

Local  
Postal Customer

PRSRT STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM Retail

### **EDDM Address Area**

RIGHT side of mailing piece

Vertical or Horizontal orientation qualifies

### **6.5" x 8" Postcard**

#### **6.5" x 8.25" Bleed Size**

Outside edge. Design should be this dimension

#### **6.5" x 8" Trim Size**

Black dotted line. This is where the piece will be cut.

#### **6.25" x 7.75" Safe Zone**

Blue solid line. Text, phone numbers  
and web addresses inside this area