



SMARTPRESS

# Direct Mail MAGNET POSTCARDS

*Finished Product Size: 9"W x 6"H with a 3.5"W x 4"H magnet*

**SETUP:** When creating a Magnet Postcard, you will need to provide two files: a postcard file and a magnet file. This product comes with an attached 3.5" x 4" magnet. Because the magnet art is a separate piece, you will need to set it up in a separate file. For more information or to download print templates, visit our website: [smartpress.com/offering/direct-mail-magnet-postcards](https://smartpress.com/offering/direct-mail-magnet-postcards).

**BLEED:** Your file needs to include a 0.125" bleed necessary for production. Bleed is printing that goes beyond the edge of the sheet after trimming. If a bleed is not included in document setup, there is a good chance there will be a gap between the edge of the printed area and the cut line. This happens because there is a tolerance when cutting the printed piece. For more information on the importance of bleed, visit our website: [smartpress.com/support/printing-basics/bleed-borders](https://smartpress.com/support/printing-basics/bleed-borders).

**CUT LINE (FINISHED SIZE):** This is where your artwork will be trimmed.

**SAFE MARGIN:** Your file needs to include a 0.25" safe margin necessary for production. Safe margin is the area around the edge of the sheet. If the safe margin is not included in document setup, there is a chance that the art close to the edge will get cut off, due to machine shift during cutting. This happens because there is a tolerance when cutting the printed piece. For more information on cutting tolerance, visit our website: [smartpress.com/support/printing-basics/cutting-tolerance](https://smartpress.com/support/printing-basics/cutting-tolerance).

**MAILING:** The purple box on the back indicates the necessary mailing area we require. This layout guide is showing an example of how the mailing information will look. There can be no other printed elements in this purple box.

Your Name  
Return Address  
City, State Zip

THIS AREA COVERED BY MAGNET.  
WILL BE VISIBLE AFTER MAGNET IS TAKEN OFF

Indicia

John Doe  
123 Address  
City, State Zip  
||...||...||...||...||