

EDDM POSTCARD

Final Cut Size: 8 in. x 6.5 in.

PRSRT STD ECRWSS U.S.POSTAGE PAID

SAFE ZONE

Keep all text, logos, and important images within the blue box. Also known as the margins. Set margins to 0.25 in.

TRIM ZONE

Size of finished card. Anything that extends beyond the trim zone into the bleed zone will be cut off. Set the width and height of the document to final cut size.

BLEED ZONE

All background images or colors should extend to the bleed line to allow artwork to run to the edge of the final cut card. Set bleeds to 0.125 in.

ADDRESS BLOCK

Insert the following text:
LOCAL POSTAL CUSTOMER
(if mailing to both businesses and residences). Or:
LOCAL RESIDENTIAL CUSTOMER
(if mailing only to residences).
If landscape design, text must be on right half of card.
If portrait design, text must be on top half of card.

NOT ACTUAL SIZE

- The postcard is two-sided.
- Final cut size is 8 in. x 6.5 in. Final size with bleed is 8.25 in x 6.75 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. Black border around indicia must be included.
 - 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.