

# EDDM POSTCARD TEMPLATE

Final Cut Size: 9 in. x 6.5 in.

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

LOCAL XXXXX  
CUSTOMER

## SAFE ZONE

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

## 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.

REMOVE THIS TEMPLATE BEFORE EXPORTING FINAL FILE