ART SPECS
FOR DESIGNERS

MEDIA FORMATS

CD • E-Mail • Upload Your Art via Web Browser

Include only the files needed to produce your job. When e-mailing art, put your company name in the subject line. This will prevent delays in receiving your art. Stuff or zip your artwork to allow smaller files and safer transmission. Whenever possible, include a hard copy of your art so we can see what it is supposed to look like.

Upload your artwork at www.postcardmania.com/submitting-art or use the link HERE.

ACCEPTABLE FILE FORMATS:

PREFERRED FILE FORMAT:
- PDF (preferred) (prepress quality, embedded fonts, bleed included)

OTHER ACCEPTABLE FILE FORMATS:
- Adobe InDesign (include all fonts & support files plus hard copy or PDF to check art)
- Adobe Photoshop (Minimum 300 dpi, CMYK format)
- Adobe Illustrator (Fonts converted to outlines, all linked graphics embedded or included, CMYK format)
- EPS (with fonts converted to outlines/curves/paths, CMYK format)
- TIFF (300-350 dpi, CMYK format)
- JPG (Maximum quality - at least 300 dpi, CMYK format) These will be converted to a PSD before printing.

WE DO NOT ACCEPT THESE FILE FORMATS AS ART:
- Microsoft Publisher
- Microsoft Word, Works, Excel, PowerPoint, Word Perfect*
- Native Corel Draw or Freehand (save as EPS with fonts converted to curves/paths)
- Apple Pages
- Apple Numbers or Keynote
- Film or other similar "camera ready" art.

*Without additional design fees paid.

TEMPLATES

Templates for our standard postcards, rack cards and brochures can be found at www.postcardmania.com/submitting-art/templates.php or use the link HERE.

BLEEDS, CUTLINES AND SAFETY AREAS

For art that bleeds (color/image goes to the edges) - add an extra 1/8 inch to each side of the card.

For example, a standard card (6 x 4.25) that bleeds on each side, make your canvas size 6.25 x 4.5 so each side of the card has an extra 1/8" of space.

Keep a safety area of at least 1/8 inch from the trimmed edge art type or critical design. Blade shift when cutting the cards is unavoidable, and we don't want your message to be cut off. We strongly suggest you do not use a border around your image, as we cannot guarantee "straightness" and "evenness" for the same reason.

SAFETY
CUTLINE
BLEED

THIS HEADLINE WILL BE CUT. ALL TEXT MUST BE WITHIN THE 1/8" SAFETY AREA

COLORS

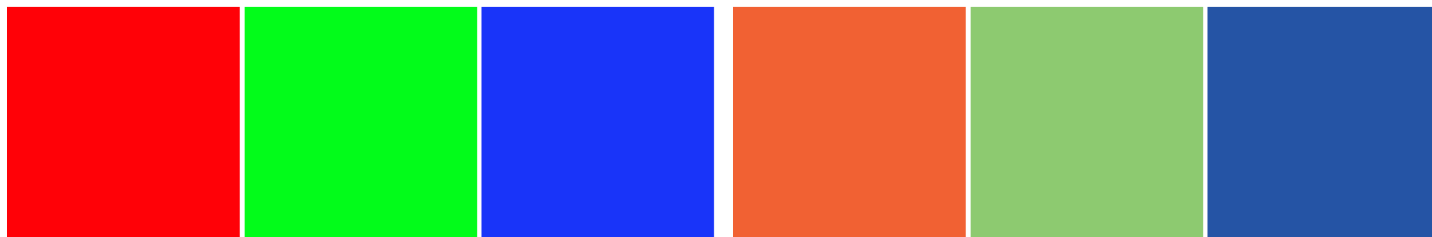We are printing with sheet-fed, 4-color-process presses.
Front (glossy side): CMYK **(NO RGB OR PANTONE SPOT COLORS)**
Back: Greyscale (unless special ordering color on the back. Ask your sales rep for quote)

It is important to create your designs in CMYK format to keep your colors consistent. Designing artwork in RGB and converting the artwork afterwards can cause color shifts and the output will not look like what was intended. The colors you see on your monitor or output from most inkjet printers will not accurately reflect the actual colors we print on our CMYK 4-color process printing. If you are concerned about color, purchase a color proof from us to review before we go to print.

