



- The postcard is two-sided.
- Final cut size is 12 in. x 4 in. Final size with bleed is 12.25 in x 4.25 in.
- Do not include any printer's marks.
- All files must be CMYK 4-color process and high resolution (300 ppi).
- All images, artwork, and fonts must be embedded in the final PDF file.
- On one side, add "LOCAL POSTAL CUSTOMER" if the postcard will be mailed to both businesses and residences, or "LOCAL RESIDENTIAL CUSTOMER" if the postcard will be mailed to only residences.
- On the same side, add an indicia stamp above and to the right of the address block.
  1. Indicia text must be at least a 4 point font size. See example above for text to include and capitalization rules to follow.
  2. Stamp area must be at least .6 in. x .6 in. in size and must fit in the area 1.625 inches from the right edge and 1.375 inches from top edge. Leave at least 1/8 inch of space around the top and right edge.