

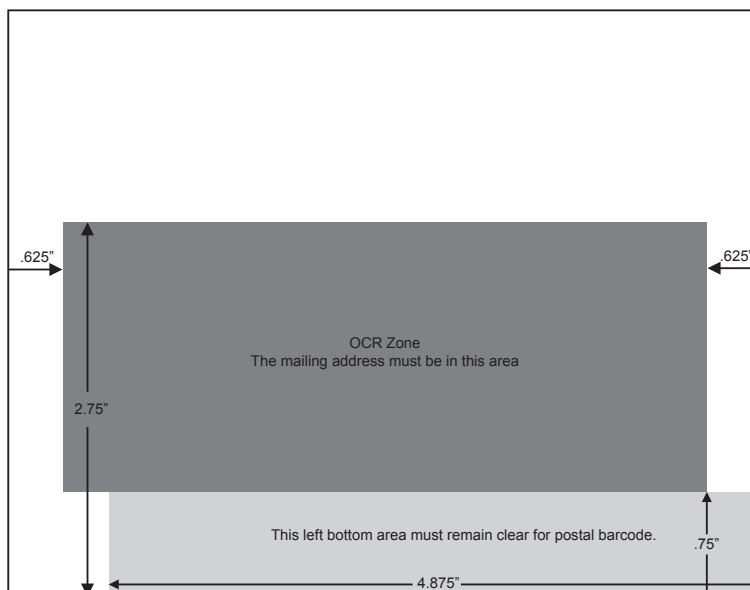


Template Instructions

Choose the correct template for your postcard size. Please do not make any changes to the dimensions on the page set-up. These dimensions are designed to work with our templates to provide the best fit possible. The green guidelines mark what is known as the bleed area. This area gives us a little room to make the cuts and still have your color or images bleed off the page. The blue margin areas mark the area that you should have your text within. If text goes outside that area it will not look right as it will be too close to the edge and it is possible some of it will get cut off when we cut your cards.

Design Instructions

To ensure that what you design will mail please follow the illustration on where your mailing address information must be located at and where you must leave a blank space on the address side of the postcard.



PDF Instructions

To save files to submit for printing to the Graphic Arts Department please do the following:

Save each side of your postcard as a separate PDF file

Go to File>Save As.

Click on the down arrow next to the (Save As Type) drop-down list and choose PDF as your file type.

Click on the Options button.

Make sure the ISO 19005-1 compliant (PDF/A) check box is selected.

Click OK to close the Options dialog box.

Enter a name for the PDF/A file in the File Name box.

Click Save.

Postage

The 4.125x5.5 and the 4.25x6 postcards qualify for postcard postage rates; however, the 5.5x8.5 postcard will mail at letter rates. To get bulk mail rates you need to have at least 200 pieces, use the bulk permit, and have the Graphic Arts Department address your cards when we print them. You will also need to insure that your bulk mail account at the USPS has enough funds to cover the postage. Prices on the Graphic Arts' website do not include postage.

Addressing

To upload your address information, upload an Excel file by selecting My Account on the top menu bar of our website. Then select the Variable Database Upload button. Once on the upload page click upload and select your Excel file then select okay. Your Excel file must be laid out exactly like the sample Excel file in our download package.