RGB COLORS   RGB COLORS CONVERTED TO CMYK

We'll do all our best to match colors but because of variations inherent in the printing process we cannot guarantee an exact match.

Remember: the PDF proofs we provide are only an approximation of the colors and are not exact. Postcardmania will try to warn you about files that do not match your color printout but cannot be held responsible for color differences when a high quality color proof has not been provided.

IMAGE RESOLUTION

Low resolution graphics will be either be printed as-is or your job may be delayed while we wait for higher resolution graphics.
We only accept 300 dpi files. Images should be originally created as 300 dpi graphics and not stretched from a lower resolution to 300 dpi. This does not increase the resolution, it simply stretches the image, degrading the image quality even further.

72 DPI IMAGES LOW RESOLUTION GRAPHICS   300 DPI IMAGES HIGH RESOLUTION GRAPHICS

WHEN BLACK IS NOT REALLY BLACK?

When printing black that is made up of 100 percent black on the color side of the card, the black may appear slightly grey and may show lines when other images are layered underneath the black layer.

100% BLACK

RED GRAPHIC BEHIND BLACK FILL SHOWS THROUGH

LOGO DOESN'T BLEND WITH BLACK FILL

40% CYAN 100% BLACK

RED GRAPHIC DOESN'T BLEED THROUGH

LOGO CORRECTED TO MATCH BLACK FILL SO IT BLENDS

To solve this and create a very dark black on the colored side of your card, we recommend using a rich black. The CMYK settings for rich black are: c-40 m-0 y-0 k-100. Be sure if you are placing an image with a black background on top of another black area, that the blacks have the same color breakdowns. If they are a different color black, it may not show up on your monitor but will be obvious when printed. Keep type on both front and back at 100% black. Note: if you want color on the back (non glossy) side of your card, this is a special order. Check with your sales rep for pricing.

GARBAGE IN, GARBAGE OUT RULE

We reserve the right to refuse to print art that does not follow our art guidelines. If we feel your art will print poorly, but you want to use it anyway, you may be required to sign a waiver before we proceed.

