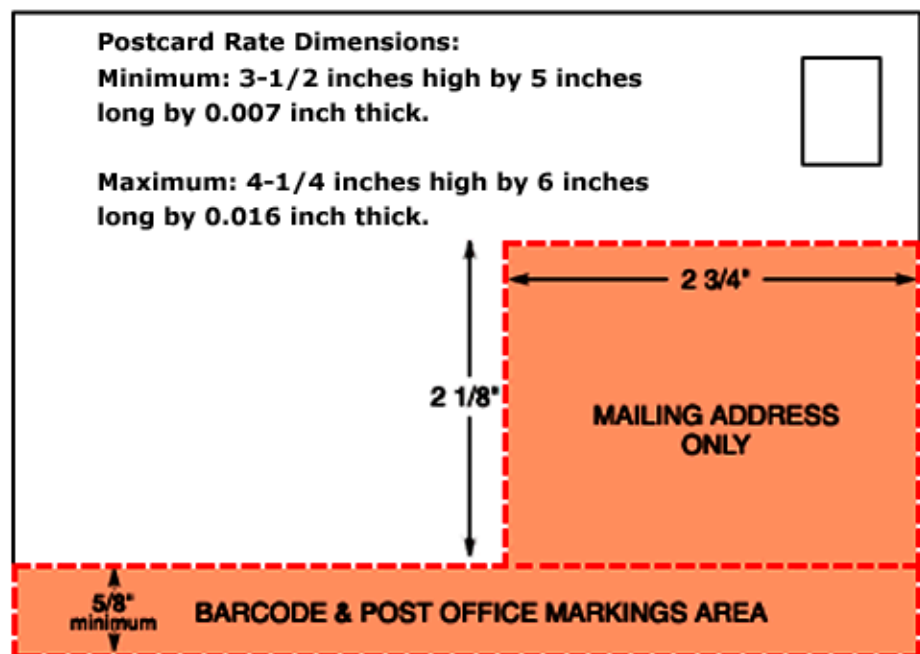


# Postal Regulations

Postal Regulations vary in every city, county and state. If you are planning on mailing your postcard, make sure your backside layout complies with current regulations.



## RETURN ADDRESS

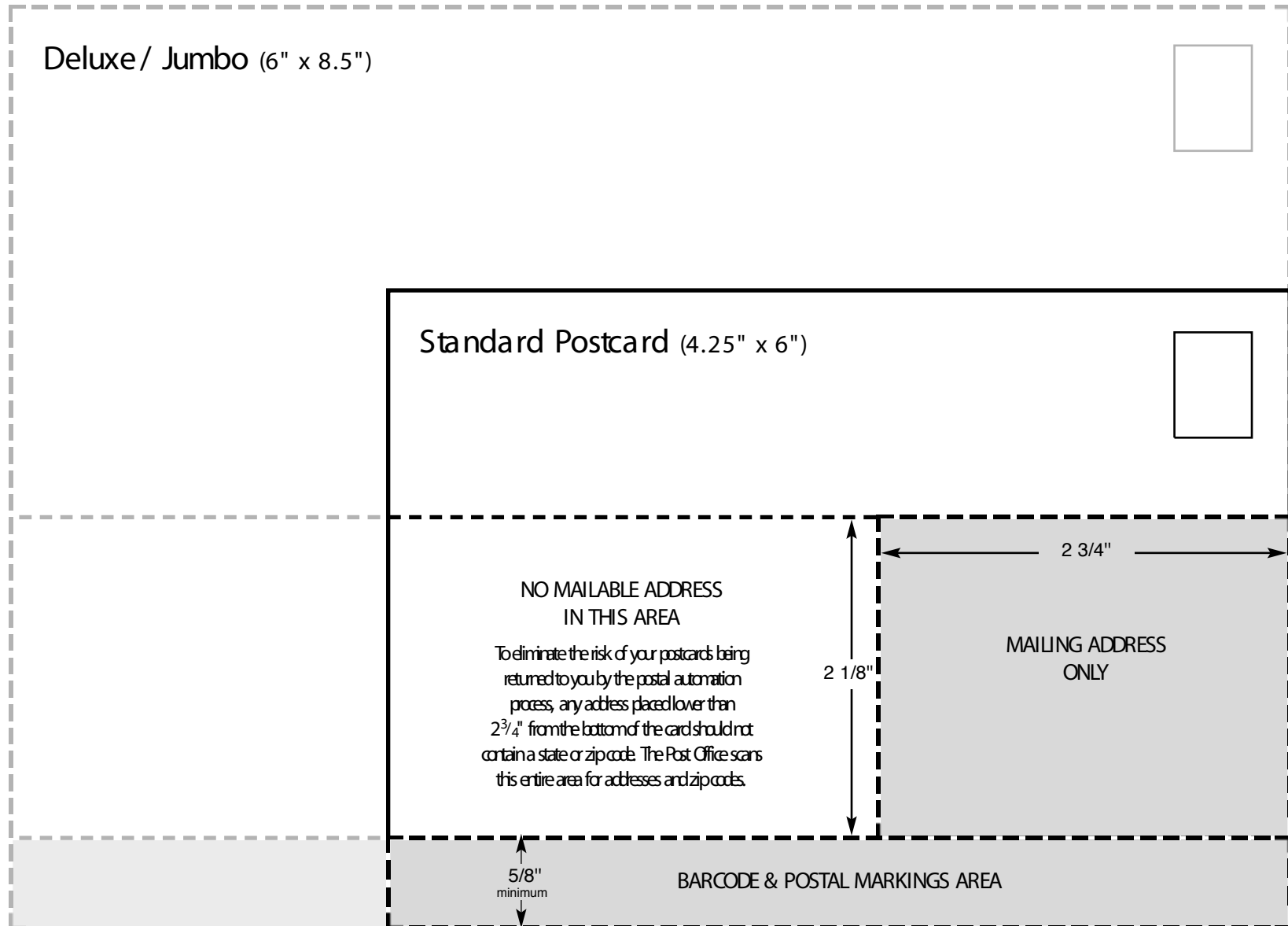
To eliminate the risk of your postcards being rejected or returned to you, there should be NO address placed lower than the mailing address. The Post Office scans the card from bottom to top reading the first zip code that it encounters.

## AVOID THE RED ZONE

If you are mailing your cards, the areas shown in red should be clear of any text or graphic elements. The only text allowed is the mailing address which should not interfere with the barcode area. Unless instructed otherwise, we will automatically comply with these guides when typesetting your card. We recommend following this guide and checking with your local post office if you are designing your own card.

# Postal Guide

This backside template reflects current postal requirements and allows for the proper automated handling of your postcards. Please make sure your backside layout complies with this template. Valid as of 06/2002.



**AVOID THE SHADED AREA:** If you are mailing your cards, the shaded areas shown should be clear of any text or graphic elements. The only text allowed is the mailing address which should not interfere with the barcode area, and any background images should be at 5% density or less. This template can also be used for Deluxe size cards, provided that the barcode area is extended across the entire bottom of the postcard.