

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 possible to ensure best match.
- * It is best to **flatten all images** and **outline all text** to ensure that nothing is lost.

Postcard Design

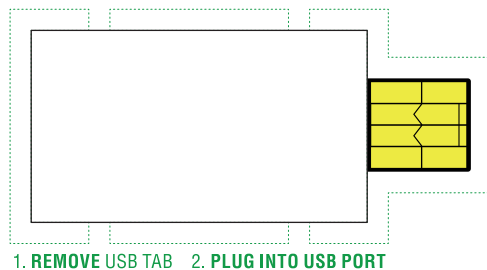
- Insert the **Front Side** of your Postcard design into this template.
- Your design can fill the entire surface of the postcard within the black **cut line**.
Everything outside of the cut line will be trimmed.
- Keep **important text** or details within the **safe zone**. *The blue dotted line (0.125" 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

7.00" x 5.00"



Smart Postcard - Back

7.00" x 5.00"

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 position of the tab on the Front side.

