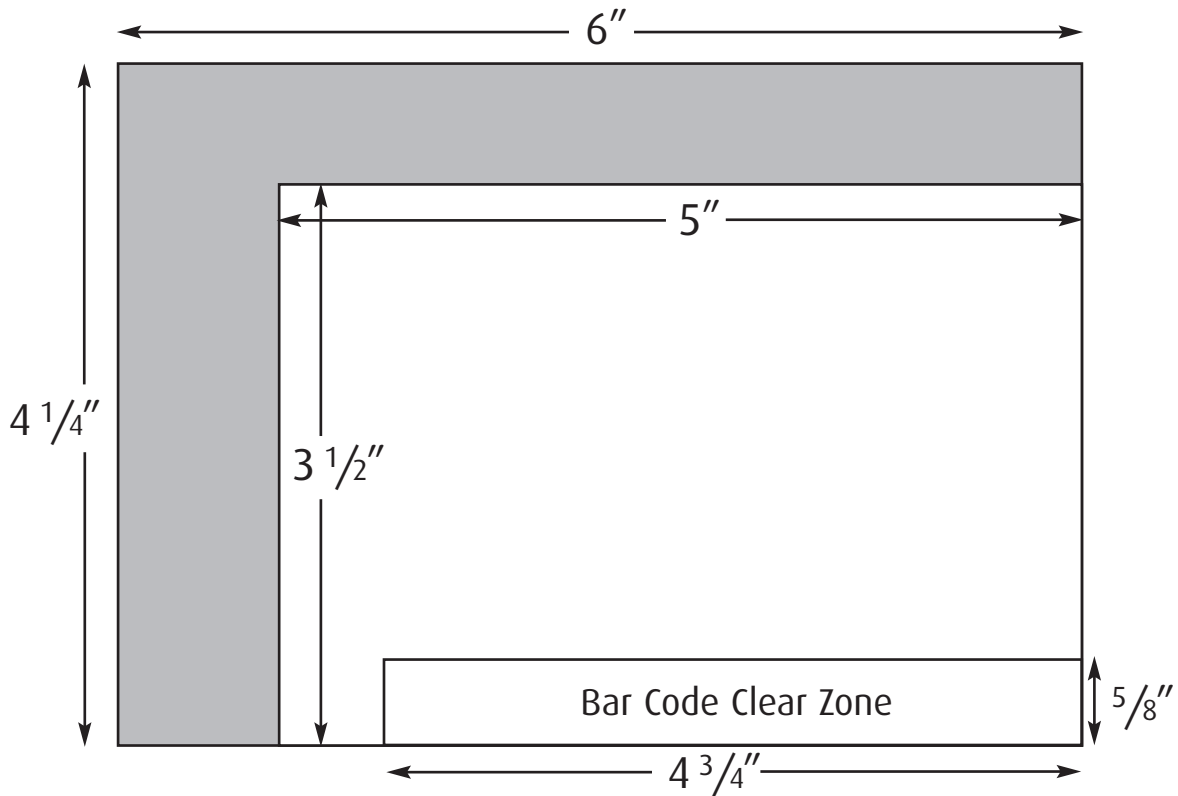


Postcard Mailing Specifications



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"