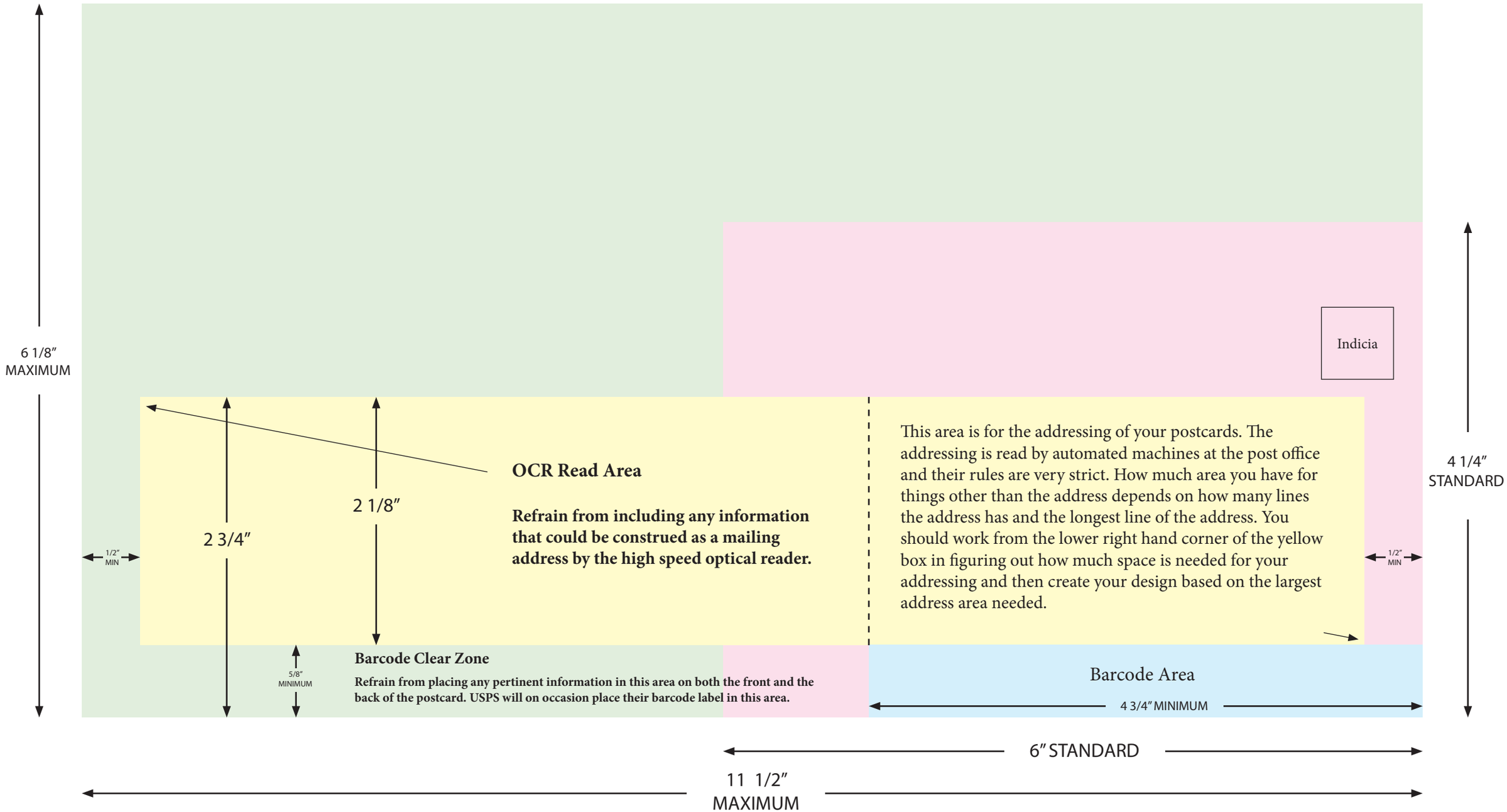
6 1/8″
MAXIMUM
Indicia
4 1/4″
STANDARD
OCR Read Area
Refrain from including any information that could be construed as a mailing address by the high speed optical reader.
2 1/8″
2 3/4″
1/2″
MIN
This area is for the addressing of your postcards. The addressing is read by automated machines at the post office and their rules are very strict. How much area you have for things other than the address depends on how many lines the address has and the longest line of the address. You should work from the lower right hand corner of the yellow box in figuring out how much space is needed for your addressing and then create your design based on the largest address area needed.
1/2″
MIN
5/8″
MINIMUM
Barcode Clear Zone
Refrain from placing any pertinent information in this area on both the front and the back of the postcard. USPS will on occasion place their barcode label in this area.
Barcode Area
4 3/4″ MINIMUM
6″ STANDARD
11 1/2″
MAXIMUM