

For best results, any objects that do NOT print to the edge of the card should be kept out of this area.

# 8.50 x 5.50 postcard: Mail side

1/4-INCH "SAFE ZONE"

Postal Indicia area:  
allow for minimum  
1/2-inch square

<return address area...  
... if used>

PR SRT STD  
U.S. POSTAGE  
**PAID**  
KANSAS CITY, MO  
PERMIT NO. 2826

Dotted black line represents the final,  
trim size of the card

SPACE RESERVED FOR  
ADDRESSING

4.00" wide x 1.50" tall

For best results, any objects that do NOT print to the edge of the card should be kept out of this area.

## 8.50 x 5.50 postcard: Non-mail side

**Preferred art format:** .pdf

**Resolution:** 300dpi

**Bleed allowance:** 1/8-inch minimum

**“Safe Zone” for non-bleed elements:** 1/4-inch from trim edge

**Final artwork dimensions (including 1/8” bleed):** 8.75” wide x 5.75” tall

1/4-INCH “SAFE ZONE”

Dotted black line represents the final,  
trim size of the card



Example of object/image  
that “bleeds”; image  
extends 1/8-inch PAST  
the document/trim edge;  
ANYTHING you want to  
print to the edge of the  
card must extend  
1/8-inch past the final  
document size



BLEED ALLOWANCE: minimum of 1/8-INCH (note... any objects extending into this bleed area WILL be cut off during final trimming →)