

# Marketing Postcard Mailing Design Guidelines

*imail*

This short guide takes you through the step-by-step process to ensure your important text and images don't bleed or get cropped out.



# Introduction

**We want to make it easy for you to get your Marketing Postcards out the door quickly, effectively and looking the best it can. Please review this short guide before submitting your artwork.**

## Key information:

Your postcard will be cropped to A5 (148mm x 210mm), however we require you to submit your postcard with a 5mm bleed (making your artwork 158mm x 220mm).

Please pay careful attention to page 4 as this highlights no print areas, which include important postage information.

## Contents:

PAGE  
**03** Postcard front cover safe zones and bleed

PAGE  
**04** Postcard reverse safe zones, bleed and no print areas



# Postcard cover

## Artwork supply size (A5 with 5mm bleed 220mm x 158mm):

This is the size we require your overall document to be.

## Postcard crop (A5 – 210mm x 148mm):

Your artwork will be cut to this size.

## Safe area (128mm x 190mm):

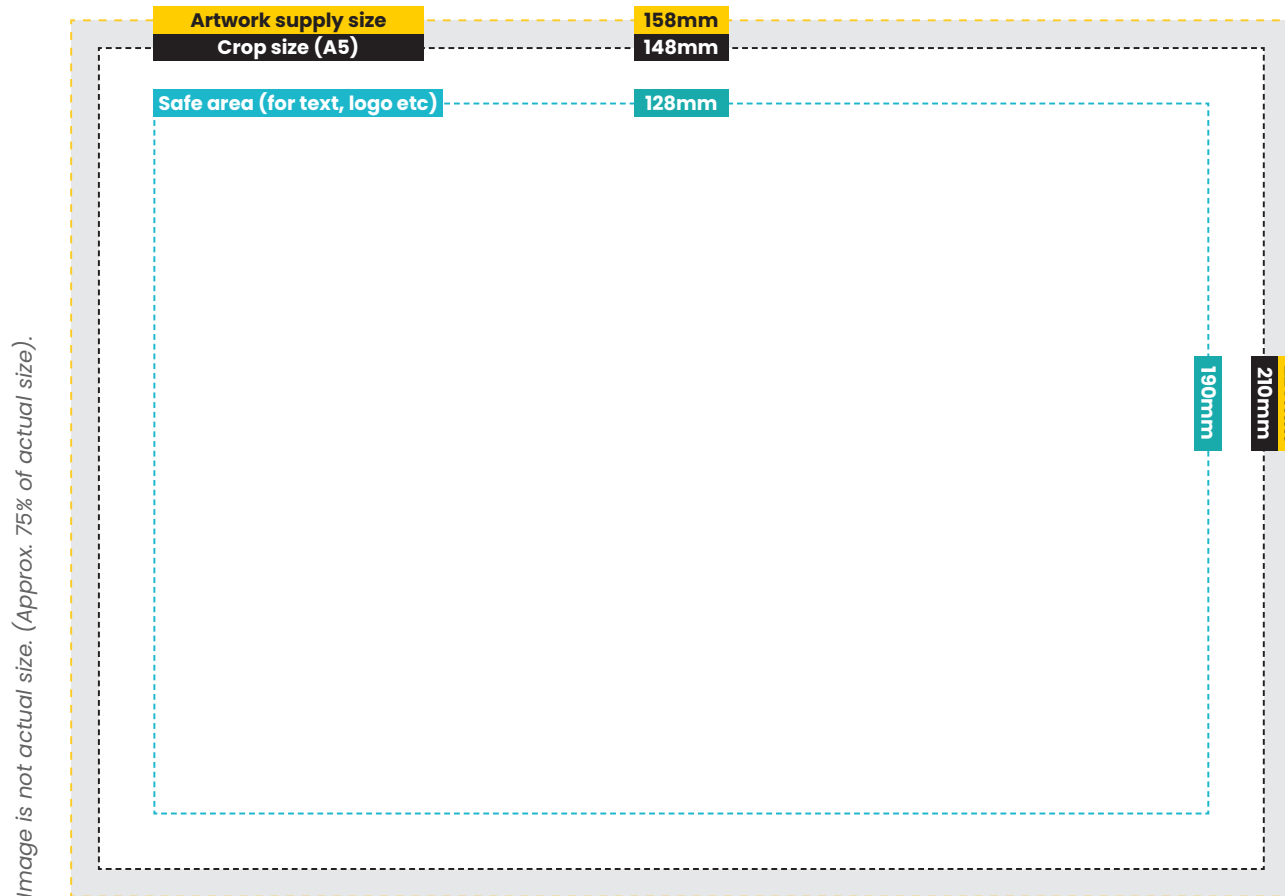
Any information should stay in this area too avoid it cropping too close to the edge.

## Please note:

Artwork should be supplied as a PDF.

Resolution 300 DPI, CMYK with **no crop marks**

To avoid any delays in processing, artwork must be **flattened before submission**. Artwork file size should be **no larger than 3MB**.



# Postcard reverse

**Artwork supply size (A5 with 5mm bleed 220mm x 158mm):**

This is the size we require your overall document to be.

**Postcard crop (A5 - 210mm x 148mm):**

Your artwork will be cut to this size.

**Safe area (128mm x 190mm):**

Any information should stay in this area too avoid it cropping too close to the edge.

**No print area:**

These areas must be left blank to leave space for important postage information.

