Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template. Valid as of 2015.

**Mailer Placement for Folded Products**

- Sumo Size: 6" x 11"
- Double Sumo: folds to 6" x 10.5"
- Deluxe Postcard: 6" x 8.5"
- 5 x 7 Postcard: 5" x 7"
- Standard Postcard: 4.25" x 6"

**Aspect Ratio**

For custom card sizes, the dimensions of the mailing piece must have an aspect ratio between 1.3 and 2.5. To find the aspect ratio: divide the length of the piece by height. The resulting number must be more than 1.3 and less than 2.5.

**Mailing Address Placement**

- For folded products, the mailing section must be on an exterior panel. The fold must be positioned at the bottom, with the open edge at the top. On a tri-fold, the mailing section must be on Panel 2 (the middle panel) of the exterior. Panoramic products must have the fold on the right (leading edge) and open on the left.

**Postal Guide**

If you are mailing your cards, the shaded areas should be clear of any text. The mailing address is the only text allowed in this area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less. Unless instructed otherwise, we will automatically comply with these guides when typesetting your card.

**Postage Clear Zone**

2 3/4" minimum

**Bar Code and Postal Markings Area**

Full Color on mailing side MUST adhere to postal regulations.

**Avoid the Shaded Areas**

To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 3/4" from the bottom of the card should not contain a state or zip code. The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side MUST adhere to postal regulations.

**Align Address Area and Barcode Area with Lower Right Corner of Mailing Panel**

**Align Indicia Area with Top Right Corner of Mailing Panel**

**Trim Edge**

**Bleed Edge**