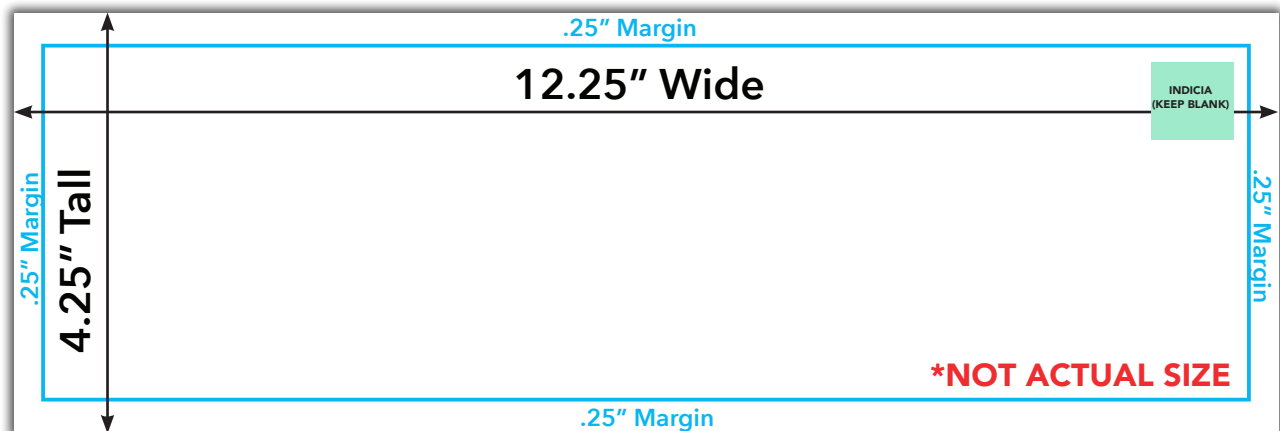


EDDM 12" x 4" Specifications and Guidelines



- Final size should be 12.25" x 4.25" with a full bleed
- No text or important graphics within .25" from any edge (margin)
- Do NOT include any crop marks, etc.
- Colors need to be CMYK
- All graphics should be 300 dpi
- On the INDICIA side, leave room in the top right for postage indicia
- Underneath the indicia add either, "Local Postal Customer" if the postcard is being mailed to both businesses and residential customers, or "Residential Customer" if the postcard is being mailed to only residential customers.