

Postcard Sizes Available*

- 4-1/4 x 6 Standard
- 6 x 9 Jumbo
- 4 x 10 Long
- 6 x 11 Oversized
- 9 x 12 Double

* Custom sizes available, please contact your Select Direct Door Marketing Advisor for specs.

Accepted File Formats

- EPS
- TIF
- JPG
- AI
- PSD
- PDF

Guidelines for Artwork

- 300 dpi is recommended for high quality CMYK or grayscale images
- 812 dpi is recommended for high quality bitmap or line art images
- Convert all images to CMYK

Bleed

Bleed is the portion of the product that will be trimmed off when cut to the final size. The purpose of a bleed is to continue a color, image, or design to the edge of a product. Due to the possibility of shifting during the trimming process, a bleed is required to ensure a white line does not appear on the edges of your card. Please include 1/8" min. bleed on your product.

Crop Marks

Please build your press-ready digital files with crop marks to indicate trim size.

Fonts

- All fonts must be embedded in PDFs
- Fonts must be outlined or converted to paths or curves in EPS files.

Safe Zone

All critical elements (text, images, logos, etc.) should be kept at least 0.125" inside the trim edge to avoid being cut off during trimming.

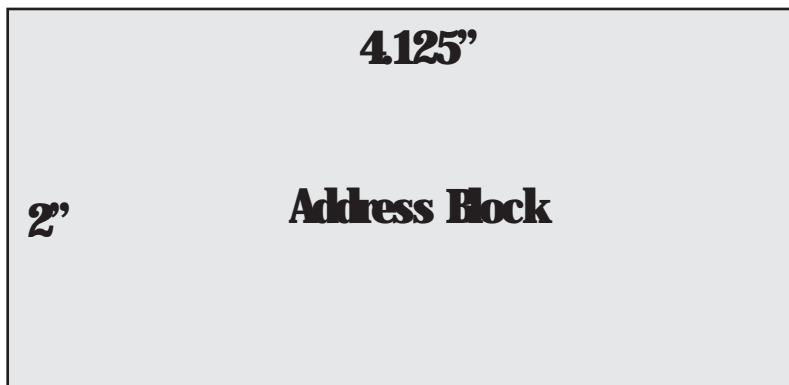
Please provide all information regarding project specs including: dimensions, color designations, bleed information, folding instructions, version information, number of pieces, files names, and any special instructions.

4.25" X 6" Card Template

**Indicia
Goes
Here**

Press Print Area

Press Print Area





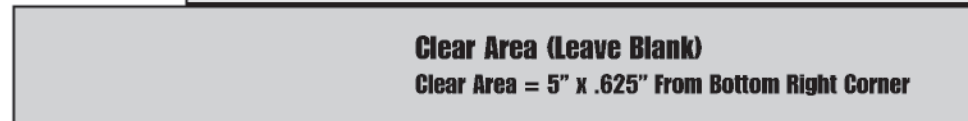
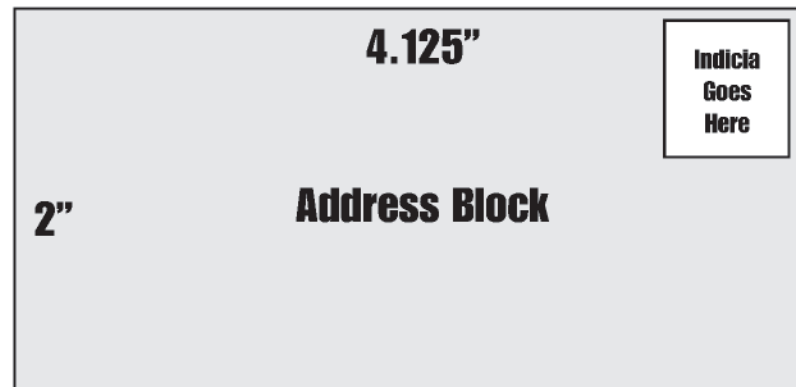
4" X 10" Card Template

Press Print Area

Press Print Area



Press Print Area





6" X 11" Card Template

Press Print Area

Press Print Area

Press Print Area

4.125"

2"

Address Block

Indicia Goes Here

The diagram shows a large gray rectangular area representing the address block. The top edge is labeled "4.125\"", and the left edge is labeled "2\"". In the top right corner of this area, there is a smaller white box with the text "Indicia Goes Here".

Clear Area (Leave Blank)
Clear Area = 5" x .625" From Bottom Right Corner

The diagram shows a gray rectangular area at the bottom right of the card. It is labeled "Clear Area (Leave Blank)" and "Clear Area = 5" x .625" From Bottom Right Corner".





6" X 9" Card Template

Press Print Area

Press Print Area

Press Print Area

4.125"

Indicia Goes Here

2"

Address Block

This diagram shows a large rectangular area for an address block. The top edge is labeled "4.125\"". On the right side, there is a smaller rectangular box labeled "Indicia Goes Here". On the left side, there is a vertical dimension line labeled "2\"". The main area is labeled "Address Block".

Clear Area (Leave Blank)
Clear Area = 5" x .625" From Bottom Right Corner



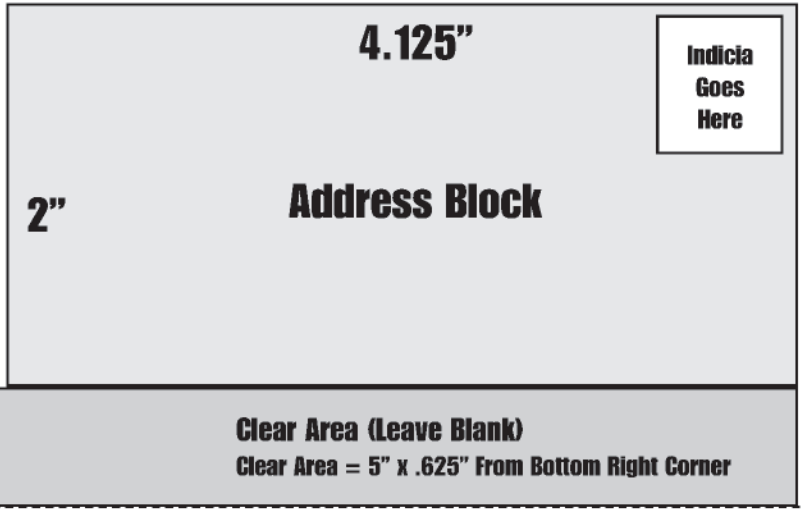


9" X 12" (Folded & Tabbed) Card Template

Press Print Area

Press Print Area

Press Print Area



Fold

Press Print Area

Press Print Area

