

Postcard Layout Guide

This template should be used when laying out the mailing side of your postcard to ensure that your layout conforms to postal regulations for automated mailings.

Sizes & Postage

The minimum size for a postcard is 3 1/2" x 5".

The maximum size for a postcard that mails **at postcard rate** is 4 1/4" x 6".

The maximum size for a postcard that mails **at letter rate** is 6 1/8" x 11".

Thickness

The minimum thickness for a postcard that measures 4 1/4" x 6" or smaller is .007 in.

The minimum thickness for a postcard that measures greater than 4 1/4" x 6" is .009 in.

Design Elements & Backgrounds

You should avoid the use of background colors or photographic images with greater than 7% ink density and vertical lines in or around the blue shaded areas. Those elements might interfere with the scanner's ability to read the postal barcode, causing a white label to be slapped onto your design to serve as a clean base for an inkjetted barcode. The result will not be pretty.

