## Postal Guide

This mailing template reflects current postal requirements and these requirements allow for the proper automated handling of your postcards. Please make sure your layout complies with this template. Valid as of 2015.

- **MAILER** | The mailing section must be on an **EXTERIOR** panel.
- PLACEMENT The fold must be positioned at the bottom, with the open edge at the top.
- for **FOLDED** On a tri-fold the mailing section must be on Panel 2 (the **middle** panel) of the exterior.
- **PRODUCTS** Panoramic products must have the fold on the right (leading edge) and open on the left

Sumo Size 6" x 11"

**ASPECT** RATIO For custom card sizes, the dimensions of the mailing peice must have an aspect ratio between 1.3 and 2.5. To find the aspect ratio: divide the length of the peice by height. The resulting number must be more than 1.3 and less than 2.5.

> ALIGN INDICIA AREA WITH TOP RIGHT CORNER OF MAILING PANEL

Double Sumo folds to 6" x 10.5"	Deluxe Postcard 6" x 8.5"		POSTAGE CLEAR ZONE
	5 x 7 P	ostcard 5" x 7"	
		Standard Postcard 4.25" x 6"	POSTAGE $\downarrow$ CLEAR ZONE $\downarrow$ $\downarrow$ $\downarrow$ $\downarrow$ 11/4"
		NO MAILABLE ADDRESS IN THIS AREA To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 <sup>3/4"</sup> from the bottom of the card should not contain a <b>state</b> or <b>zip code</b> . The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side MUST adhere to postal regulations.	
, , , , ,		♦ 5/8" minimum ¥ BARCODE & POSTAL	MARKINGS AREA

AVOID THE **SHADED** A **REAS** If you are mailing your cards, the shaded areas should be clear of any text. The mailing address is the only text allowed in this area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less. Unless instructed otherwise, we will automatically comply with these guides when typesetting your card.

ALIGN ADDRESS AREA AND BARCODE AREA WITH LOWER RIGHT CORNER OF MAILING PANEL

