

SAFE ZONE - KEEP TEXT AND LOGOS INSIDE THIS LINE

HEADLINE AREA - TOP THIRD

CALL TO ACTION - BOTTOM THIRD

LETTER-RATE POSTCARD - POPULAR
DIRECT MAIL SIZE

GUIDE LEGEND

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

DELETE ALL GUIDE OBJECTS BEFORE PRINT

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

PRSR STD
U.S. POSTAGE
PAID
LAKELAND, FL
PERMIT NO. 1

*Sample A. Resident
123 Sample Street
Lakeland, FL 33801-1234*

(Sample address - live recipient addressing added at mail time)