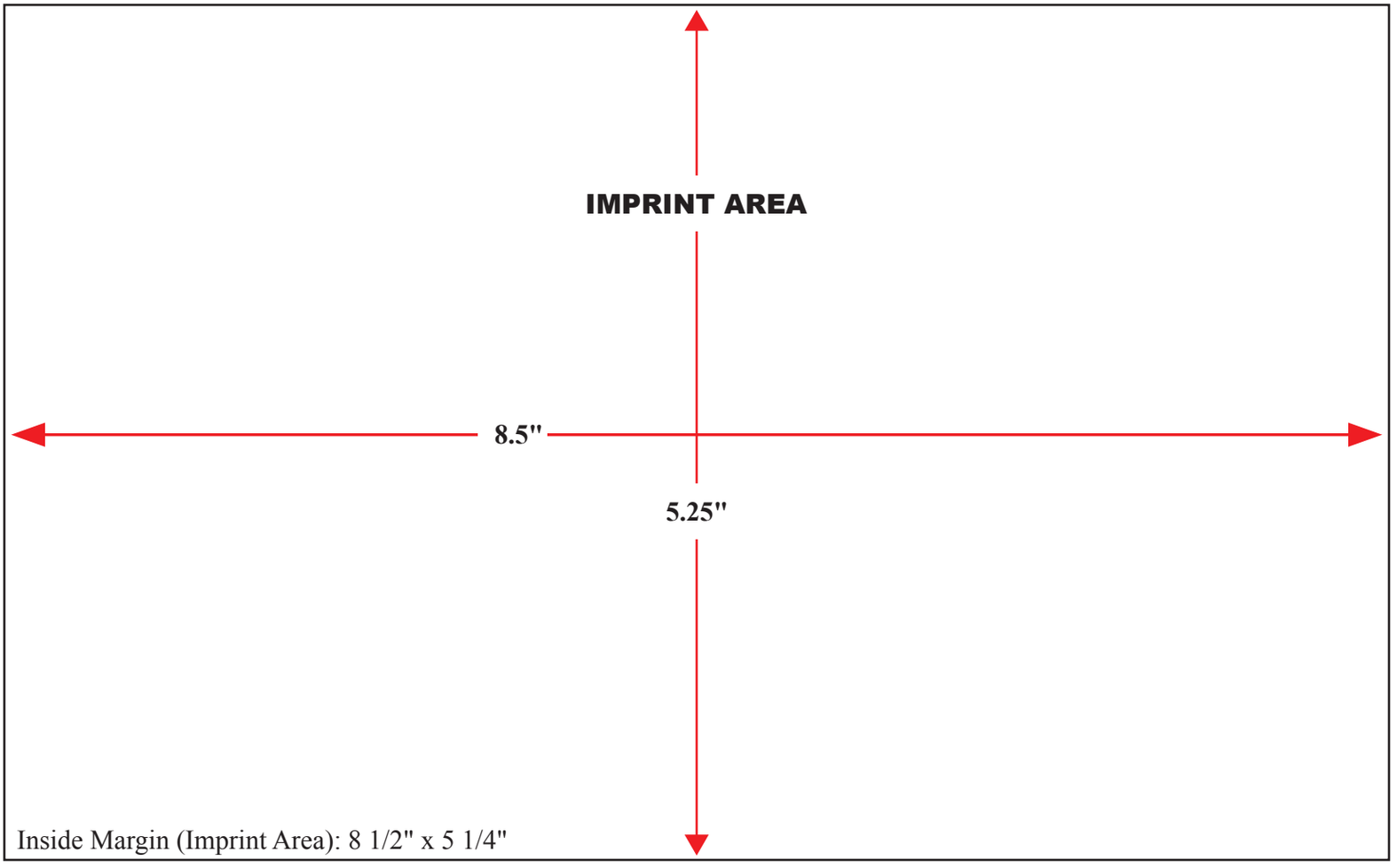
