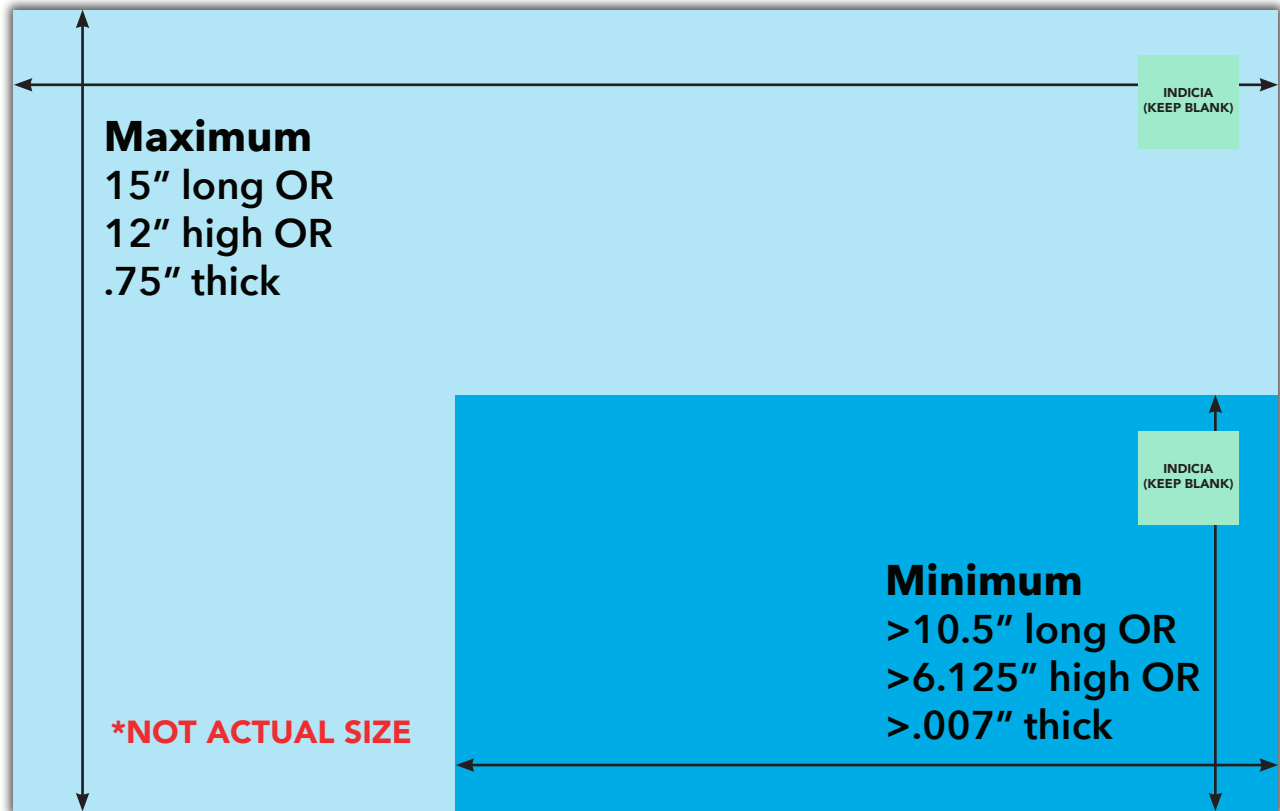


EDDM

Specifications and Guidelines



- Rectangular with four square corners or with finished corners that do not exceed a radius of .125" (1/8 inch).
- **Minimum Size:** Must be more than 10.5" long, or more than 6.125" high, or more than .007" thick.
- **Maximum Size:** Must not be more than 15" long, or more than 12" high, or more than .75" thick.
- **Weight:** Cannot weigh more than 3.3 ounces.
- No text or important graphics within .25" from any edge.
- Colors need to be CMYK.
- All graphics should be 300 dpi.
- On the INDICIA side, leave room in the top right for postage indicia.
- Underneath the indicia add either, "**Local Postal Customer**" if the postcard is being mailed to both businesses and residences, or "**Residential Customer**" if the postcard is being mailed to only residences.