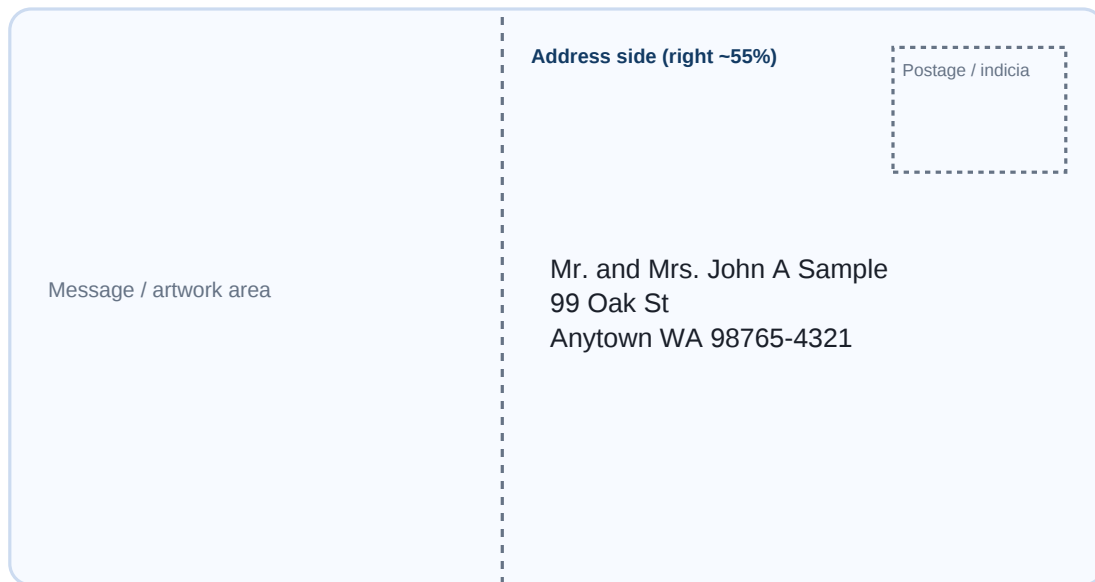


Postcard Address and IMb Placement

Plavidian template — final mailability subject to USPS and production review



Notes for postcard address placement

- Postcard sizes: minimum 3.5 x 5 inches, maximum 4.25 x 6 inches at First-Class Mail postcard prices. Above 4.25 x 6 inches (up to 6-1/8 x 11-1/2 inches), the piece mails at letter prices.
- Card stock must be 0.007 to 0.016 inch thick and at least 75-pound book-grade stock to qualify at card prices.
- Address must appear on the right side of the address side of the card, in the bottom half below the postage area. Standard layout uses the right ~55% for the address block.
- IMb must appear immediately below the address block, with at least 1/8 inch of clear space on all sides of the address and barcode.
- Postage / indicia goes in the upper-right corner of the address side. For permit imprint, use the Indicia Block Generator tool to create the printable block.

Template is a planning guide, not a substitute for final USPS / DMM review or Plavidian mailpiece approval.