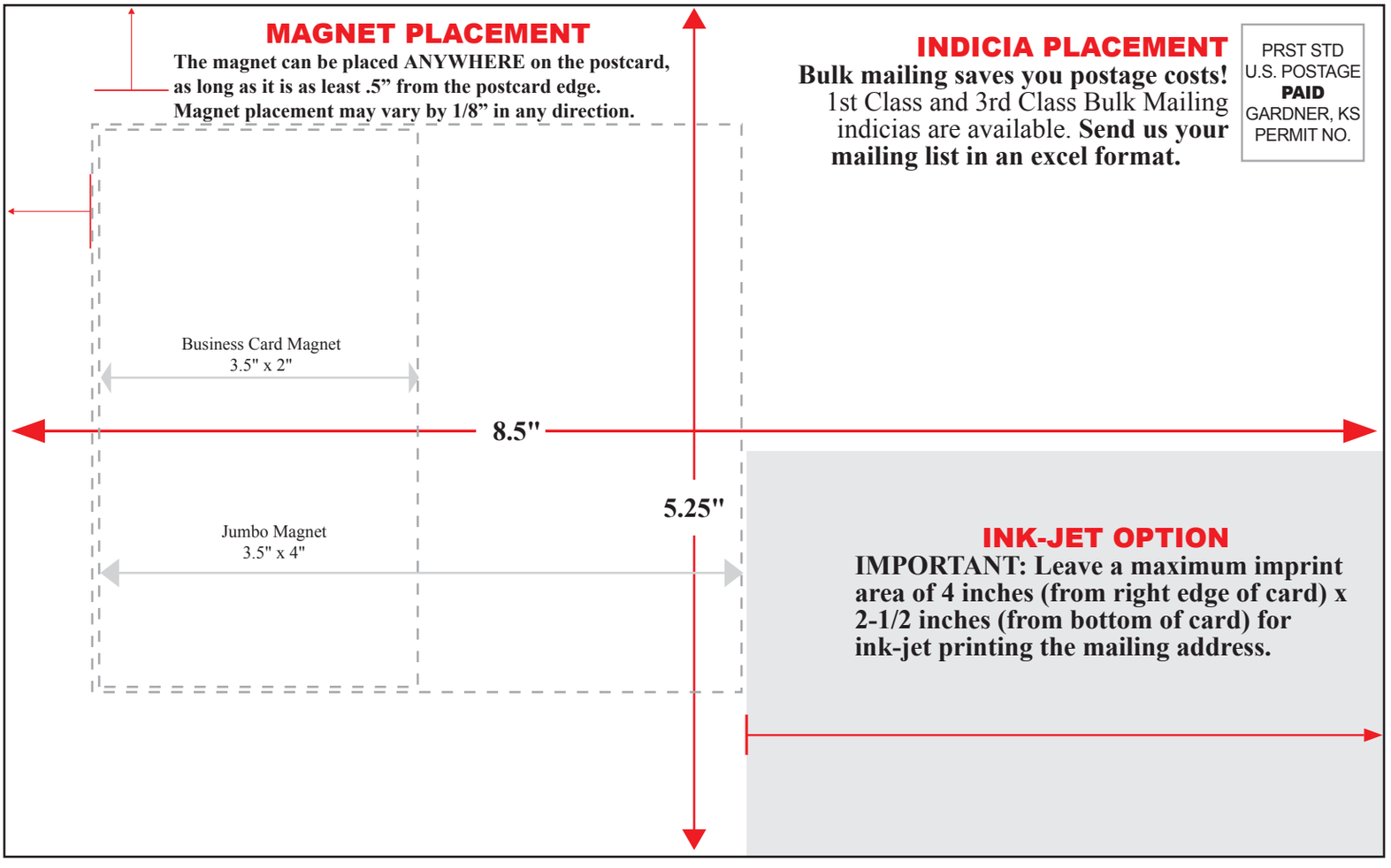


