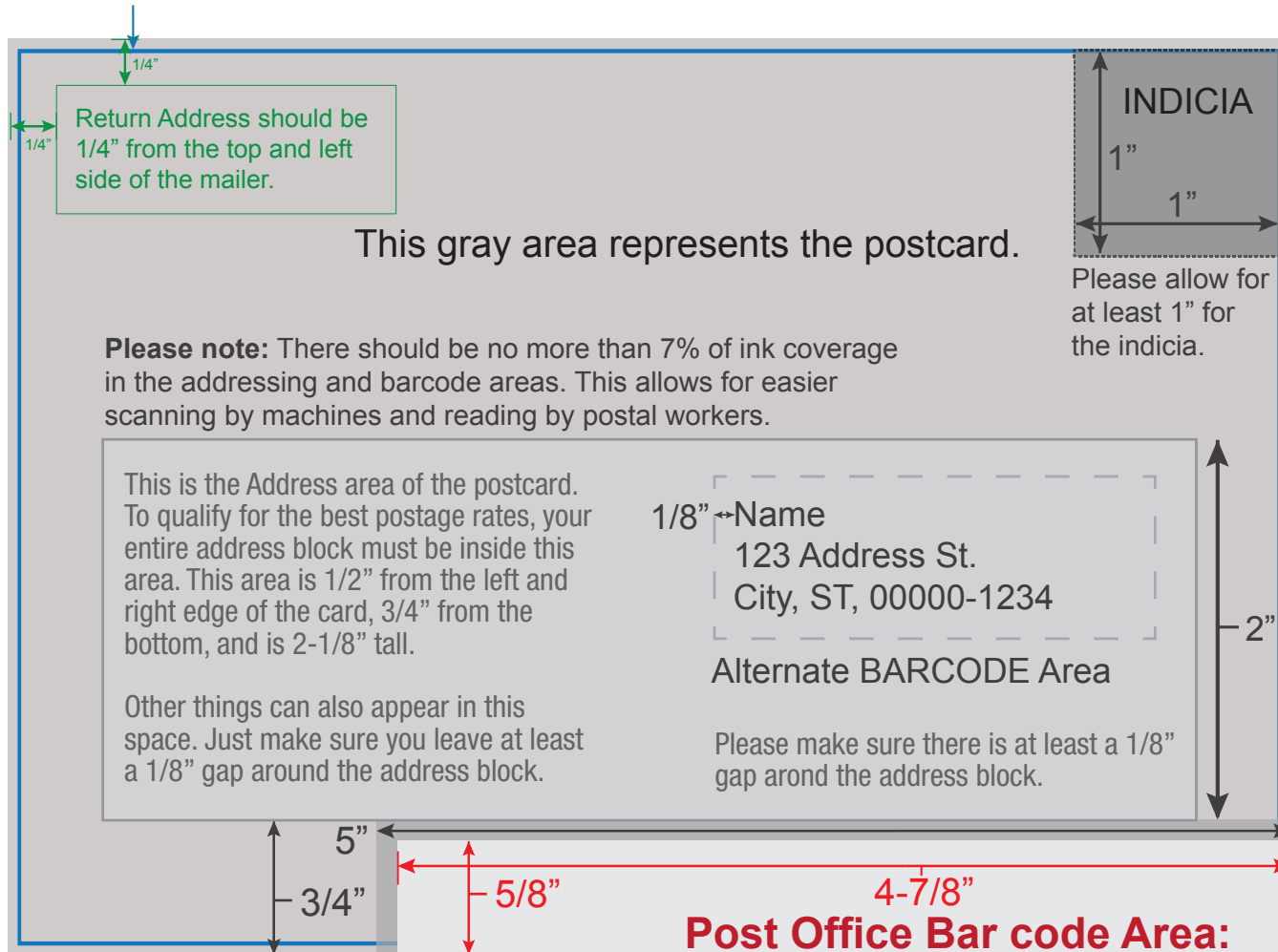


Postcard Mailing Guidelines

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.



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.

