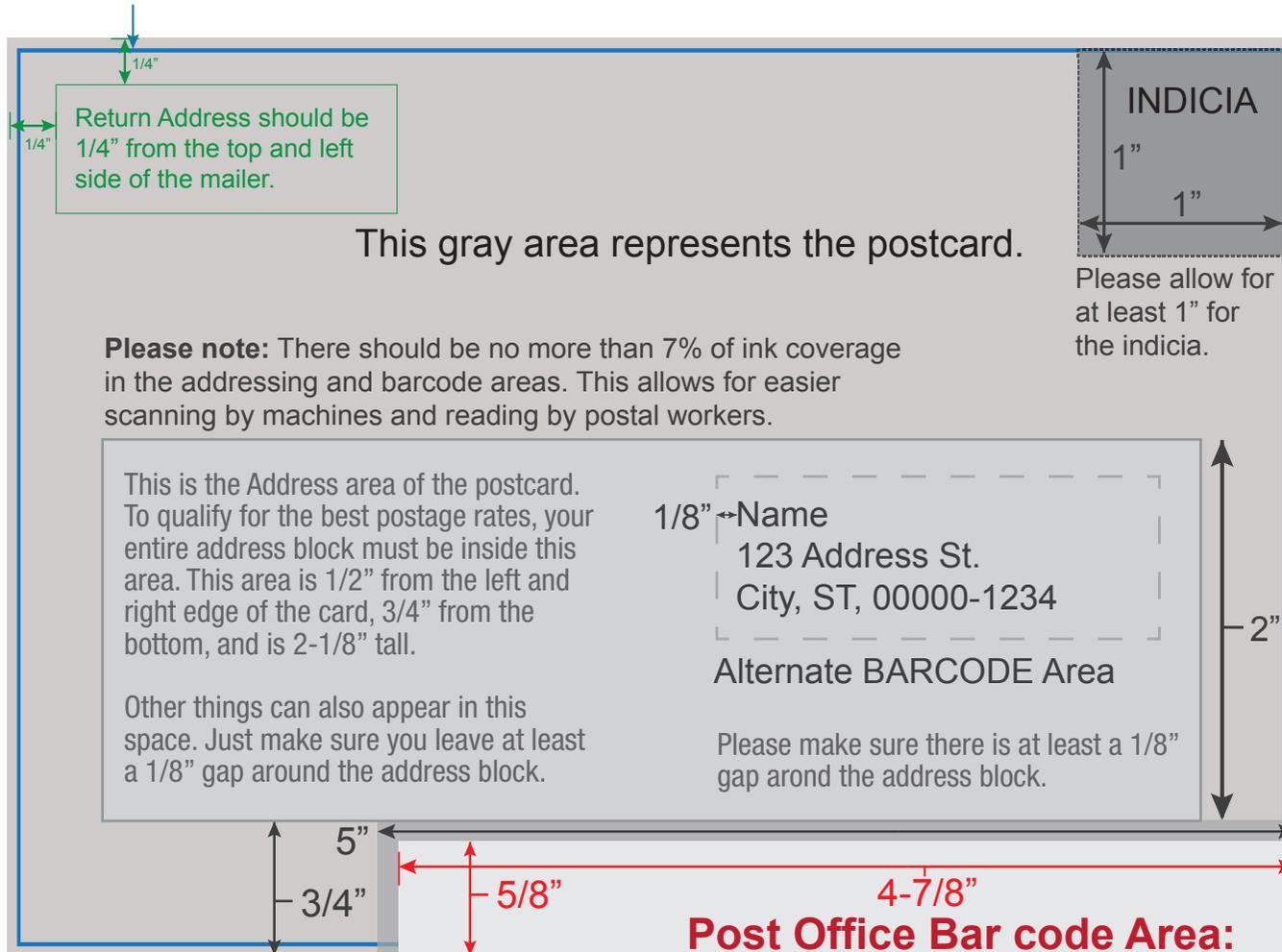


# Postcard Mailing Guidelines

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.



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", the barcode can go underneath the addressing info.

