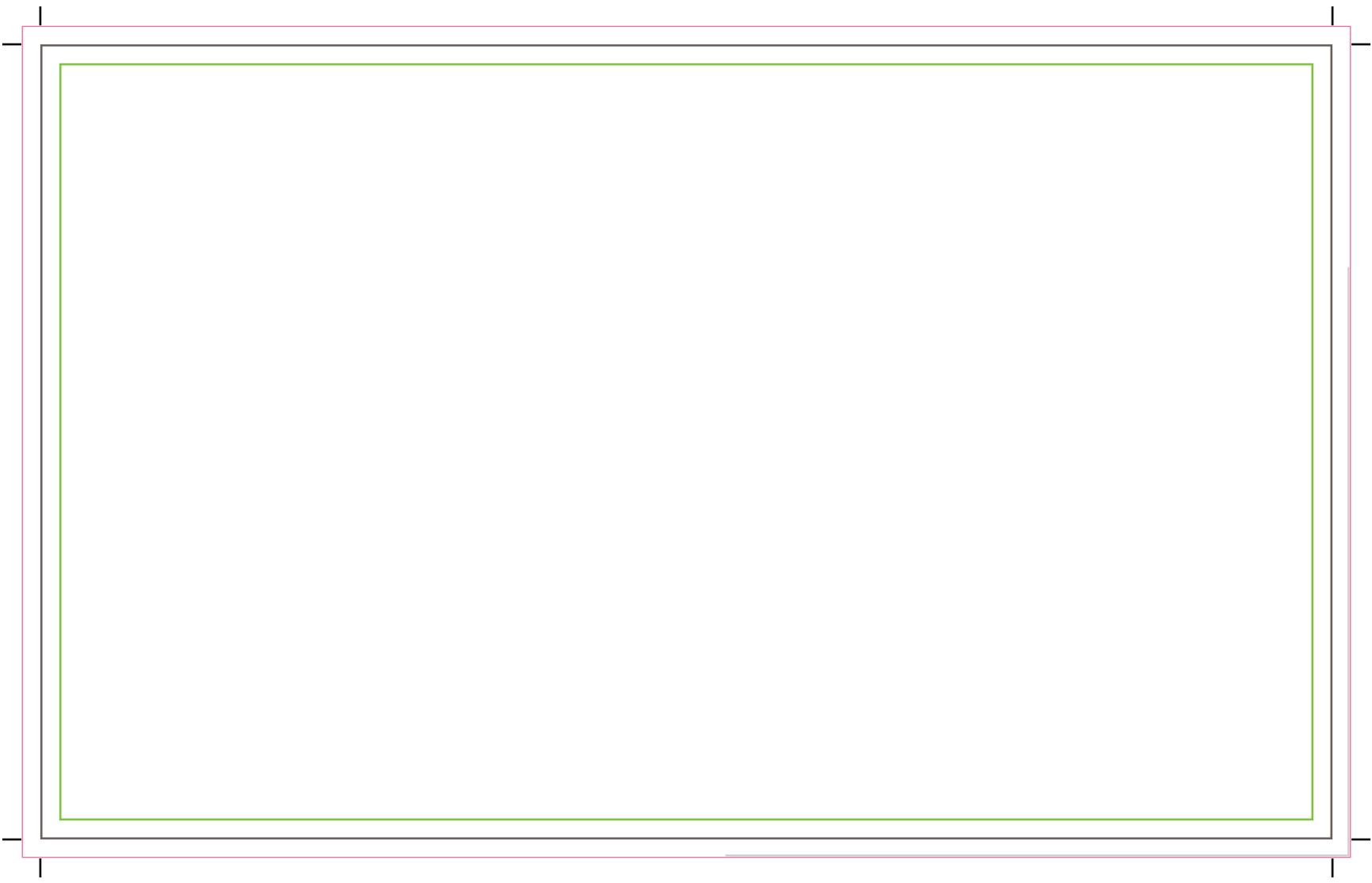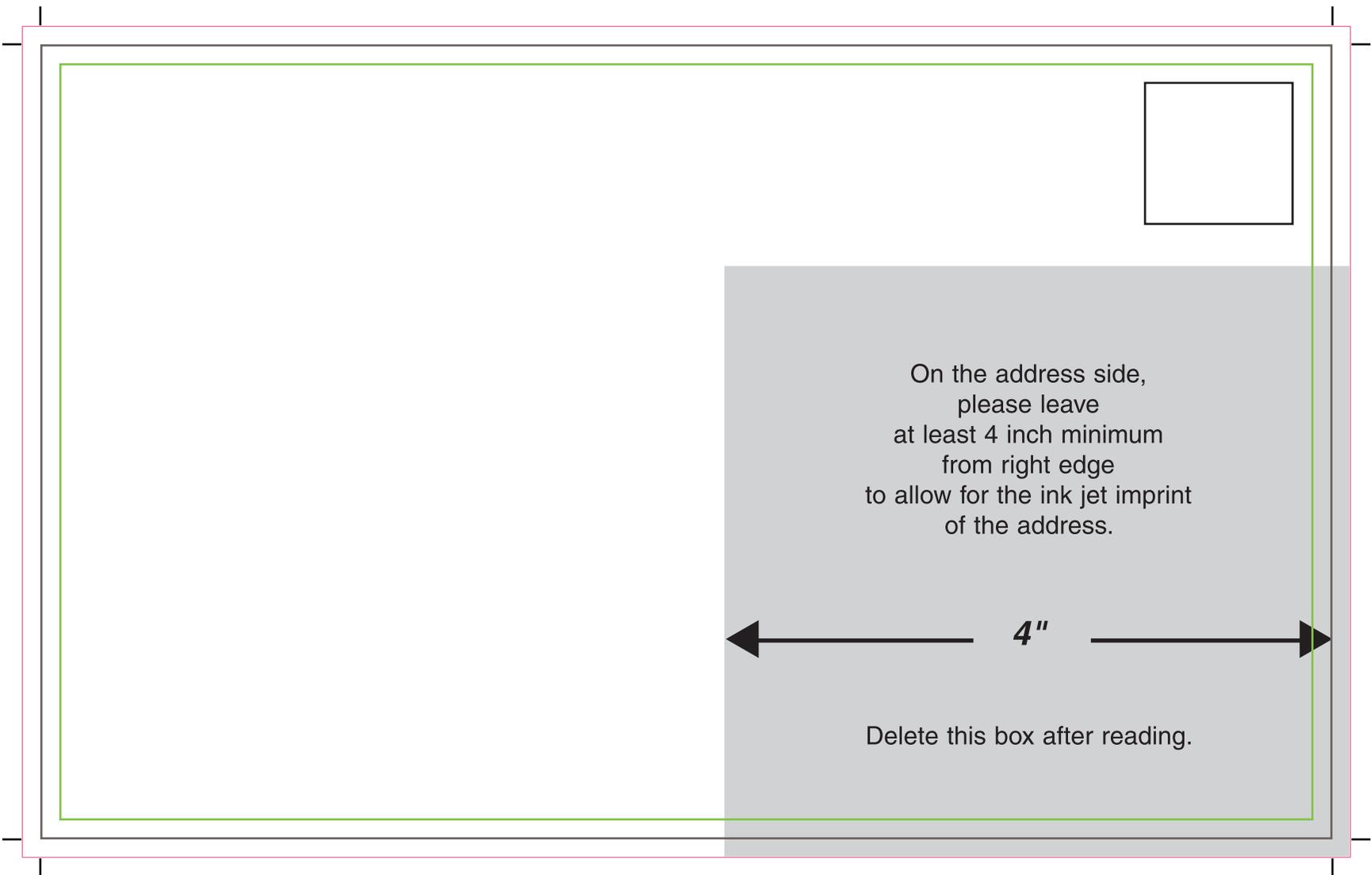**Green line denotes
Inside Margin
Pink line denotes
Outside Bleed Margin
Gray line denotes
Die Cut**

