

5.25 x 7.25

5 x 7

4.75 x 7.25

Recommended Set Up For Automation Rates 5" x 7" Postcard

1.25"

1.25 x 1.25
Indicia
Clear Zone

1.25"

No Mailable Address In This Area

To eliminate the risk of your postcards being returned to you by the Postal Automation Process, do not place an address with a state or zip code in this area.

1.5" Min.

1.5" x 4" Clear Zone for Variable Data

To receive automation rates you must provide a 1.5" x 4" clear zone to attach your variable data. If you do not provide enough clear space your postage cost will increase.

4" Min.


.5"

.625"

 1/8" Bleed - 5.25" x 7.25

 Cut Edge 5" x 7"

 1/8" Safe Area - 4.75" x 6.75"

 Clear Zones for Automation Rates
- 1.25" x 1.25" for Indicia
- 1.5" x 4" Clear box for Variable Data that is .625" up from the bottom and .5" from the right edge