

5 x 7 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

1.25" WHITE OR
10% COLOR TINT
BACKGROUND

1.25"

ADDRESS AREA safety zone:
must be within 3.5" from
bottom and 4.5 " from the right

WHITE OR
10% COLOR TINT
BACKGROUND

3.5"

4.5"

amsive

FINISHED SIZE - 5" X 7"
WITH BLEED - 5.25" X 7.25"