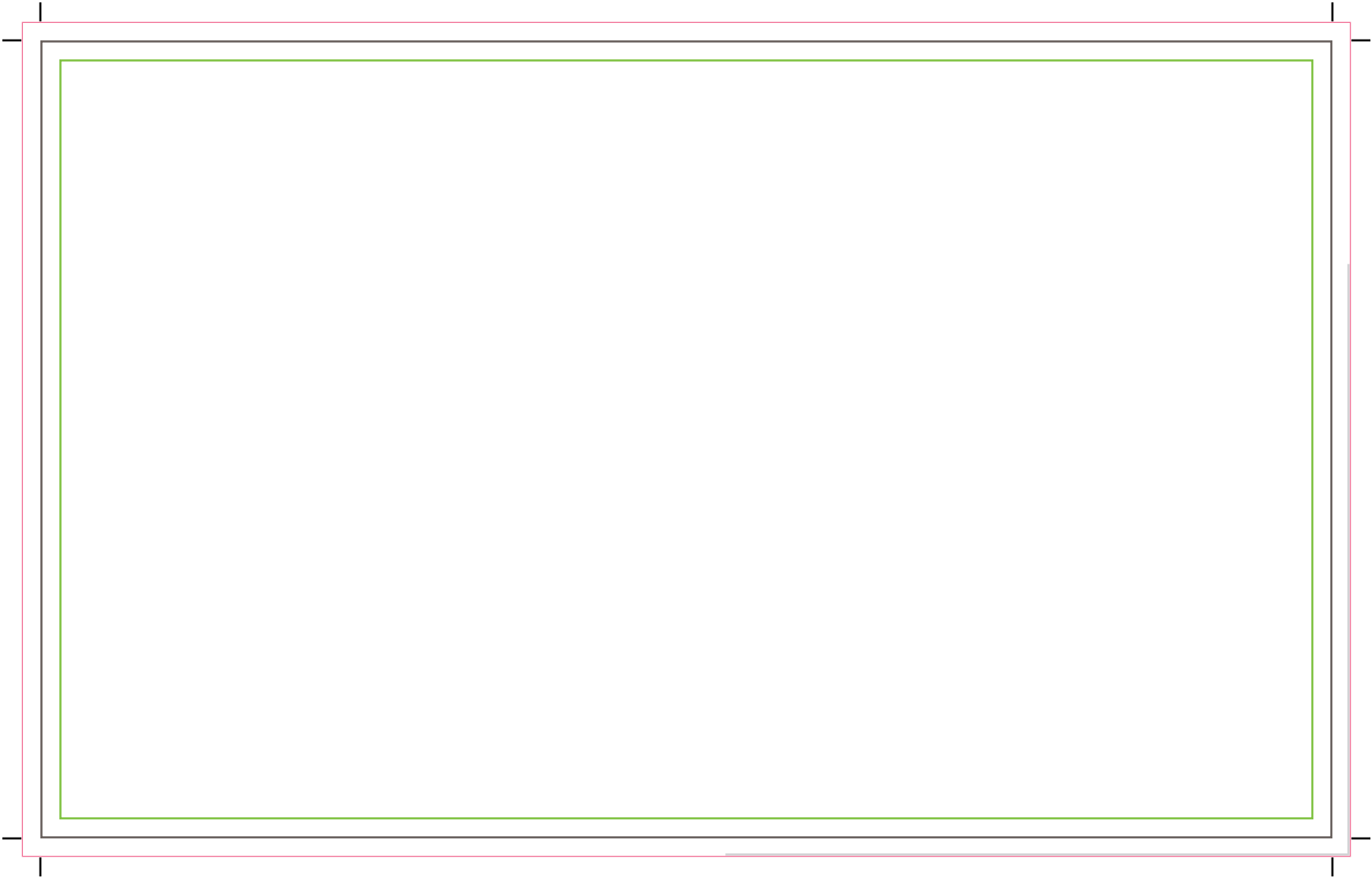
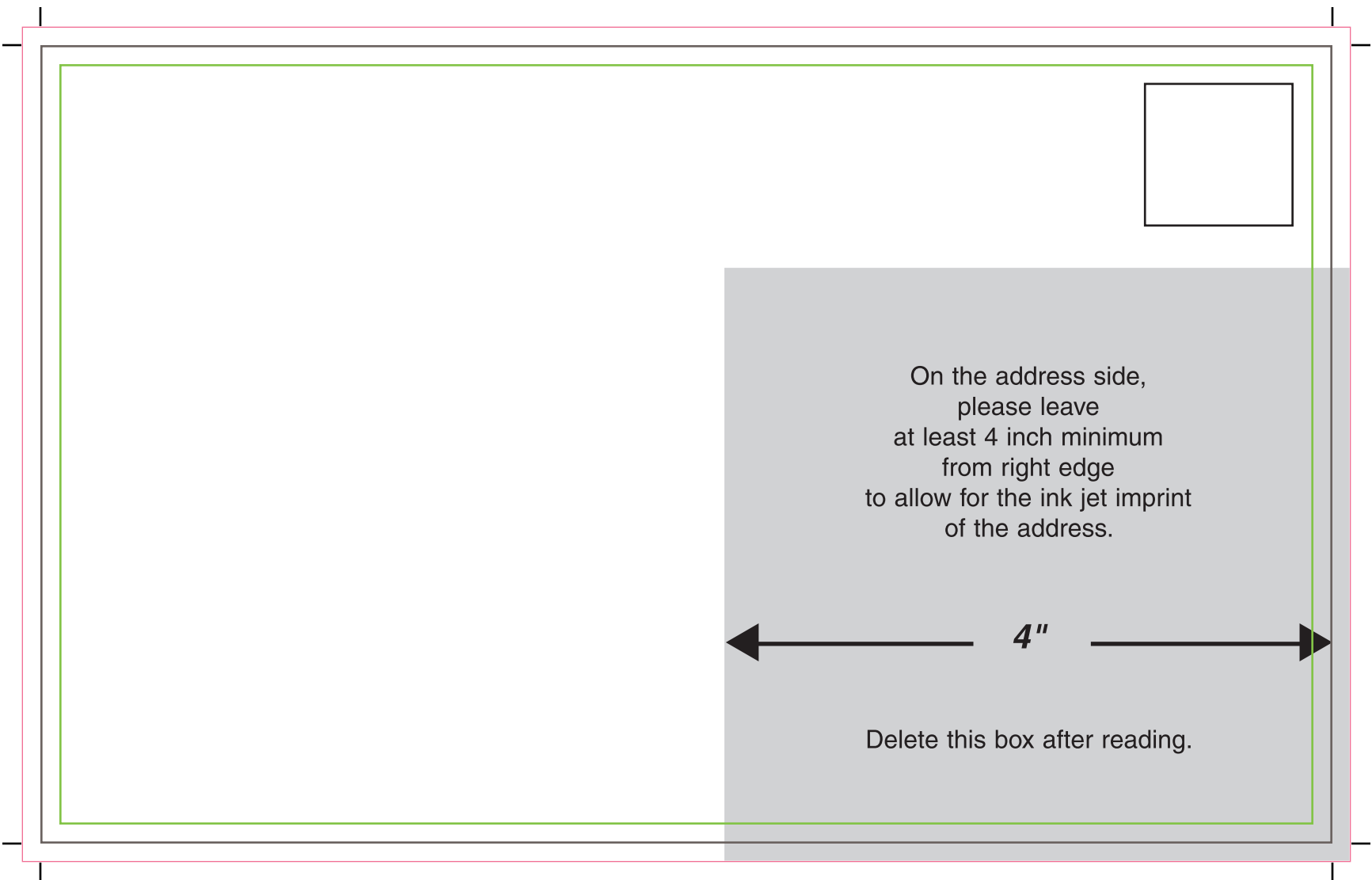


