

EDDM POSTCARD TEMPLATE
Final Cut Size: 17 in. x 11 in.
with Coupon

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.

Indicia
stamp area

LOCAL POSTAL
CUSTOMER
(or LOCAL RESIDENTIAL CUSTOMER)

INDICIA

On the outer, middle panel, add the indicia area, plus either:
LOCAL POSTAL CUSTOMER or
LOCAL RESIDENTIAL CUSTOMER.

GUTTERS

Keep all text, logos and images outside of the gutters unless your design is intended to do so.

GUTTERS

REMOVE THIS TEMPLATE BEFORE EXPORTING FINAL FILE