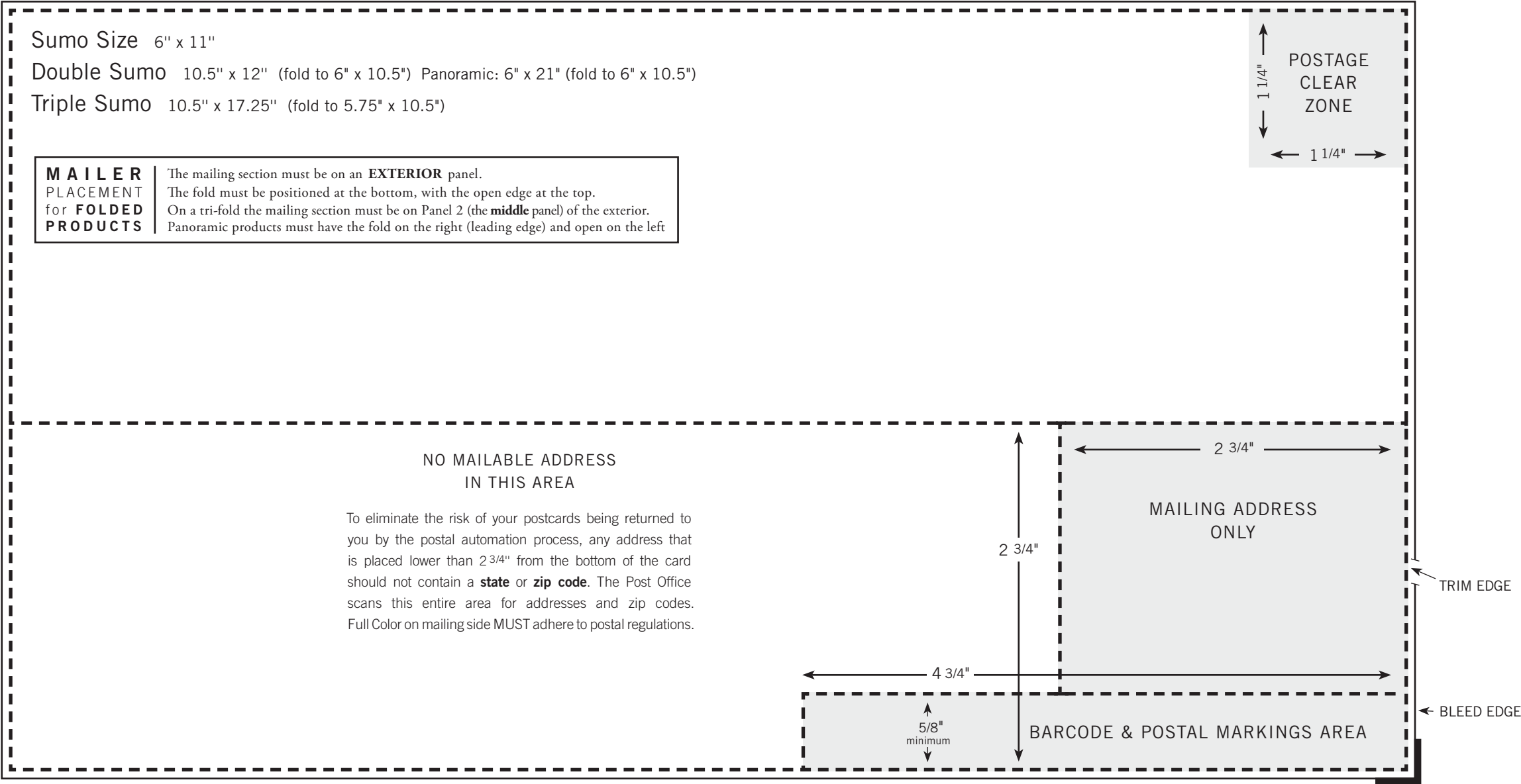# Postal Guide

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.

Sumo Size 6" x 11"

Double Sumo 10.5" x 12" (fold to 6" x 10.5") Panoramic: 6" x 21" (fold to 6" x 10.5")

Triple Sumo 10.5" x 17.25" (fold to 5.75" x 10.5")

POSTAGE CLEAR ZONE

1 1/4"

1 1/4"

MAILER 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

NO MAILABLE ADDRESS IN THIS AREA

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.

2 3/4"

2 3/4"

MAILING ADDRESS ONLY

TRIM EDGE

4 3/4"

BLEED EDGE

5/8" minimum

BARCODE & POSTAL MARKINGS AREA

ALIGN WITH LOWER RIGHT CORNER OF MAILING PANEL

AVOID THE SHADED AREAS

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.