

# FRONT OF POSTCARD

**BLEED**

SAFE ZONE



# BACK OF POSTCARD - AUTOMATED

**BLEED**

**SAFE ZONE**

**FOR AUTOMATED POSTAGE RATES, OR VARIABLE MAILINGS (>200 PIECES) PLEASE KEEP ALL AREAS IN LAVENDER CLEAR OF ART OR TEXT.**

Please, include your data column headers in a separate layer with << >> around each field as shown to the right.

You may include up to four lines in the addressing area, using 10 to 12 pt font.

Please, remember to include all fonts in packaged file, including any used in Photoshop or Illustrator.

Avoid the use of ligatures. **TURN OFF LIGATURES IN DEFAULT SETTINGS.**

**RETURN ADDRESS HERE**

no less than 4pt font in upper 1/3<sup>rd</sup> of mailing area.

Clear Space = 1.75" x 1.0"

**INDICIA**

Maximum Size:  
1.5" x .75"

Minimum Size:  
.5" x .5"

Keep art .25" away from Indicia

**CASS CERTIFIED ADDRESSING AND BARCODING AREA**

<<Title>> <<First Name>> <<Last Name>>  
<<Company>>  
<<Street Address>>  
<<City>>, <<State>> <<ZIP>>

barcode area, DDI will input



The text box itself must be less than or equal to 3" wide.  
This is not the clear space.

**CLEAR SPACE** required for Automated Processing indicated by Purple Area  
3.75" x 2.75"

**DO NOT place any color, or artwork 3.75" as measured from the right edge and 2.75" as measured from the bottom.**

4" minimum from bottom

2.75" minimum for addressing from bottom

# BACK OF POSTCARD - STAMPED

**BLEED**

**SAFE ZONE**

**FOR 1ST CLASS STAMP,  
OR VARIABLE MAILINGS  
(<200 PIECES)  
PLEASE KEEP ALL AREAS  
IN LAVENDER CLEAR OF  
ART OR TEXT.**

Please, include your data column headers in a separate layer with << >> around each field as shown to the right.

You may include up to four lines in the addressing area, using 10 to 12 pt font.

Please, remember to include all fonts in packaged file, including any used in Photoshop or Illustrator.

Avoid the use of ligatures. Turn off ligatures in default settings.

Clear Space = 3" x .75"

Keep art .25" away from clear space



**RETURN ADDRESS  
HERE**  
no less than 4pt font in  
upper 1/3<sup>rd</sup> of piece.

**ADDRESSING AREA**

**MINIMUM CLEAR SPACE** suggested by DDI  
indicated by Purple Area  
for Addressing

USPS Requires 4.75" x .625"

**DO NOT** place any color, or artwork 4.75" as measured from the right edge  
and .625" as measured from the bottom.

