



- The postcard is two-sided.
- Final cut size options:
 1. 8 in. x 6.5 in. Final size with bleed is 8.25 in. x 6.75 in.
 2. 9 in. x 6.5 in. Final size with bleed is 9.25 in. x 6.75 in.
 3. 12 in. x 4 in. Final size with bleed is 12.25 in. x 4.25 in.
 4. 17 in. x 11 in. Final size with bleed is 17.25 in. x 11.25 in.
 5. 17 in. x 11 in. Final size with bleed is 17.25 in. x 11.25 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, leave a blank area for the indicia stamp.
 - 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.
- Below the indicia area, 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.