

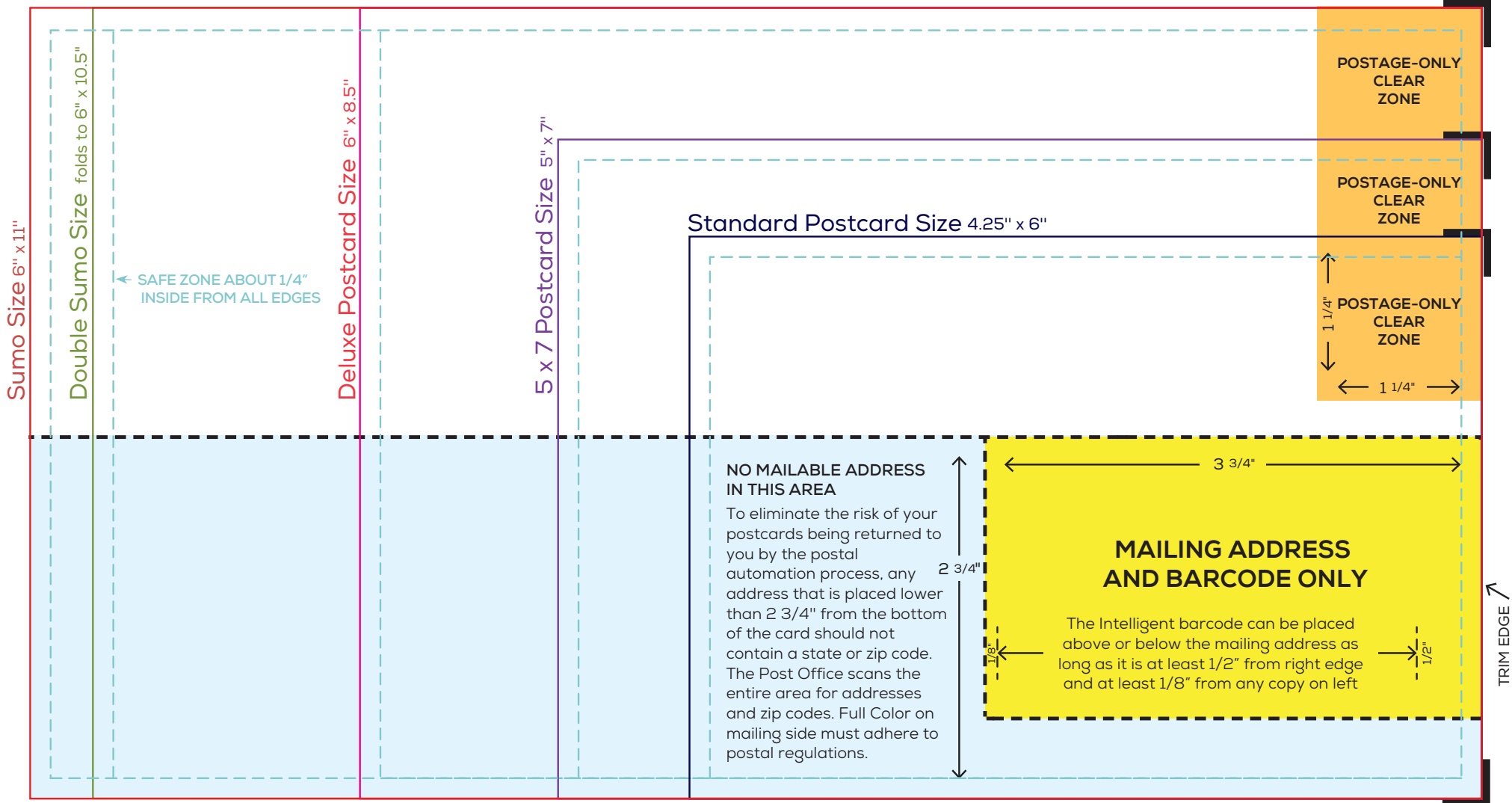


POSTCARD POSTAL GUIDELINES WITH AN INTELLIGENT BARCODE

This mailing template represents the current USPS postal requirements and these requirements allow for the proper USPS automated handling of your postcards. Please make sure your layout complies with this template. More info may be found on the USPS website.

- The mailing section must be on an **EXTERIOR** panel.
- The fold must be positioned at the bottom, with the open edge at the top.
- For a tri-fold, the mailing section must be on Panel 2 (the middle panel) of the exterior. Opening at back.
- Panoramic products must have the fold on the right (leading edge) and open on the left.

Scan to see our direct mail print solutions.



NOTE THE SHADED AREAS

If you are mailing your cards, the orange shaded areas should be clear of any text. Also, the mailing address should not extend into the light blue area. **The mailing address is the only text allowed in the yellow area and should not interfere with the barcode area. Any background images in this area should be at 7% density or less.**

B&B PRINT SOURCE

9040 SW Burnham St., Portland, Oregon 97223
(503) 639-9835 | bbprintsource.com | info@bbprintsource.com