Inside Margin (Imprint Area): 8 1/2" x 5 1/4"

Outside Margin (Bleed Area): 8 3/4" x 5 1/2"

MAGNET PLACEMENT

The magnet can be placed ANYWHERE on the postcard, as long as it is as least .5" from the postcard edge. Magnet placement may vary by 1/8" in any direction.



INDICIA PLACEMENT

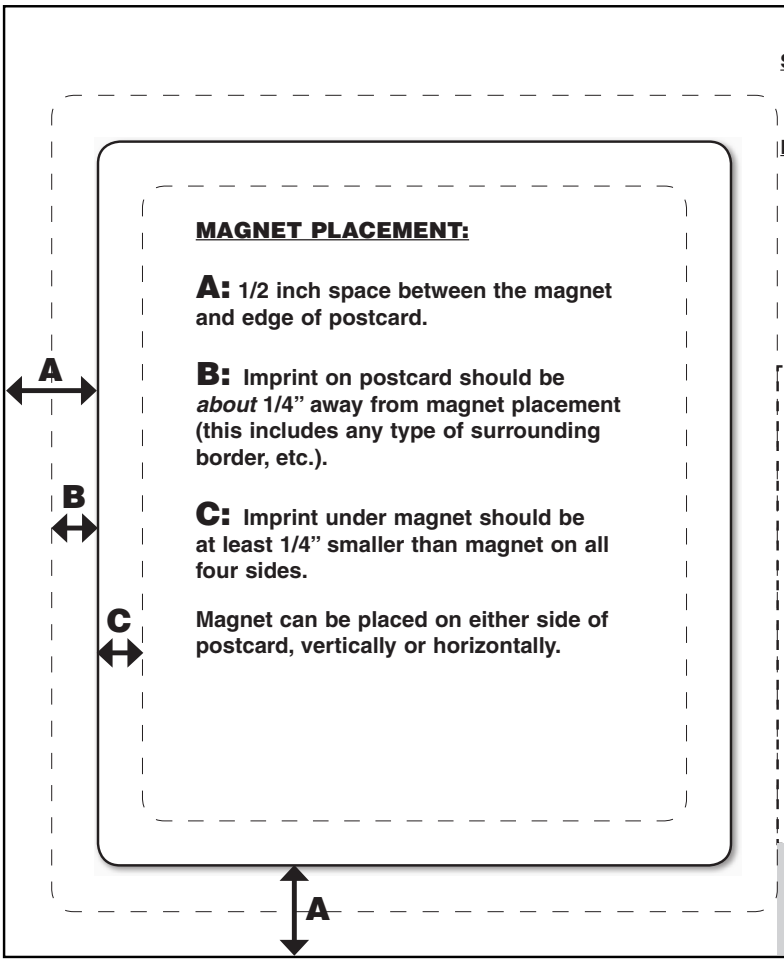
Bulk mailing saves you postage costs! 1st Class and 3rd Class Bulk Mailing indicias are available. **Send us your mailing list in an excel format.**

PRST STD
U.S. POSTAGE
PAID
GARDNER, KS
PERMIT NO.

INK-JET OPTION

IMPORTANT: Leave a maximum imprint area of 4 inches (from right edge of card) x 2-1/2 inches (from bottom of card) for ink-jet printing the mailing address.

BULK MAIL GENERAL INSTRUCTIONS
USPS NON-AUTOMATED, MACHINABLE MAIL PIECES.



MAGNET PLACEMENT:

A: 1/2 inch space between the magnet and edge of postcard.

B: Imprint on postcard should be *about* 1/4" away from magnet placement (this includes any type of surrounding border, etc.).

C: Imprint under magnet should be at least 1/4" smaller than magnet on all four sides.

Magnet can be placed on either side of postcard, vertically or horizontally.

STAMP & METERED MAIL AREA: Stamps and metered mail can ONLY be in the upper right hand corner of mail piece (not mail area), this includes empty boxes for stamp placement.

STAMPS AND METERED MAIL CAN ONLY GO HERE IN THE UPPER RIGHT HAND CORNER OF "MAIL PIECE".

INDICIA:

- 1st class min qty 500, 3rd class or Non-Profit min qty 200 (Qty cannot be a combined copy change total - EACH copy change must meet the minimum requirement).
- Indicia should have approx. 1/8" space from surrounding type.
- Minimum font size is 4 pt. in all CAPS; INDICIA CONTENT CANNOT BE SMALLER THAN 1/2 X 1/2"
- No graphics behind indicia; must be solid area & can be in reverse. Box not required.
- Printed Indicias can be placed anywhere on the mail piece as long as it is ALWAYS in the upper right hand corner of the "mail area" and easily identified.
- Indicia needs to be easily found by post office; not lost in graphics.

Return Address
Required for ALL non-profit indicias
(must match form)

EXAMPLE OF MIN TYPE SIZE 4 PT TYPE INDICIA "CONTENT" MUST BE AT LEAST 1/2" X 1/2" BOX NOT REQUIRED

INKJET ADDRESSES:

Allow 4"x 2.5" area for the mail area (not including barcode zone) for the inkjetting of addresses, return address and indicia (absolute minimum 3 3/4"x2.5 but will risk characters running off the edge of the postcard.)
Addresses can be inkjet over a ghosted graphic as long as there is a lot of contrast and address is easily read.

