

5.25 x 7.25

5 x 7

4.75 x 7.25

# Printing Help Desk

## Recommended Set Up For Automation Rates

### 5" x 7" Postcard

1.25"

1.25 x 1.25  
Indicia  
Clear Zone

1.25"

#### No Mailable Address In This Area

To eliminate the risk of your postcards being returned to you by the Postal Automation Process, do not place an address with a state or zip code in this area.

1.5" Min.

#### 1.5" x 4" Clear Zone for Variable Data

To receive automation rates you must provide a 1.5" x 4" clear zone to attach your variable data. If you do not provide enough clear space your postage cost will increase.

4" Min.


.5"

.625"

 1/8" Bleed - 5.25" x 7.25

 Cut Edge 5" x 7"

 1/8" Safe Area - 4.75" x 6.75"

 Clear Zones for Automation Rates  
- 1.25" x 1.25" for Indicia  
- 1.5" x 4" Clear box for Variable Data that is .625" up from the bottom and .5" from the right edge