

### ARTWORK WITH BORDERS

Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Border example on the left.

*11" x 6" E.D.D.M.  
Postcard (Front)*



#### bleed

Artwork that reaches the cutline needs to extend to the edge of the **red line**.



#### cut line

This is where your artwork will be trimmed.  
(Finished size ordered)



#### safety

All text must be kept within the **blue line**

Please delete this guideline before submitting your design to print.

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*11" x 6" E.D.D.M.  
Postcard (Back)*

*E.D.D.M. Label  
& Indicia Boundary*

**bleed**

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**safety**

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PRSR STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM RETAIL

Local  
Postal Customer

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