Notes to Designers

* All Graphic files should be at least **150 DPI**.

* All Graphic files should be created using **CMYK** color mode.
  Provide PMS colors whenever possilbe to ensure best match.

* It is best to **flatten all images** and **outline all text** to ensure that nothing is lost.
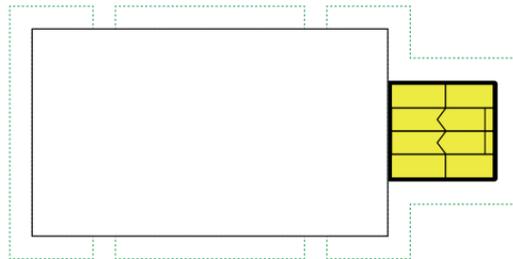
Postcard Design

- Insert the **Front Side** of your Postcard design into this template.

- Your design can fill the entire surface of the postcard within the **black cut line**.
  Everything outside of the cut line will be trimmed.

- Keep **important text** or details within the **safe zone**. *The blue dotted line (0.125" inside the **cut line**).*

- You may extend **background graphics** to the **bleed zone**. *The red dotted line (0.125" outside of the **cut line**).*

- Be mindful of any information near **USB tab gutter.** *The green dotted lines (0.11" outside of the **USB Tab**).*
  (These lines will be used to punch-out the USB tab - They will not be printed on your final design).

- The **green** text below the USB tab **must be incorporated** somewhere on the postcard.
  Use our format or customize to fit your design. Must be legible.

USB Tab Design

- The tear-off USB tab can be **any size** or **shape.**
  Should be **at least 1" x 1"**

- The tear-off USB tab can be placed **anywhere.**
  Move accordingly to fit your artwork best.

- The USB tab gutter *(green dotted lines)* must be **at least 0.125"**
  inside the **safe zone** *(the blue dotted line)*.

Smart Postcard - Front
6.00" x 4.25"

1. REMOVE USB TAB **2. PLUG INTO USB PORT**

Smart Postcard - Back
6.00" x 4.25"

Postcard Design

- Insert the **Back Side** of your Postcard design into this template.

- Your design can fill the entire surface of the postcard within the black **cut line**.
  Everything outside of the cut line will be trimmed.

- Keep **important text** or details within the **safe zone**. *The blue dotted line (0.125" inside the **cut line**).*

- You may extend **background graphics** to the **bleed zone**. *The red dotted line (0.125" outside of the **cut line**).*

- Be mindful of any information near **USB tab gutter.** *The green dotted lines (0.11" outside of the **USB Tab**).*
  (These lines will be used to punch-out the USB tab - They will not be printed on your final design).

USB Tab Design

- Make sure the position of the USB tab on the Back side, reflects the postion of the tab on the Front side.