

Safe Zone (.125")

Text and photos run the risk of being cut off in this area.

Bleed Area (.125" cut off). Extend any colors, images, or photos that go to the edge into the **bleed area**. This area will be cut off.

The Bleed Area is an extra amount of artwork needed to print. It is a border that extends beyond where the printed piece will be cut. Be sure to set it to .125" (1/8 inch) on all four sides using the bleeds set-up function or by increasing the document page size. Artwork must extend out so it is included in the Bleed Area. This prevents unwanted white borders.

Trim Line

This is where the piece will be cut.

POSTCARD FRONT

These rules work for all postcard sizes
.125" of **safe zone** and .125" of **bleed** on all sides

Safe Zone (.125")

Bleed Area (.125" cut off).

**Recommended area
for return address**

Indicia
Keep .25"
clear space
around

Trim Line

This is where the piece will be cut.

POSTCARD BACK

**Keep this space clear
(at least 3.75" wide, and 3" tall).**

DDI will input addresses and barcodes

**Use these same Clear Space dimensions for all
postcard sizes (4×6, 5.5×8.5, 6×9, 6×11, etc.)**