

The diagram illustrates the layout requirements for a postcard. It features two concentric dashed rectangles. The outer rectangle, defined by a blue dashed line, represents the 'CUT LINE' with dimensions of 6.00" x 11.00". The inner rectangle, defined by a pink dashed line, represents the 'SAFE AREA' with dimensions of 5.75" x 10.75". The space between these two lines is the bleed area. A black dashed arrow points from the top center of the inner rectangle to the top center of the outer rectangle, indicating the 0.125" bleed requirement. Text instructions are placed in the center and to the left of the rectangles.

Design should include 0.125" of bleed beyond the cut line.  
Design dimensions should be 6.25" X 11.25"

**CUT LINE**  
6.00" X 11.00"

Postcard will be cut to this size.

**SAFE AREA**  
5.75" X 10.75"

Text should not exceed this area.

Presorted  
FIRST-CLASS  
U.S. Postage  
**PAID**  
St. Pete, FL

### INDICIA

1.115" X 0.95"

\*White Area Flush to Bleed, Required by USPS\*

\*Indicia Flush to Safe Area\*

Design should include 0.125" of bleed beyond the cut line.  
Design dimensions should be 6.25" X 11.25"

CUT LINE  
6.00" X 11.00"

No 5 digit number or zipcode below this line.

0.66" above mailing area.

SAFE AREA  
5.75" X 10.75"

MAILING  
2.21" X 4.1519"  
\*Flush to Bleed\*



First Name Last Name  
Address  
Address2  
City, State Zip