



## WE PREFER PRINT-READY PDFS.

### PLEASE DOUBLE-CHECK THE FOLLOWING:

- ✔ All fonts should be embedded or outlined
- ✔ All images should be 300 ppi
- ✔ All colors should be CMYK, not RGB
- ✔ Only use PMS colors if printing with spot inks
- ✔ Black areas should use 40/30/30/100 build
- ✔ Small black type should be 0/0/0/100

## INSTRUCTIONS

This die and final document size must not be manipulated or altered in any way. Additional charges will be added if your final file doesn't line up correctly to this die, or if you forget to delete this layer.

All artwork should extend to the **green bleed line**, which extends 1/8" beyond the **trim line**. The **blue lines** represent the "safe area", keeping any important text out of the way of folds and cuts, which is 1/8" inside the **trim or fold line**. There should be no text or artwork inside the **orange lines**. Visual representation of all lines are shown in the guide below.

 **Safe Area for Text**

 **No Artwork Here**

 **Bleed Line – Extent of Artwork**

 **Trim Line**

# FRONT

**POSTAGE  
CLEAR  
ZONE**

# BACK

**NO MAILABLE ADDRESS, STATE, OR ZIP CODE BELOW THIS LINE.**

The Post Office checks this area for addresses and zip codes. To be sure that your postcards won't be returned to you by the postal automation process, any address placed below this line should not contain a state or zip code.

**THIS AREA SHOULD ONLY CONTAIN  
THE MAILING ADDRESS.**

This area should be clear of any text,  
images, or background color.