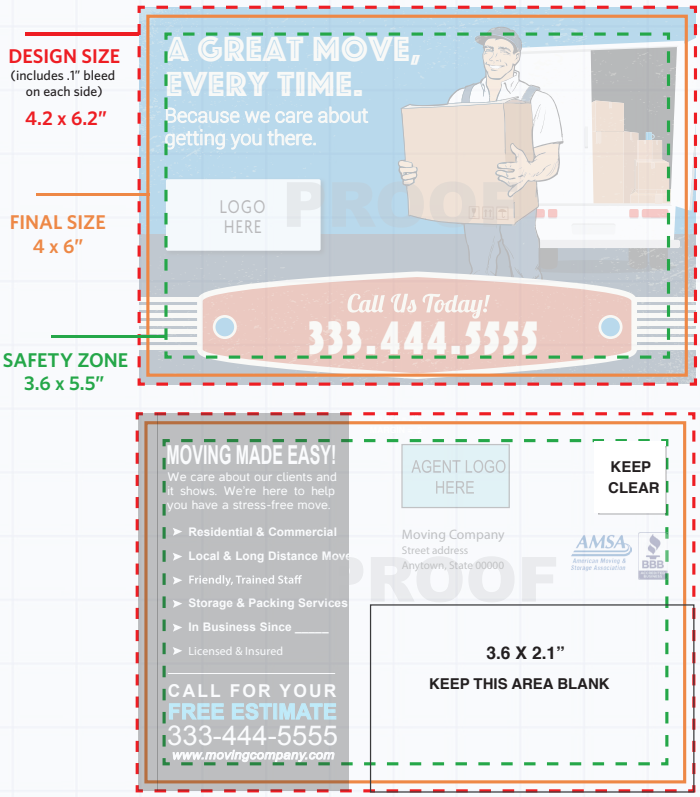
DESIGN REQUIREMENTS

Final Size	4x6	5.5x8.5	6x11
Design Size (full bleed)	4.2 x 6.2	5.7 x 8.7	6.2 x 11.2
Safety Zone (all text and imagery within this area)	3.6 x 5.6	5.1 x 8.1	5.6 x 10.6
Address Area (must remain blank)	2.1 x 3.6	2.6 x 3.7	2.6 x 3.7



Export PDF With Settings:

- Compression is at 300 DPI
- "All Printer's Marks" is unchecked
- "Use Document Bleed Settings" is checked
- **The type must be outlined or submit your font files so the printer can view PDF with correct formatting.**

How to Outline Text:

From the Selection Tool (Arrow on top left):

1. Left Click on the mouse and select the Entire Image or (CTRL + A)
2. Navigate to the drop-down window labeled "Type" (top of your application)
3. Select "Create Outlines" from the drop-down menu
4. SAVE as a new copy so that you can go back and edit the type on the original file.

How to Include Font Files:

1. From InDesign, navigate to the drop-down window labeled "File"
2. Select "Package..." from the drop-down menu. A new window will open.
3. Click on "Fonts" from the options on the left
4. Select your font and hit "Find Font". This will open a second window.
5. Select your font again and choose "Reveal in Finder" ("Reveal in Explorer" on a PC)
6. This will locate the font file in Finder (or Explorer) for you, which you are then able to drag into the same folder where you are keeping your design files.

TIPS FOR EFFECTIVE POSTCARD DESIGN

Over the years we have worked with hundreds of movers and have seen many designs tested and tired. Below are our tips on what should be included for a successful design.

ULTIMATE TEST

Does your postcard pass the two second test? Strip away words and only leave the image. Do you know who the postcard is from?

You have seconds to visually tell the homeowner that you are a mover. A picture of a your truck with logo or your truck with your crew is always the best image.

A STRONG VISUAL IS A MUST

Always include your logo, and design with a color scheme and visuals that represent your company.

FRONT

ASK FOR THE ORDER!

Tell them what they need to do next.

EMPHASIZE YOUR CONTACT INFORMATION

Your website and phone number should appear on both sides

BACK

MAKE AN OFFER THEY CAN'T RESIST

Offer something of extra value and stand out.

We often suggest using a free estimate as an initial offer. Free estimates give homeowners an immediate value that isn't dependent on them making a purchase.

DEMONSTRATE CREDIBILITY

Include logos to boost your trustworthiness:

- Better Business Bureau
- Trade association
- License number

KEEP COPY TO A MINIMUM

When adding copy, keep your message clear, concise, and impactful.

FOLLOW USPS GUIDELINES

The bottom 3/4" of the postcard is used by the USPS for barcoding. Text in this area cause the mail to be returned.

Find more information on design tips here.