

**ARTWORK WITH BORDERS**

Minimum border thickness must be 1/4 (0.25") thick plus the 1/8 (0.125") bleed for correct print ready artwork. Total border size from the bleed line is 3/8 (0.375"). Border example on the left.

**11" x 8.5" EDDM  
Postcard Horizontal/Landscape  
Front**

**bleed**

Artwork that reaches the outline needs to extend to the edge of the **red line**.

**cut line**

This is where your artwork will be trimmed.  
(Finished size ordered)

**safety**

All text must be kept within the **blue line**

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PRSRT STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM RETAIL

Local  
Postal Customer

**11" x 8.5" EDDM  
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Back**

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Please delete this guideline before submitting your design to print.