

The blue line marks the “safe area”. It is 1/8” inside the edge of your postcard. Keep any wording or important parts of your artwork within this area to prevent it from being trimmed.

If your software does not do this for you, make the page size large enough to make room for crop marks and bleed.

The grey area is the printed size of your Postcard.

Cards between 5 x 3.5 and 6 x 4.25 qualify for Postcard rates.

Cards larger than this, up to 11.5 x 6.125 qualify for Letter rates.

Cards larger than this, up to 15 x 12 will ship at Flat rates, which cost a lot more.

(The above measurements are Width x Height, measured in inches, and were current as of June 1, 2009.)

The orange area is the bleed area. It overlaps the printed card by at least 1/8” on all sides. Your artwork should fill at least this area if you expect your printing to go all the way to the edge of the card.

Do not put a box on the page to show the size of your brochure. Instead, include crop marks on all four corners to show us where to cut your printed piece.

The diagram illustrates a postcard layout with three distinct regions: an inner blue-bordered 'safe area', a middle grey 'printed size' area, and an outer orange 'bleed area'. A blue line is drawn 1/8 inch inside the edge of the postcard. The grey area is the printed size of the postcard. The orange area is the bleed area, which overlaps the printed card by at least 1/8 inch on all sides. The diagram also includes crop marks on all four corners and a note about not putting a box on the page to show the size of the brochure.