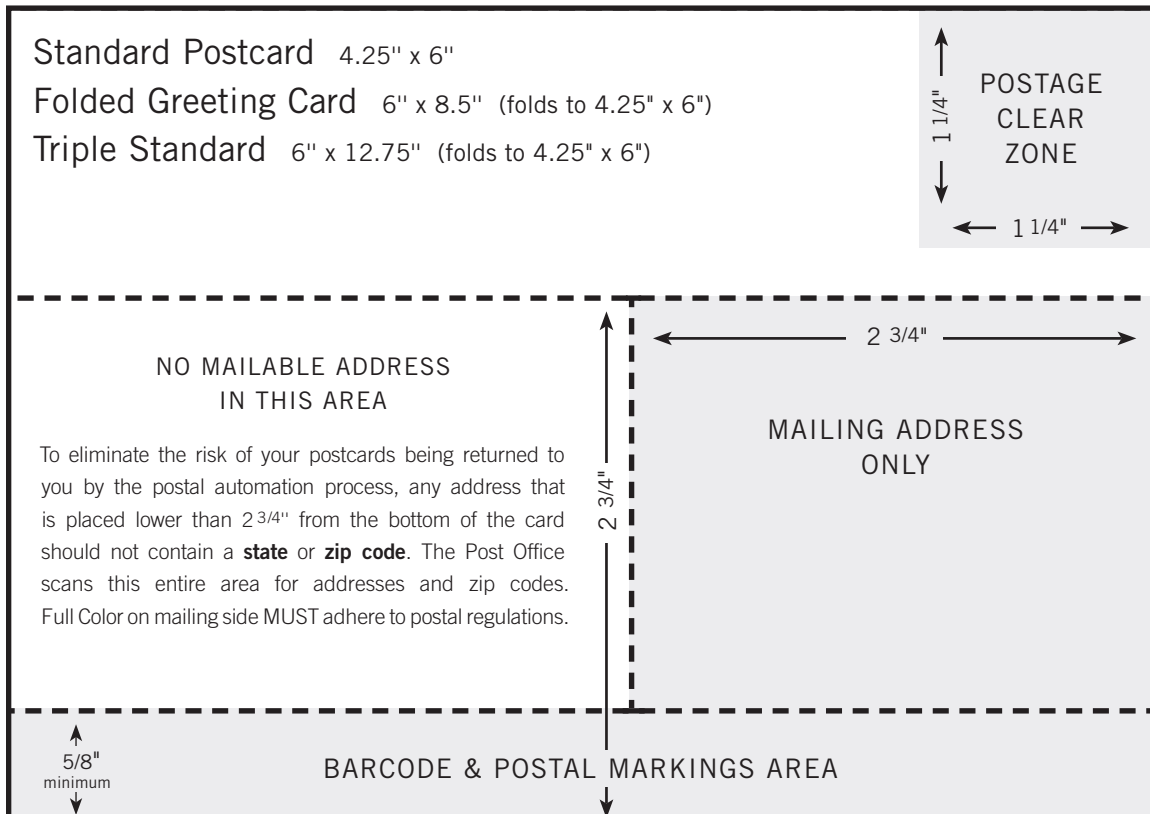# Postcard & Newsletter Design Guidelines

Copy King produces numerous postcards and newsletters for our customers. We are extremely familiar with the post office guidelines to follow when designing those pieces. Our graphic designer, Joanna, would be happy to assist with your lay-out keeping in mind the design parameters set-up by the post office.

However, if you wish to provide us artwork for either postcards or newsletters we'd like to provide you with a few helpful tips.

Postcards: The template below is for a standard 6" x 4.25" postcard. The sample is meant to serve only as a guide to help you design your postcard. Please contact our Director of Direct Mailing for updated mailing guidelines and helpful information regarding mailing eligibility, pricing and preparation.
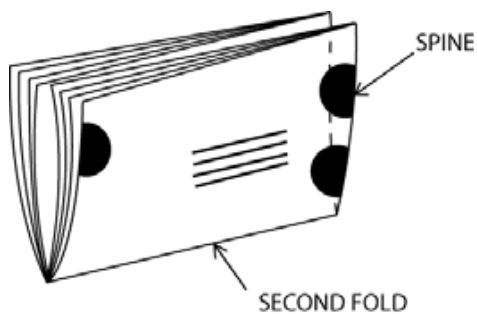

Standard Postcard   4.25" x 6"
Folded Greeting Card   6" x 8.5"   (folds to 4.25" x 6")
Triple Standard   6" x 12.75"   (folds to 4.25" x 6")

POSTAGE CLEAR ZONE

1 1/4"

1 1/4"

NO MAILABLE ADDRESS IN THIS AREA

To eliminate the risk of your postcards being returned to you by the postal automation process, any address that is placed lower than 2 3/4" from the bottom of the card should not contain a **state** or **zip code**. The Post Office scans this entire area for addresses and zip codes. Full Color on mailing side MUST adhere to postal regulations.

2 3/4"

2 3/4"

MAILING ADDRESS ONLY

5/8" minimum

BARCODE & POSTAL MARKINGS AREA

Folded Booklet/Newsletter Mailing:
Whenever you have an 11x17 mailing piece (or similar size) folded in half to 8.5x11 and then folded in half again to 8.5x5.5 you must take note of two elements. Mailing information (name, address etc.) must be printed on the correct panel. Text and graphics should not fall where the wafer seals are placed. Below is an illustration showing the details for both.

Vertical Spine

Horizontal Spine