



# Marketing Postcard Mailing Design Guidelines

**Here at imail we want to make it even easier for you to get your Marketing Postcards out the door quickly, effectively and looking the best it can.**

We've put together a simple guide taking you through the step by step process to ensure your important text and images don't bleed or get cropped out.

Page 1- talks you through the front cover of your postcard- the main focus, make sure your image isn't cropped out by placing your artwork correctly within the safe zones

Page 2 - the reverse of your marketing postcard is just as important as the image - place your text within the guidelines so you can get your message across with ease

Page 3 - will be where the address & indicia's are inserted

**With our simple guideline you'll be a pro in no time!**

CROPPING LINE A5 210mm x 148mm

15mm

SAFE AREA

PLEASE NOTE THE OVER-ALL SIZE OF THE DOCUMENT SHOULD BE 220mm(8.66in) x 158mm(6.22in) (SRA5) ALLOWING FOR 5mm BLEED. IT WILL THEN BE CROPPED DOWN TO A5 210mm(8.27in) x 148mm(5.83in) (NO TICK MARKS ARE NEEDED ON THE PDF)

WHERE POSSIBLE ALL ARTWORK SHOULD BE FLATTENED AND EXPORTED AS A PDF VERSION ACROBAT 4 (PDF 1.3) CMYK - RESOLUTION 300DPI

