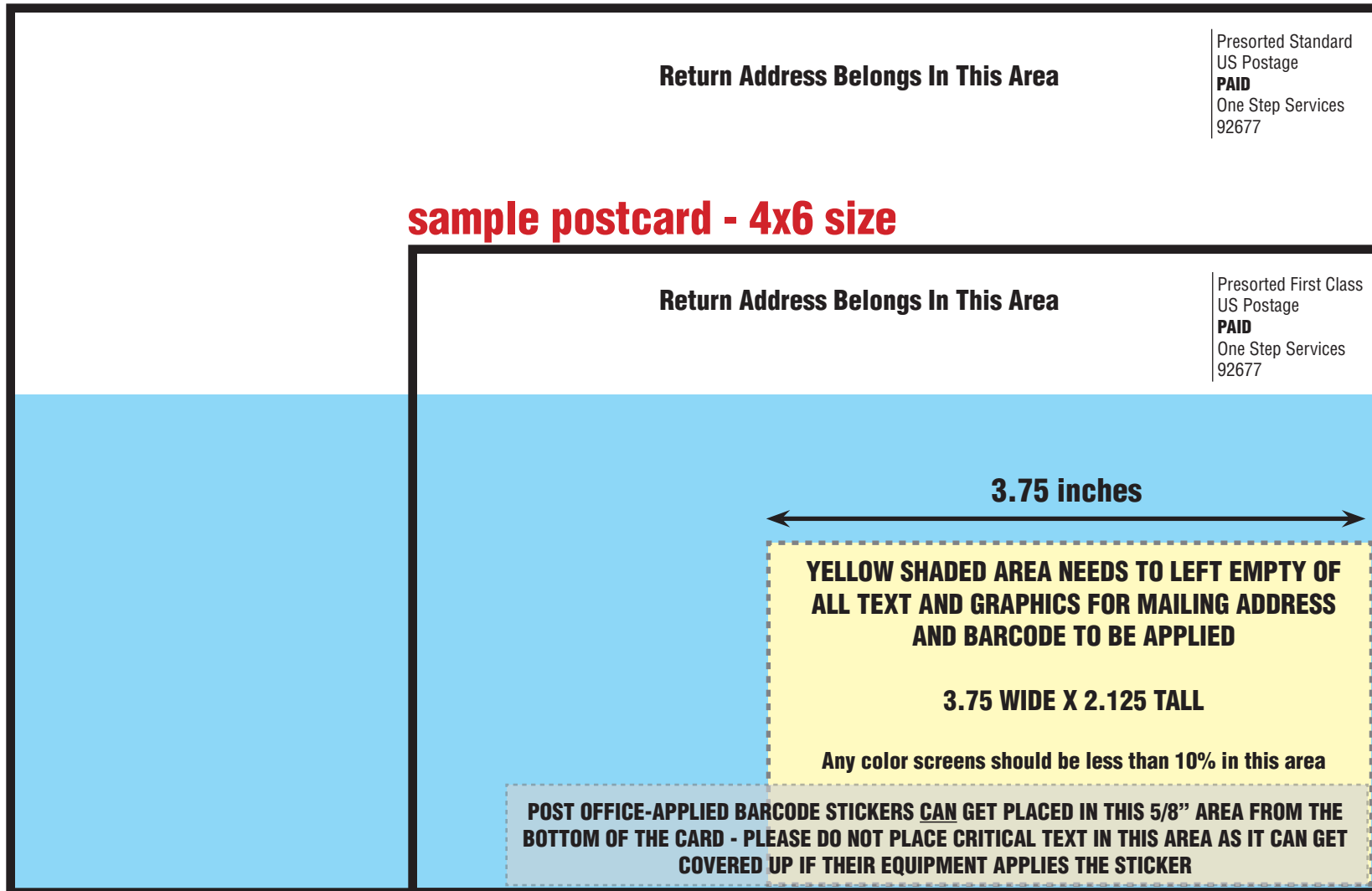


# DESIGN LAYOUT FOR MAILER SIDE OF PIECES

The post office requires certain “clear zone” areas for automation-compatible pieces. Please follow this layout to ensure postal delivery accuracy.

- BLUE AREA:** This is the 2.75” area from the bottom of the card where the postal equipment scans for addresses. No addresses except the recipient should be visible in this area
- YELLOW AREA:** This is the mailing address and barcode area which must be left free of text and graphics.

## sample postcard - 8.5x5.5 size



Do **NOT** put any type of address in the **BLUE** area unless the State and Zip Code have been removed. There is a chance the postal automation equipment will read this address instead of the recipient address we apply.

2.75 inches