

# HOW TO BUILD A 6x11" POSTCARD

Follow the guidelines below when designing your postcard.  
See a visual guide on the next page.

InDesign and PDF postcard templates attached.

## HOW TO SUBMIT A FILE

- Must be a PDF
- All text outlined or attach font folder (preferred)
- DO NOT include crop/printer marks
- In the PDF export settings, please make sure:
  - Compression is at 300 DPI
  - Marks and Bleeds:
    - "All Printer's Marks" is unchecked
    - "Use Document Bleed Settings" is checked

## SIZE

- Trim Size: 6 x 11"
- **FINAL SIZE WITH BLEED: 6.2 x 11.2"**
- Margins: .2" all sides,
- Bleed: .1" all sides

## SPECIFICATIONS

- Resolution must be 300 DPI. *All images and/or logos placed in file must be 300 DPI as well, or vector*
- All text, logos and critical visuals must stay inside the margins
- No text, logos or images inside the address and indicia zones

# 6x11" POSTCARD

BLEED = .1"

MARGIN = .2"

## FRONT

**TRIM SIZE: 6 X 11"**

**FINAL SIZE WITH BLEED: 6.2 X 11.2"**

**10.6 X 5.6" SAFETY ZONE**

All text, logos and critical visuals  
must stay in this white space

# 6x11" POSTCARD

BLEED = .1"  
MARGIN = .2"

1X1"  
KEEP BLANK  
Indicia Here

BACK

**TRIM SIZE: 6 x 11"**

**FINAL SIZE WITH BLEED: 6.2 x 11.2"**

**10.6 X 5.6" SAFETY ZONE**

All text, logos and critical visuals  
must stay in this white space

**3.7 X 2.6"**

**KEEP THIS AREA BLANK**  
Address Goes Here