

The diagram shows a rectangular layout for an 11x4.5 inch EDDM PostCard. It features three concentric borders: an outermost red border, a middle blue border, and an innermost green border. Three black arrows point to these borders with corresponding text labels. The top-left arrow points to the green border, the top-right arrow points to the blue border, and the bottom-left arrow points to the red border. The text 'Front - 11"x4.5" EDDM PostCard' is centered in the middle of the layout.

Margin (text should not extend past here)

Trim or Cut Line (this is the edge of your card)

Front - 11"x4.5" EDDM PostCard

Bleed Line (Artwork should extend to this line if color goes to edge of card to ensure clean trim)

PRST STD
U.S. POSTAGE
PAID
PRESCOTT AZ
PERMIT ???

Margin (text should not extend past here)

Trim or Cut Line (this is the edge of your card)

BACK - 11"x4.5" EDDM PostCard

Should leave this area Blank or Clear of Art

ECRWSEDDM
Postal Patron

Bleed Line (Artwork should extend to this line if color goes to edge of card to ensure clean trim)