**Green line denotes
Inside Margin
Pink line denotes
Outside Bleed Margin
Gray line denotes
Die Cut**

On the address side,
please leave
at least 4 inch minimum
from right edge
to allow for the ink jet imprint
of the address.

4"

Delete this box after reading.

Green line denotes Inside Margin
Pink line denotes Outside Bleed Margin
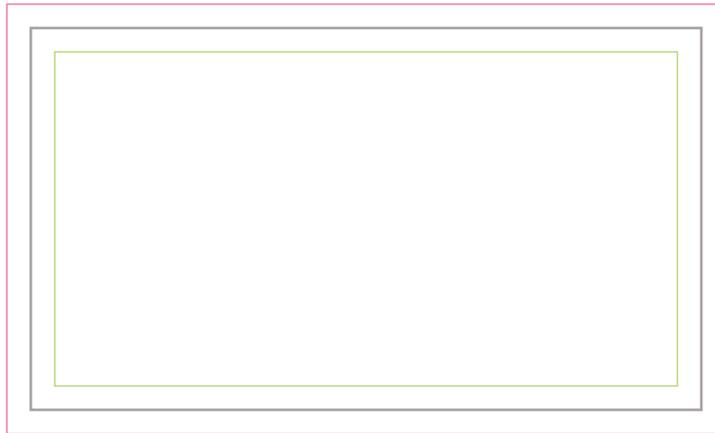**Gray line denotes Die Cut**

Note: Required margins/bleeds are 1/8" each. Art received without the
1/8" margin/bleed space will be adjusted for die cutting production and may not qualify
for the production ready art discount. Please see instructions for more information.

Green line denotes Inside Margin
Pink line denotes Outside Bleed Margin
Gray line denotes Die Cut

Note: Required margins/bleeds are 1/8" each. Art received without the
1/8" margin/bleed space will be adjusted for die cutting production and may not qualify
for the production ready art discount. Please see instructions for more information.
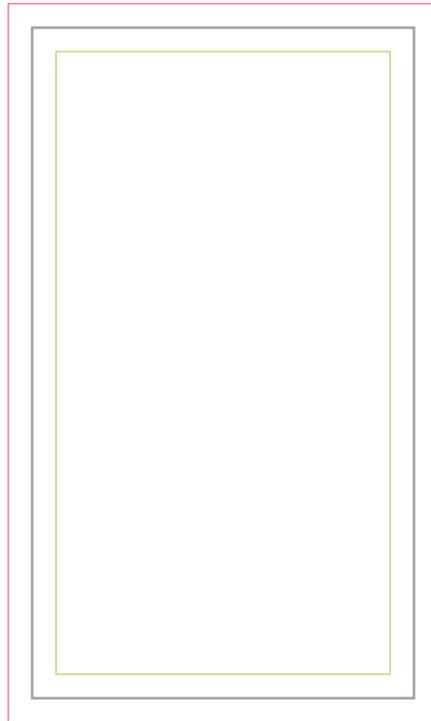
BULK MAIL GENERAL INSTRUCTIONS
USPS NON-AUTOMATED, MACHINABLE MAIL PIECES.

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.

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.

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 <u>over</u> 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.