

PRSRT STD  
ECRWSS  
U.S.POSTAGE  
**PAID**  
EDDM Retail

LOCAL XXXXX  
CUSTOMER

# EDDM POSTCARD TEMPLATE

Final Cut Size: 12 in. x 4 in.

## 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 LABEL

*Insert the following text below the indicia:*

LOCAL POSTAL CUSTOMER

*(if mailing to both businesses and residences)*

Or:

LOCAL RESIDENTIAL CUSTOMER

*(if mailing only to residences).*

REMOVE THIS TEMPLATE BEFORE EXPORTING FINAL FILE