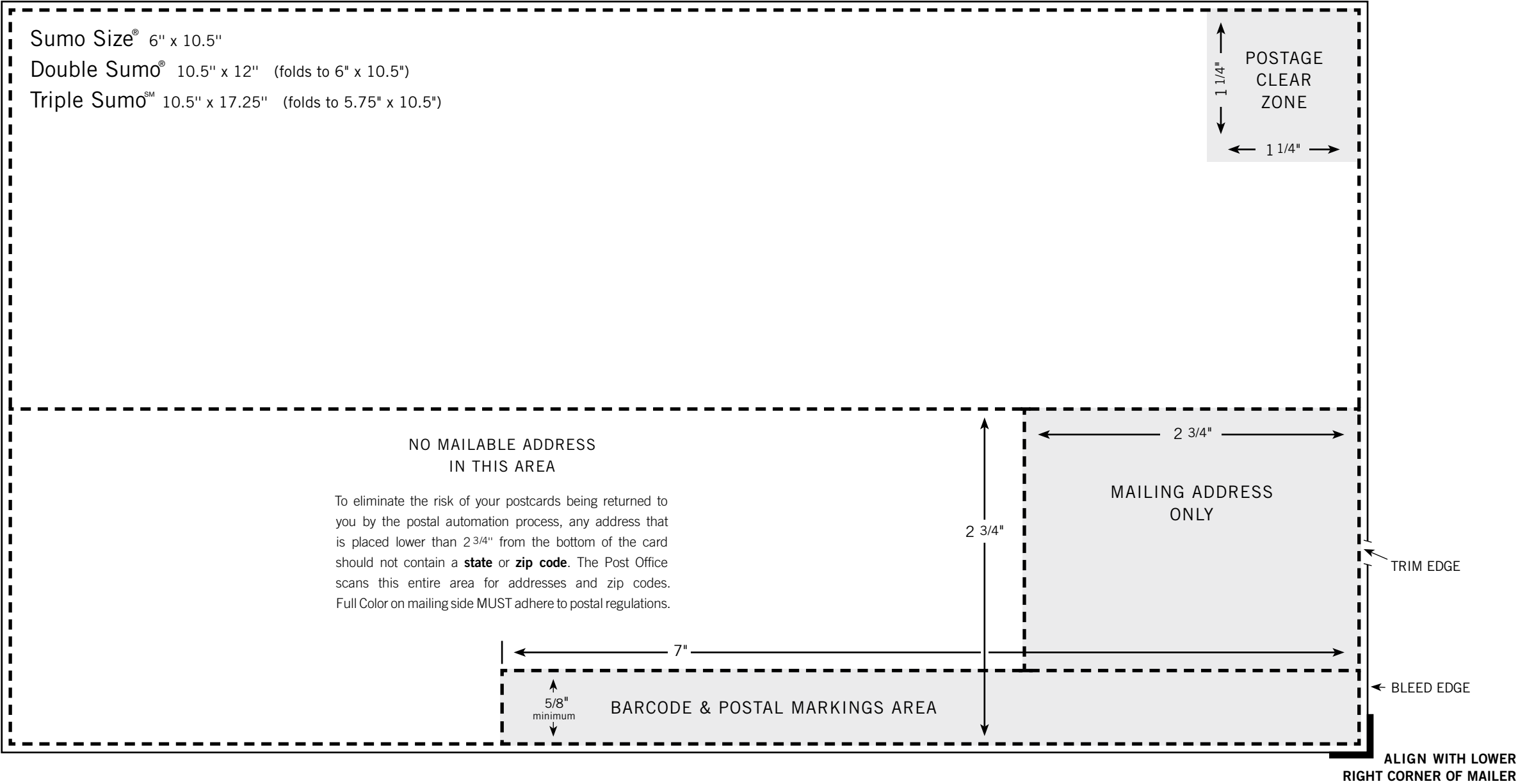# Postal Guide

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 11/2012.

Sumo Size® 6" x 10.5"

Double Sumo® 10.5" x 12"   (folds to 6" x 10.5")

Triple Sumo℠ 10.5" x 17.25"   (folds to 5.75" x 10.5")

POSTAGE CLEAR ZONE

1 1/4"

1 1/4"

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"

MAILING ADDRESS
ONLY

2 3/4"

TRIM EDGE

7"

BLEED EDGE

5/8"
minimum

BARCODE & POSTAL MARKINGS AREA

**ALIGN WITH LOWER
RIGHT CORNER OF MAILER**

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.* **IF WE ARE MAILING YOUR CARDS, THIS GUIDE MUST BE FOLLOWED.**

MAILER PLACEMENT | *To avoid increased postage, the mailing panel must be on the exterior with the fold at the bottom (opening at the top). On a tri-fold the mailing section must go on either Panel 1 or Panel 2 (of the exterior).*

modern postcard