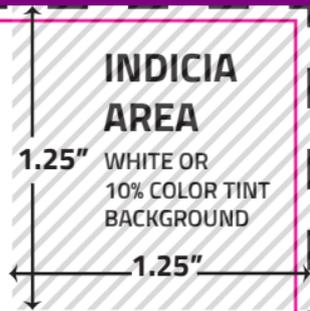# 4 x 6 POSTCARD MAILING SPECIFICATION

safety
magenta — anything that doesn't get cut stays in this line

cut line
black — finished product

bleed
purple — backgrounds and images that intentionally extend past the the cutline

INDICIA AREA
WHITE OR 10% COLOR TINT BACKGROUND

1.25"

1.25"

ADDRESS AREA safety zone: must be within 2.5" from bottom and 4.5 " from the right

WHITE OR 10% COLOR TINT BACKGROUND

2.5"

4.5"

amsive

FINISHED SIZE - 4" X 6"
WITH BLEED - 4.25" X 6.25"