

SAFE ZONE - KEEP TEXT AND LOGOS INSIDE THIS LINE

EDDM RETAIL FLAT

GUIDE LEGEND

- BLEED EDGE (TINTED ZONE)
- TRIM / FINISHED SIZE
- SAFE ZONE

DELETE ALL GUIDE OBJECTS BEFORE PRINT

HEADLINE AREA - TOP THIRD

CALL TO ACTION - BOTTOM THIRD

SAFE ZONE - KEEP TEXT AND LOGOS INSIDE THIS LINE

MESSAGE + OFFER AREA - KEEP CLEAR OF THE MAILING PANEL

MAILING PANEL 4 x 2 IN - KEEP CLEAR OF ART
NO DARK BACKGROUNDS OR REVERSE TYPE IN THIS AREA - USPS
NEEDS A LIGHT BACKGROUND TO READ THE ADDRESS AND
BARCODE

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM Retail

Local
Postal Customer

(EDDM Retail - Local Postal Customer simplified addressing, no list required)