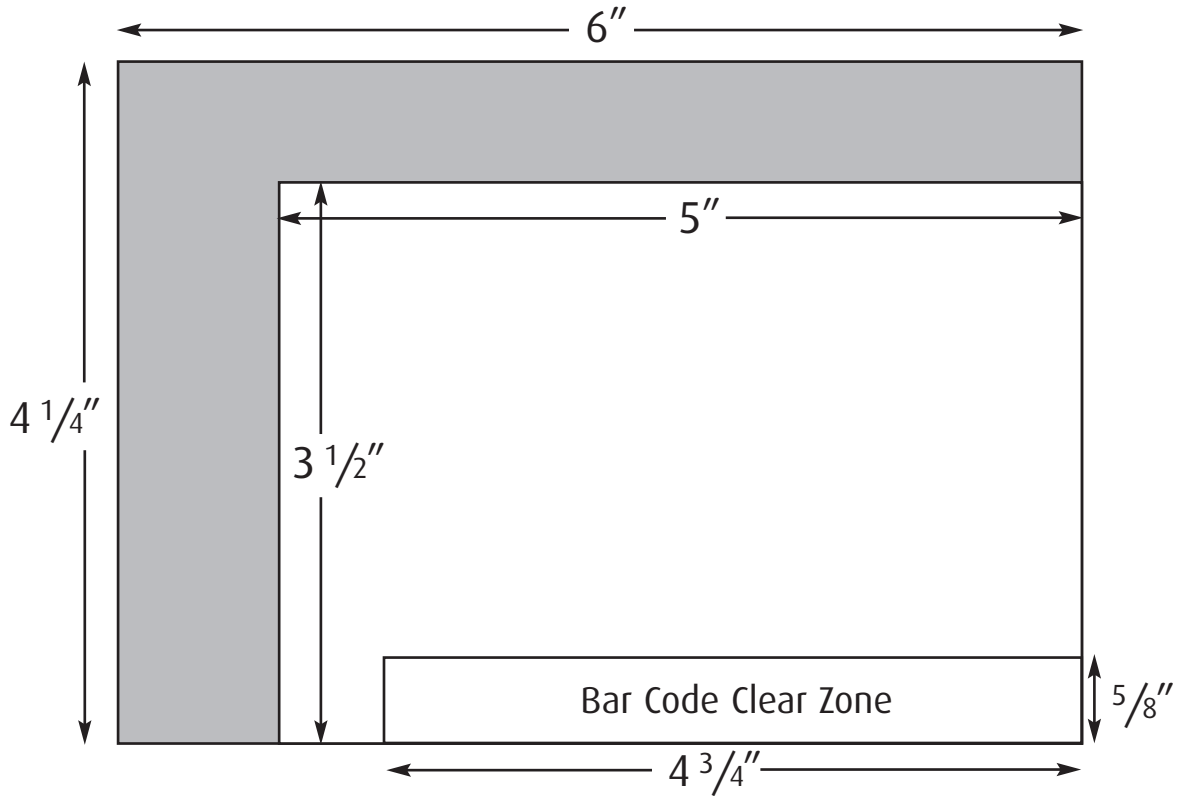


Postcard Mailing Specifications



Bar Code Clear Zone is where postal bar code may be sprayed.
Do not place text in this zone.

Minimum Size 3 1/2" x 5"

Maximum Size 4 1/4" x 6"

Automation Aspect Ratio

Length divided by height must be between 1.3 and 2.5. If outside this aspect ratio, cannot mail at automation rates and subject to surcharges.

Minimum Thickness 7 pt

Maximum Thickness 16 pt

Address Block Clear Area

Minimum 1 1/4" x 3 5/16"
 Preferred 1 1/4" x 4"

Address Block Position

Minimum from left or right 3/8"
 Minimum from bottom 1/2"
 Maximum from bottom to top of block 4"
 Address block must run horizontal

Bar Code Specs

Minimum distance to any type or printing, except address lines 1/8"
 Minimum distance to address lines 1/25"
 Minimum from left or right 1/2"
 Minimum from bottom 5/8"
 Maximum from bottom to top of bar code 3 7/8"