190mm

128mm

SAFE AREA

15mm

CROPPING LINE A5 210mm x 148mm

SAFE AREA

SAFE AREA

CROPPING LINE A5 210mm x 148mm

CROPPING LINE A5 210mm x 148mm

CROPPING LINE A5 210mm x 148mm

SAFE AREA

NO PRINT AREA

CROPPING LINE A5 210mm x 148mm

SAFE AREA

190mm

128mm

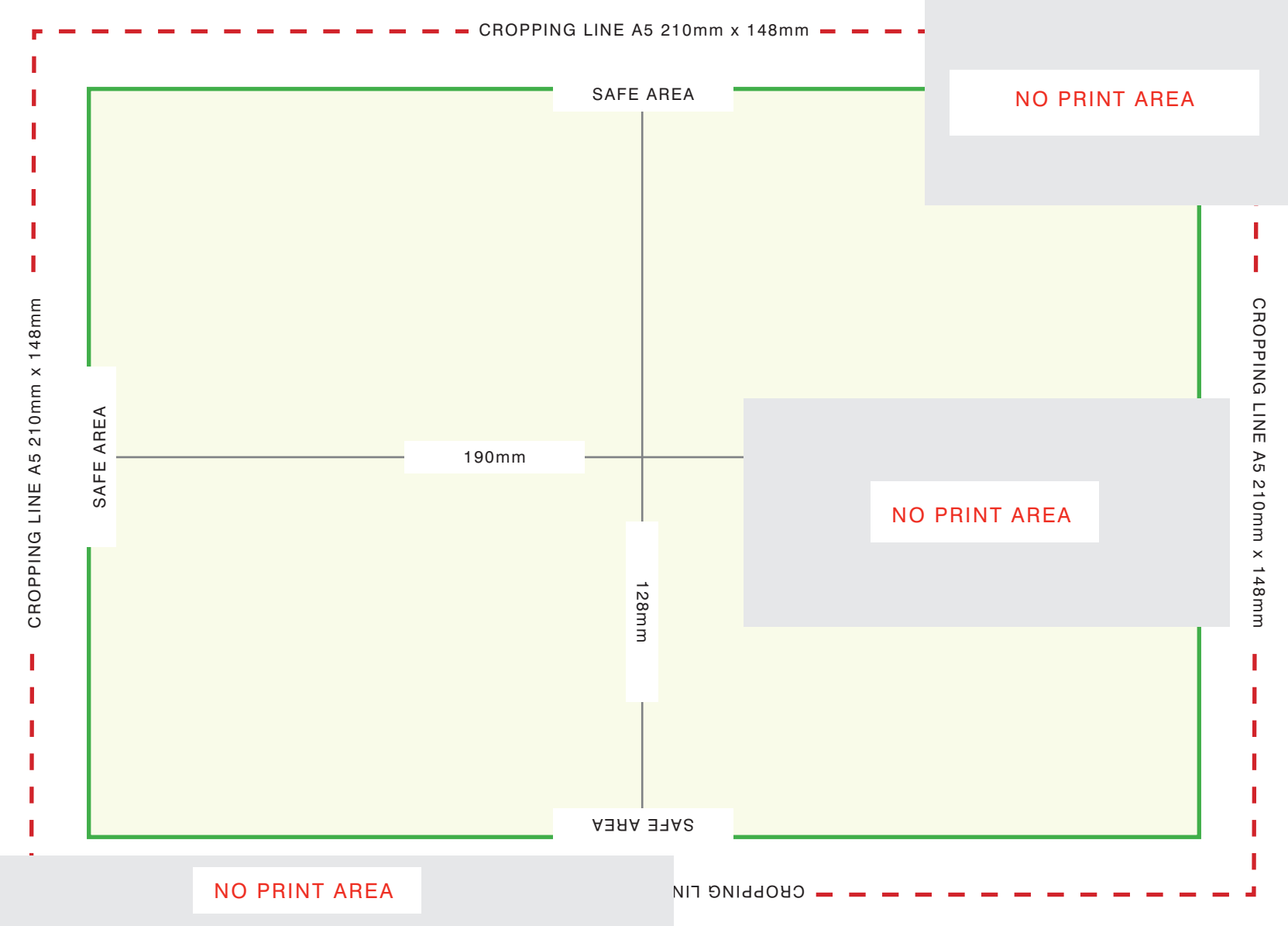
CROPPING LINE A5 210mm x 148mm

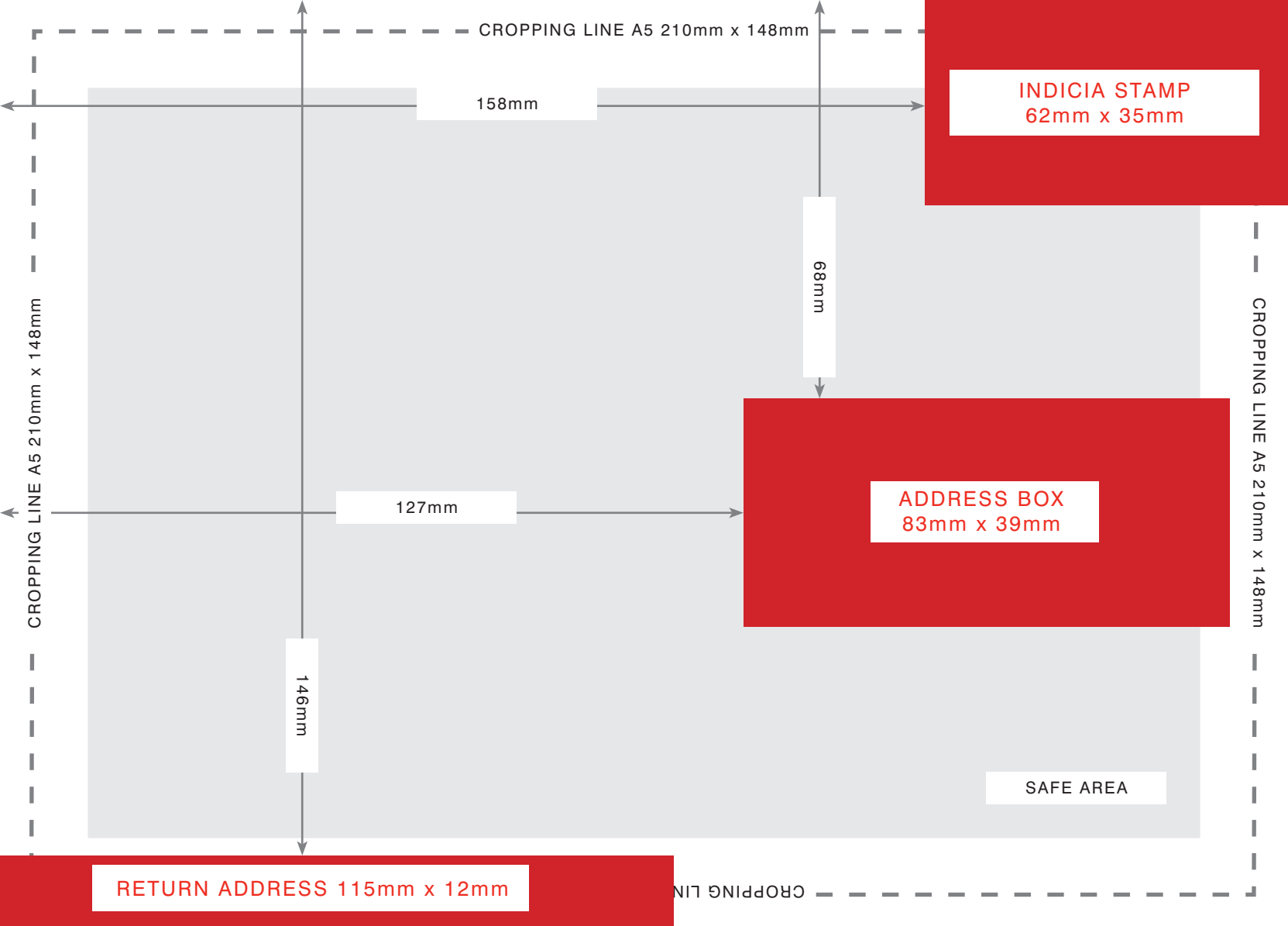
NO PRINT AREA

SAFE AREA

NO PRINT AREA

CROPPING LINE





CROPPING LINE A5 210mm x 148mm

INDICIA STAMP  
62mm x 35mm

158mm

68mm

CROPPING LINE A5 210mm x 148mm

ADDRESS BOX  
83mm x 39mm

127mm

CROPPING LINE A5 210mm x 148mm

SAFE AREA

146mm

RETURN ADDRESS 115mm x 12mm

CROPPING LINE