BARCODE AREA*: No inkjetting of addresses in this area, graphics permitted; however, keep in mind some post offices may affix (aka spray on) an unnecessary bar code sticker that could cover up important imprint information, such as a phone number or website for examples.

BULK MAIL FORMS (REQUIRED): Forms must be filled out and returned by distributor before processing order.

- If Gardner 1st Class, 3rd Class (std), or Non-Profit is selected, we MUST have USPS NCOA Processing Acknowledgement Form (PAF) returned.
- "Or Current Resident" is an option when using indicias.
- Non-Profit (Ship from Gardner) - Must meet certain criteria: USPS form 3623 w/letter of intent on official letterhead & signed by Officer. Forms may be faxed or emailed.

CUSTOM SIZE POSTCARDS: Min. custom size is 4.25x5". Any size over 6.125 x 10.875 will be considered a "flat rate" instead of "letter rate".

ALTERNATIVE ADDRESSING (POSTAL CUSTOMER, RESIDENTIAL CUSTOMER, BUSINESS CUSTOMER-ONLY THESE OPTIONS): We can print this on the postcard ONLY if the dist. is ALSO in the same city as the indicia that is being printed. Customer can ONLY use if it is a Rural Route--only box sections w/o city delivery. We cannot use our indicia and ship somewhere else other than Gardner, KS. (USPS A040.1.5)

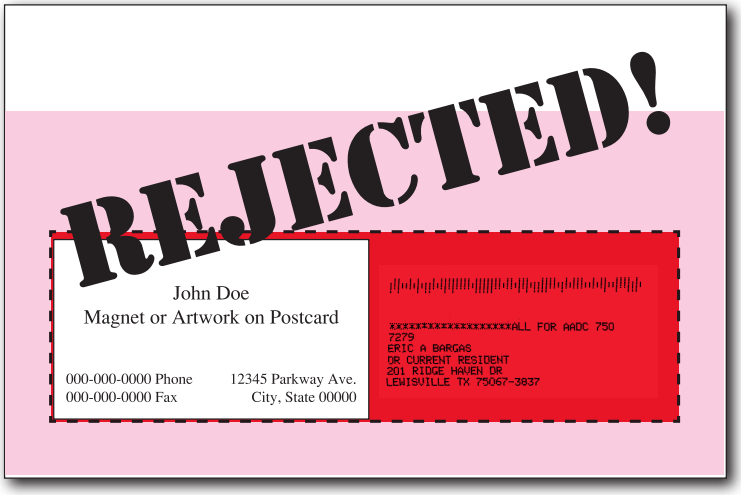
Send all forms and mail lists to bulkmail@tradenetpublishing.com

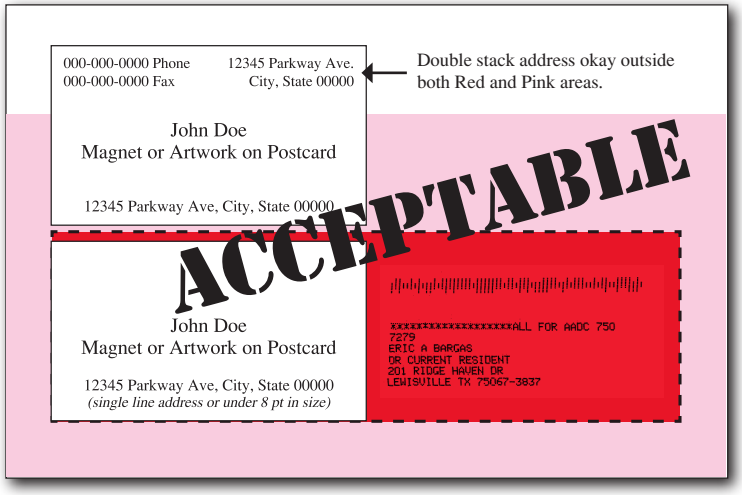
** General instructions are based on "non-automated, machinable," mail pieces.*

Designing A Mail Piece For Optical Character Reader (OCR)

