

UNITED STATES POST OFFICE ADDRESS PANEL

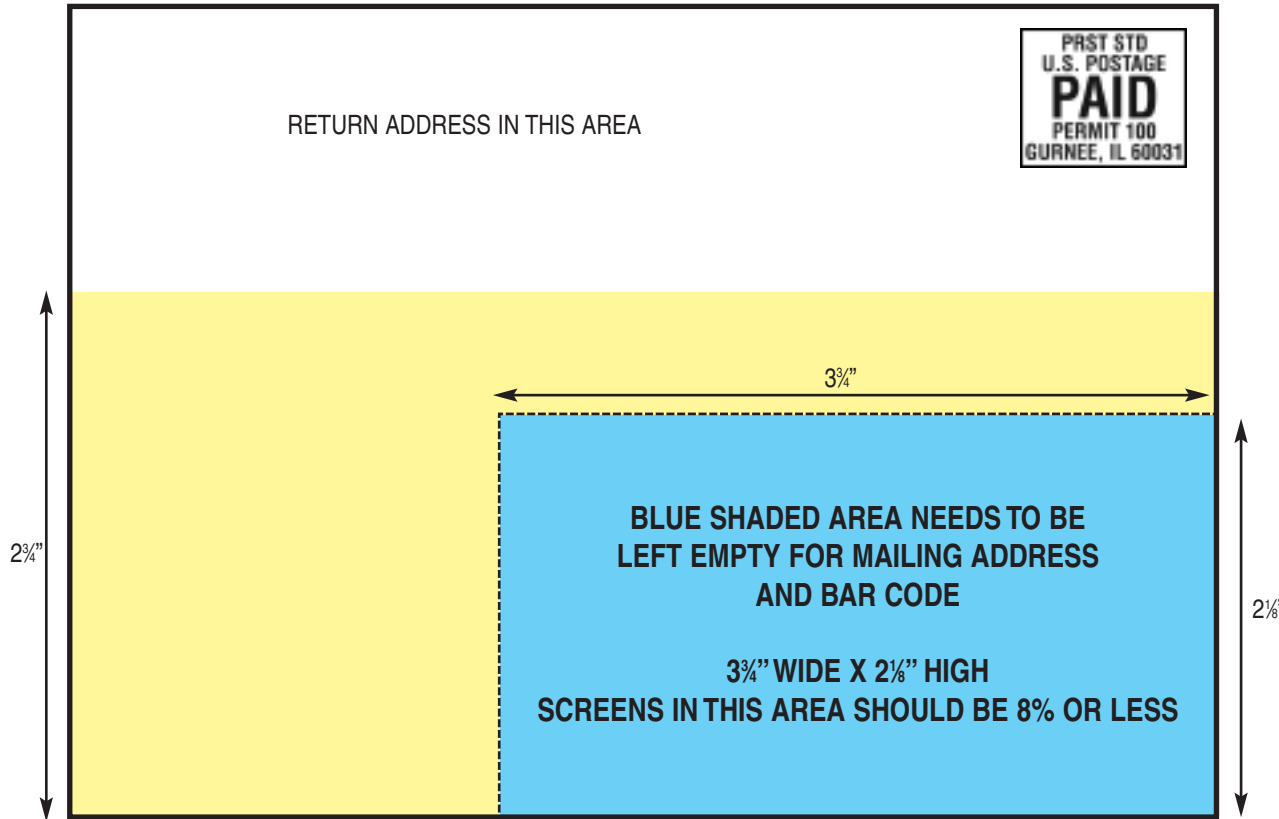
Following this layout will ensure you receive the best automated postage rate.

STANDARD POSTCARD SIZE 6" X 4 1/4"

RETURN ADDRESS IN THIS AREA



DO NOT PUT A COMPLETE ADDRESS ANYWHERE IN THE YELLOW AREA UNLESS THE STATE AND ZIP CODE ARE REMOVED OR THE TYPE IS REVERSED (WHITE LETTERS ON A DARK BACKGROUND).



YELLOW AREA:

The Post Office scans the area 2 3/4" from the bottom of direct mail piece for addresses. To prevent the direct mail piece from being sent to you instead of your addressee, do not put a complete address in this area unless you either leave off the state and zip code or reverses the type (white letters on a dark background).

BLUE AREA:

This is the area where the return address and bar code go. Leave this area free of text. Graphics in this area should not be darker than an 8% screen. This includes lines and photos.

DIRECT MAIL PIECE OTHER THAN 6X4 1/4":

Turn direct mail piece to the HORIZONTAL position, place template in the lower right corner leaving the same 3 3/4"x2 1/8" free of text as in the sample above.