

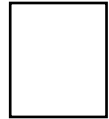
Layout Guide - Message Side of Card

Return Address

The Return Address should go in upper portion of card. Postal scanners look for addressee copy below this area. (Any copy the scanner interprets as an address and placed within 2³/₄" of bottom may cause your mail to be scanned incorrectly and returned to you.)

Optional Return Address Area

Very Small Return Address copy may be placed here, leaving more room on left side for message.



Message Area

Leave Area for Mailing Address within bottom 2³/₄" of card (but not in bar code clear zone)

3/8"
Minimum



Clear Zone - Barcode & Postal Markings Area