POSTCARD TEMPLATES

SUGGESTED LAYOUT AND PRINTING GUIDELINES

For the most professional result, please follow these simple guidelines for printing and agent customizations. A sample template is also available.

Size Options

Two postcard sizes are available: 5" x 7" or 4" x 6"

The 5" x 7" size will provide the highest impact.

Photography on front of postcard

The file has been formatted so that the front image bleeds off all sides. Use the crop marks for trim.

Color vs. B&W

Choose from five color postcard options or choose from three black and white options

Recommended type fonts for agent customization

For AGENT NAME, COMPANY NAME, PHONE NUMBER:

      use News Gothic Standard Bold Oblique

      in all caps

For Mailing address lines 1,2,3:

      use News Gothic Standard Medium

      In upper and lower case

*NOTE: Should News Gothic not be available, ask your printer for a sans serif type font such as Helvetica or Universe.

Recommended point size of type for agent customization

 7 to 8 point

Alignment of all type

Centered

Optional Box

Use for placement of agent photo or insurance company logo

Box dimensions: 5/8" by 7/8"

Use 1 point black rule outline around box.

Paper stock

For first class mailing purposes, print on card stock that is 60 lb. cover weight or heavier. Please note that postcards printed on paper that is less than 60 lb card stock may not be permitted in the mail.

For most professional look, we recommend an 80-100 lb. card stock.

Mailing and postage information

Postage costs will vary depending on size and weight of card stock.
Bulk postage rates are available for quantities of 500 or more.*

At 60 lb. cover weight, 5" X 7" post cards should require a 39-cent first class letter stamp.*

At 60 lb. cover weight, 4" X 6" post cards should require a 24-cent post card stamp.*

*Any mailing costs are estimates and subject to change. Always check with your local post office for exact mailing costs.