**Green line denotes  
Inside Margin**  
**Pink line denotes  
Outside Bleed Margin**  
Gray line denotes  
Die Cut



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



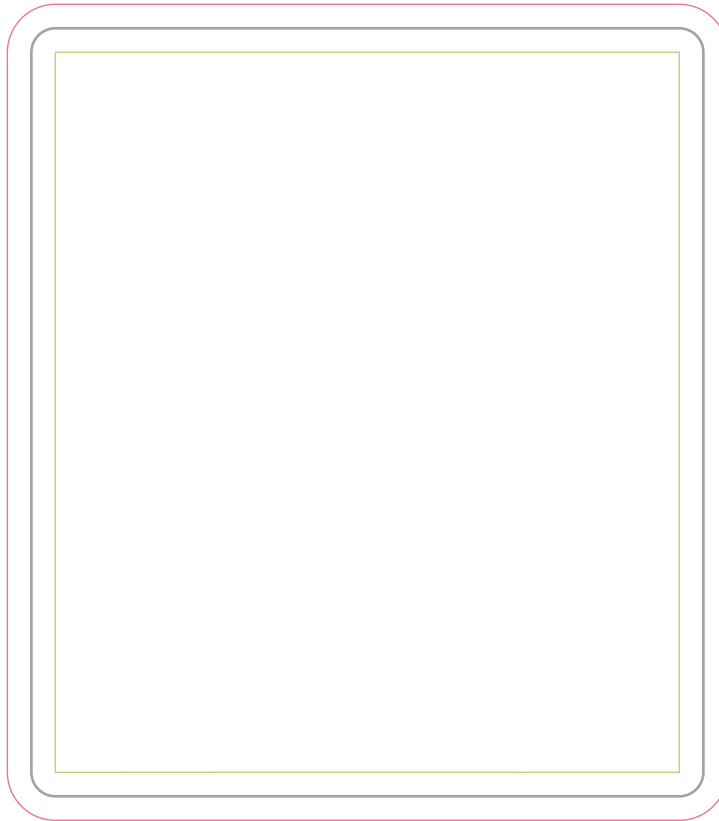
**Green line denotes Inside Margin**  
**Pink line denotes Outside Bleed Margin**  
**Gray line denotes Die Cut**

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.

**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.

**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)

**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.

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

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

**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](mailto:bulkmail@tradenetpublishing.com)

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