

8.5" x 11" Flat/Postcard

8.75" x 11.25" Bleed Size
Outside edge. Design should be
this dimension

8.5" x 11" Trim Size
Black dotted line

8.25" x 10.75" Safe Zone
Blue solid line. Text, phone numbers
and web addresses inside this area

EDDM Address Area

RIGHT side of mailer piece
Vertical or Horizontal orientation qualifies

PRSR STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

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U.S. POSTAGE
PAID
EDDM RETAIL