

Danger Zone - Important layout elements in this area may appear too close to trim.

← **SAFE ZONE** - All important elements should be within this area.
This is also the minimum border width.

← **TRIM LINE**

← **BLEED** - All elements including borders should extend to the bleed line.

**INDICIA
CLEAR
ZONE**

**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.

**MAILING ADDRESS
ONLY**

BARCODE & POSTAL MARKINGS AREA