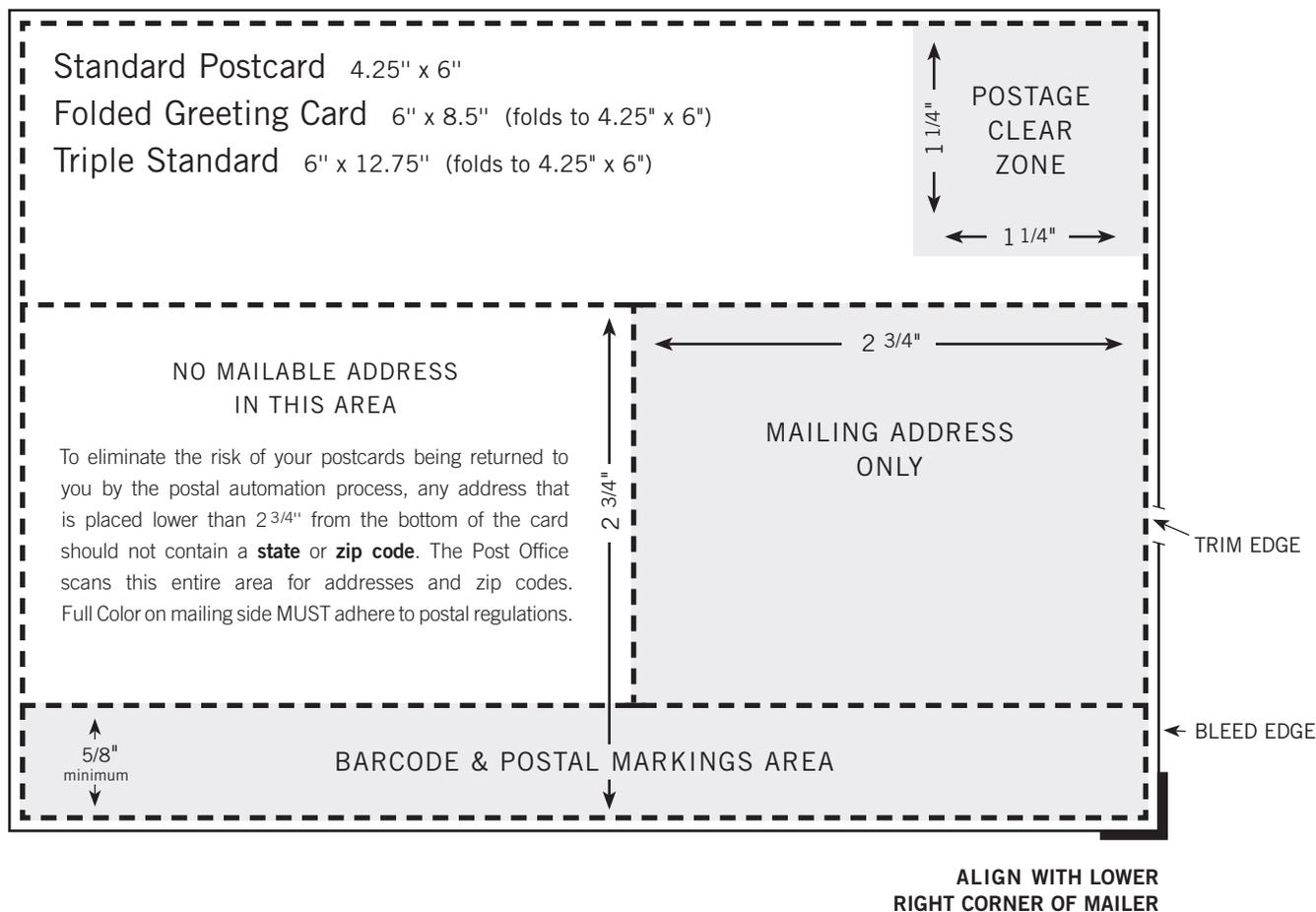


Postal Guide

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 10/2005.



MAILER PLACEMENT | Please remember to place the mailing section on an **EXTERIOR** panel, if ordering a folding product. On a tri-fold the mailing section must go on either Panel 1 or Panel 2 (of the exterior).

AVOID THE SHADED AREAS | 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. **IF WE ARE MAILING YOUR CARDS, THIS GUIDE MUST BE FOLLOWED.**