



Addressing Your Mail Panel

Postcard Address Area

US Post Office Requirements:

Postcards are an inexpensive way to get an immediate message to customers.

To qualify for a postcard mailing rate, your printed piece must be:

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
- No more than 4-1/4 inches high x 6 inches long x 0.016 inches thick
- You cannot print anything in the address window area (shown below)

If your piece does not meet the dimensions above, then the Postal Service considers it a letter and letter-size postage is charged. You can mail what we call an "oversized postcard". For these pieces, you need to make sure your postcard is no larger than 6-1/8" x 11-1/2" x 1/4" thick. These are charged at the letter-sized postage rate, but they allow you the opportunity for increased visibility.

You can attach post-it notes or create a magnet postcard mailer for added marketing value. These types of mailings have special design requirements and you should check with your Project or Account Manager first to be sure it will mail properly and not be rejected.

If you have any questions, please ask your Project or Account Managers for help.

