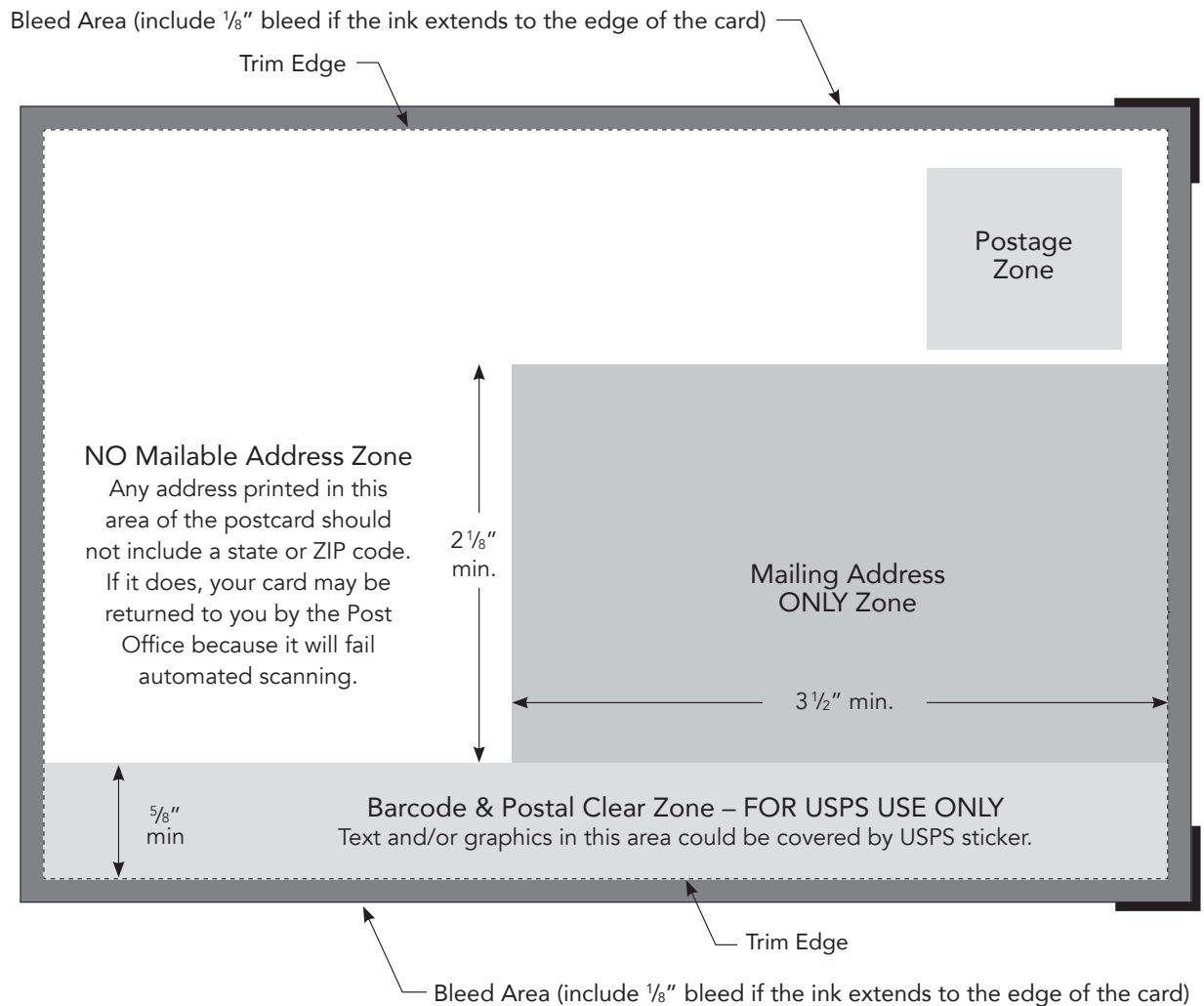


# 4x6 Postcard Layout Guide



EXTEND YOUR  
reach

To ensure your layout conforms to postal regulations for automated mailings, use this template when designing the mailing side of your First-Class postcard.



## Design Elements & Backgrounds

You should avoid the use of background colors or photographic images and vertical lines in or near the lighter shaded areas. Those types of elements might interfere with the scanner's ability to read the postal bar code, causing a white label to be applied in the "Barcode & Postal Clear Zone" to serve as a clean base for an added barcode and adversely affecting the look of your postcard.

## Acceptable Final Files

- **InDesign** – "Package" the design (File > Package) and include all images and fonts. Images should be a minimum of 200 dpi at 100% size on the card.
- **PDF** – Output a Press Quality PDF (300dpi) and include crop marks, bleed marks, and use document bleed settings.