

A diagram of a postcard layout showing three nested rectangular zones. The outermost zone is a dashed red line. Inside it is a dashed blue line. The innermost zone is a solid black line. Three arrows point from the left towards these lines: a black arrow for the outermost red line, a red arrow for the middle blue line, and a blue arrow for the innermost black line.

6.25" x 11.25" Bleed Size
(1875px x 3375px @ 300DPI)

Bleed is the extra space added
to the file to be trimmed

6" x 11" Trim Zone
(1800px x 3300px @ 300DPI)

Your postcard will be trimmed to this size

5.875" x 10.875" Safe Zone
(1763px x 3263px @ 300DPI)

Text should be within this area

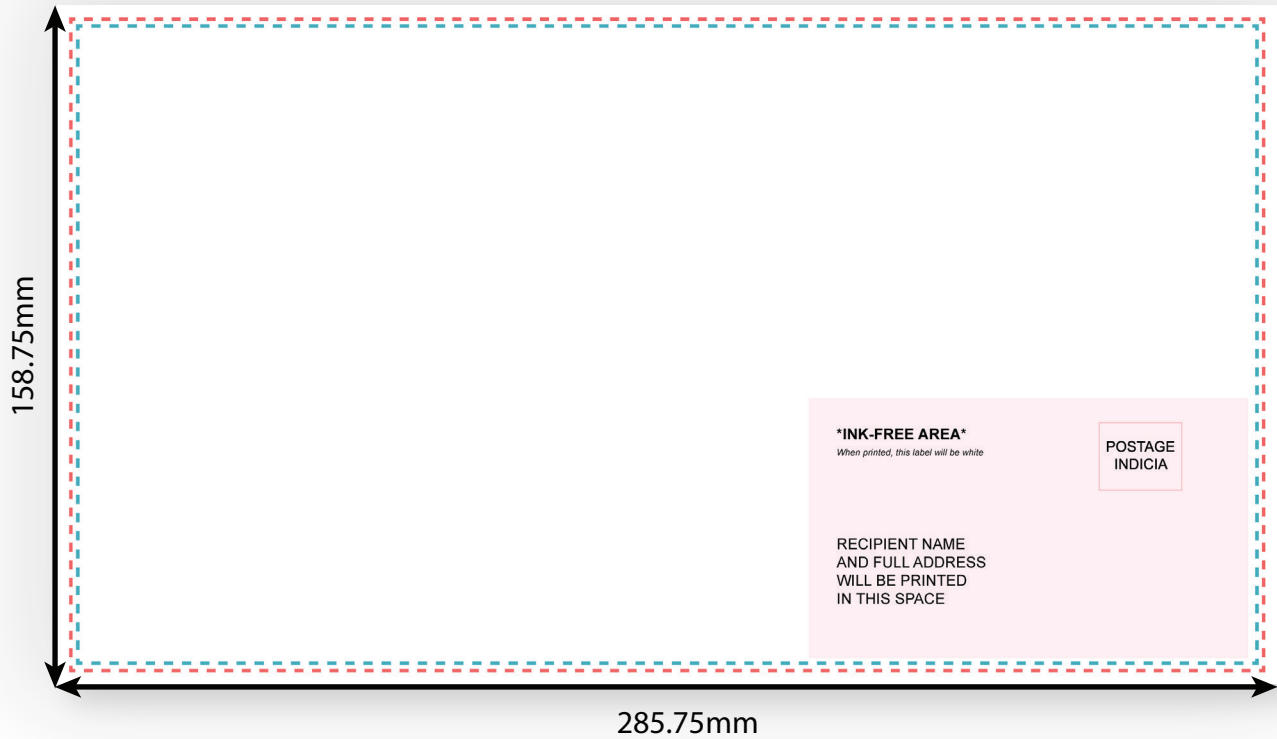
INK-FREE AREA

When printed, this label will be white

POSTAGE
INDICIA

RECIPIENT NAME
AND FULL ADDRESS
WILL BE PRINTED
IN THIS SPACE

Instructions - 6x11 Postcard (US)



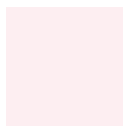
Trim Zone

The file will be trimmed to this size. Backgrounds & graphics should extend past the Trim Zone. Not extending past the trim zone could result in uneven white or unprinted borders.



Text Safe Zone

Keep all text within the safe zone to make sure no important content is cut off.



Ink-Free Area

Anything in this area will not be printed to leave room for postage and address. The label will have a white background when printed.

Exporting: Please export your design full-size (6.25”in x 11.25”)in JPEG format with a CMYK color profile and a resolution of 300 dpi to ensure high-quality printing. **Ensure the removal of the postage and any guide lines before exporting.** Alternatively, you can email the final editable file (.ai, .psd, .indd, etc.), including all assets and fonts, to your account manager. Our team will be happy to review and upload your design.

Ink-free Zones: We reserve these areas for technical purposes (postage label and trimming). You can still fill these areas with color or images to achieve a full-bleed effect, but keep in mind they’ll be covered.

Orientation: You may design in either vertical or horizontal orientation; however, the postage label must not be resized, relocated, or altered.

Dynamic Fields: Ensure that the dynamic text has sufficient space. Please consult with your account manager to understand any limitations regarding the use of dynamic fields. Please note that special effects such as shading, patterns, and outlines are not supported in dynamic fields.

Fonts: You are welcome to use any fonts and sizes, but please avoid sizes smaller than 6pt (Arial or equivalent) as they might be difficult to read.