Postcard Mailing Guidelines

Please follow these guidelines for postcard mailing. Postcards must be at least 3-1/2” tall by 5” long. To qualify for First Class rates, it can be no larger than 4-1/4” tall by 6” long; for Standard rates, no larger than 6-1/8" tall by 11-1/2" long.

The blue line marks the “safe area”. It is 1/16“ inside the edge of your printed envelope. You should never put any wording, logos, or other important art closer than 1/16” from the edge, or it may get trimmed.

Please note: There should be no more than 7% of ink coverage in the addressing and barcode areas. This allows for easier scanning by machines and reading by postal workers.

Return Address should be 1/4” from the top and left side of the mailer.

This gray area represents the postcard.

Please note: There should be no more than 7% of ink coverage in the addressing and barcode areas. This allows for easier scanning by machines and reading by postal workers.

This is the Address area of the postcard. To qualify for the best postage rates, your entire address block must be inside this area. This area is 1/2” from the left and right edge of the card, 3/4” from the bottom, and is 2-1/8” tall.

Other things can also appear in this space. Just make sure you leave at least a 1/8” gap around the address block.

Alternate BARCODE Area: There is an alternate area for the postal barcode. If there is a horizontal space of at least 3-1/2", the barcode can go underneath the addressing info.

Post Office Bar code Area:

The Barcode is about 3” wide. If it does not appear in the address block, it must appear in this area, and have at least 1/8” of clear space to its left, right, and top.

INDICIA

Please allow for at least 1” for the indicia.

Name
123 Address St.
City, ST, 00000-1234

Alternate BARCODE Area

Please make sure there is at least a 1/8” gap around the address block.

1/8”

Post Office Bar code Area: There is an alternate area for the postal barcode. If there is a horizontal space of at least 3-1/2", the barcode can go underneath the addressing info.