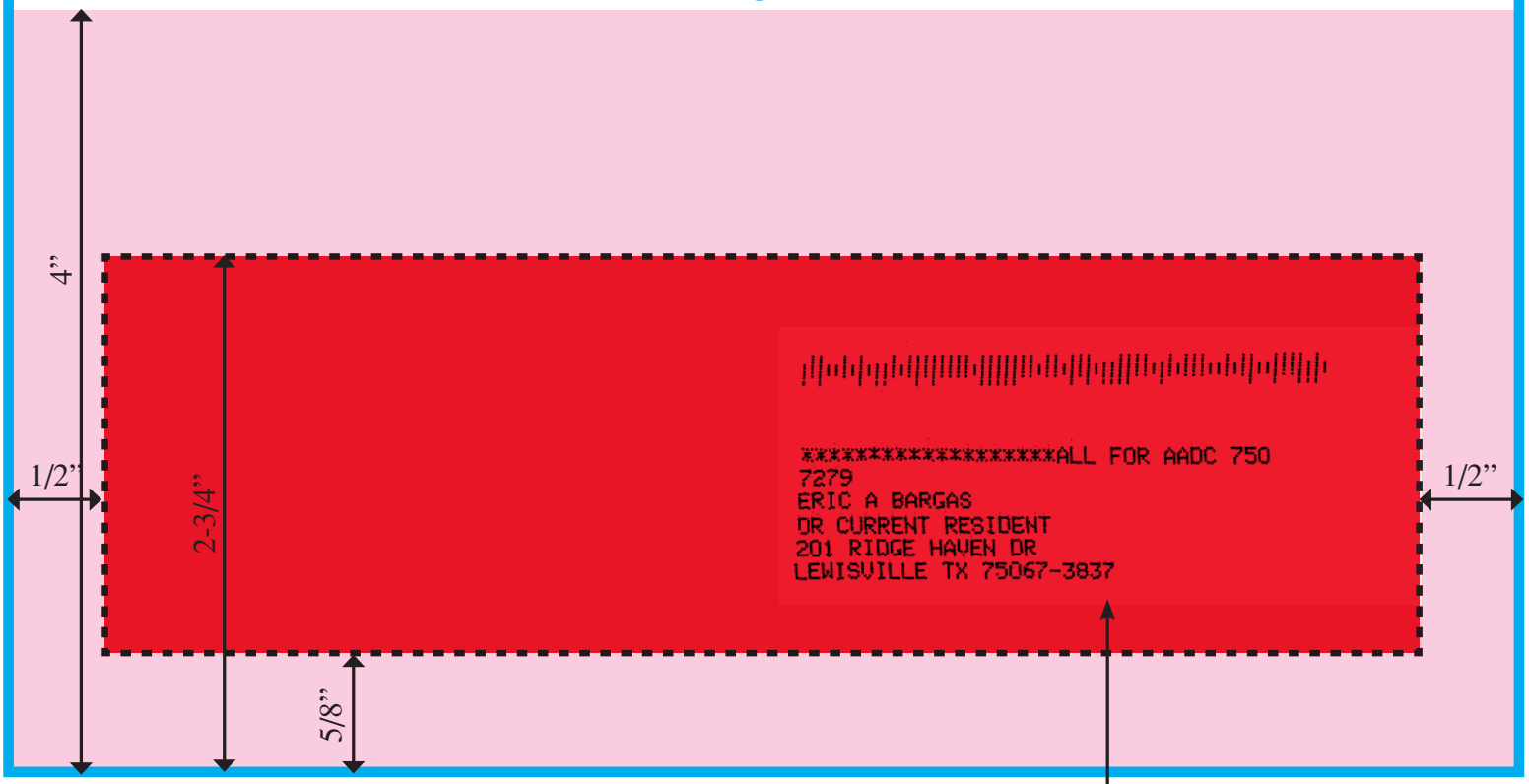
Required by USPS

The **RED AREA** in the diagram below indicates the space needed for the OCR Reader at the Post Office. The PINK AREA shows the space where the OCR Reader "may" pick up a stackable address if an address is not found in the red area (example: Bad Ink Jet Quality). Therefore, IF a magnet (or any other type of artwork printed on the postcard) is placed in the RED/PINK AREA and it includes a stacked address, the mail piece will be rejected from the Post Office. Exception: If the address is in a single line and/or less than 8 pt it will not be picked up by the OCR Reader.





Note: This example with the BLUE OUTLINE is an actual 8.5x5.25 TradeNet Postcard; you may place this instructional sheet on top and to the side of this example to verify the space needed for the OCR Reading Area.



Optical Character Reader (OCR) Read Area