MAILING SPECS

Our mailing templates are built to meet USPS mailing specifications. These templates have versions depending on if PostcardMania is mailing or if you plan on mailing yourself. You can find these templates at www.postcardmania.com/submitting-art/templates.php or use the link HERE.
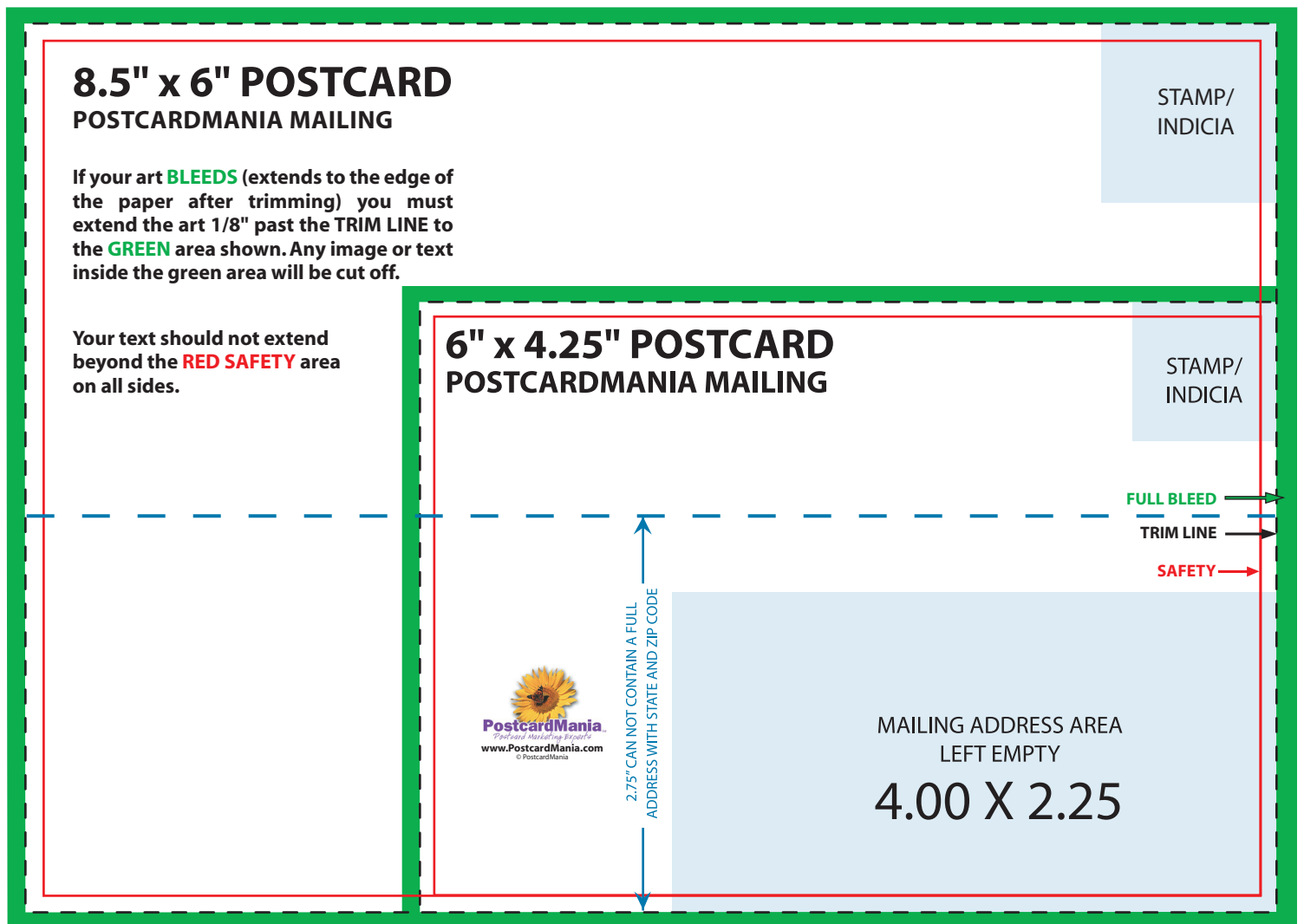
If you are designing a piece that does not conform to our standard templates, you can still follow the standard mailing guidelines by taking one of our existing templates and aligning the bottom right of the template's mailing area with the bottom right of your design's mailing area.

IF POSTCARDMANIA IS MAILING YOUR POSTCARDS

If you have chosen **PostcardMania** to complete your mailing these layout specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.

OPEN AREA – PUT COPY / INFO HERE

MAILING ADDRESS AND STAMP AREA
– This area is where the intended recipient's address will go. Check with your local post office for the minimum clear area.
– The smaller light blue are is where the stamp or indicia will go.

POST OFFICE ADDRESS SCAN AREA
– Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
– Any address in this area cannot contain a zip code OR must be in   REVERSE TYPE

BACK - Option #1
(MATTE SIDE-NO GLOSS)

8.5" x 6" POSTCARD
POSTCARDMANIA MAILING

If your art **BLEEDS** (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the **GREEN** area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the **RED SAFETY** area on all sides.

STAMP/ INDICIA

6" x 4.25" POSTCARD
POSTCARDMANIA MAILING

STAMP/ INDICIA

FULL BLEED

TRIM LINE

SAFETY

2.75" CAN NOT CONTAIN A FULL ADDRESS WITH STATE AND ZIP CODE

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MAILING ADDRESS AREA
LEFT EMPTY
4.00 X 2.25

Graphic not to scale, for representation only. Visit www.postcardmania.com for templates.

IF POSTCARDMANIA IS MAILING YOUR POSTCARDS

If you have chosen **PostcardMania** to complete your mailing these layout specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.

OPEN AREA – PUT COPY / INFO HERE

MAILING ADDRESS AND STAMP AREA
– This area is where the intended recipient's address will go. Check with your local post office for the minimum clear area.
– The smaller light blue are is where the stamp or indicia will go.

POST OFFICE ADDRESS SCAN AREA
– Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
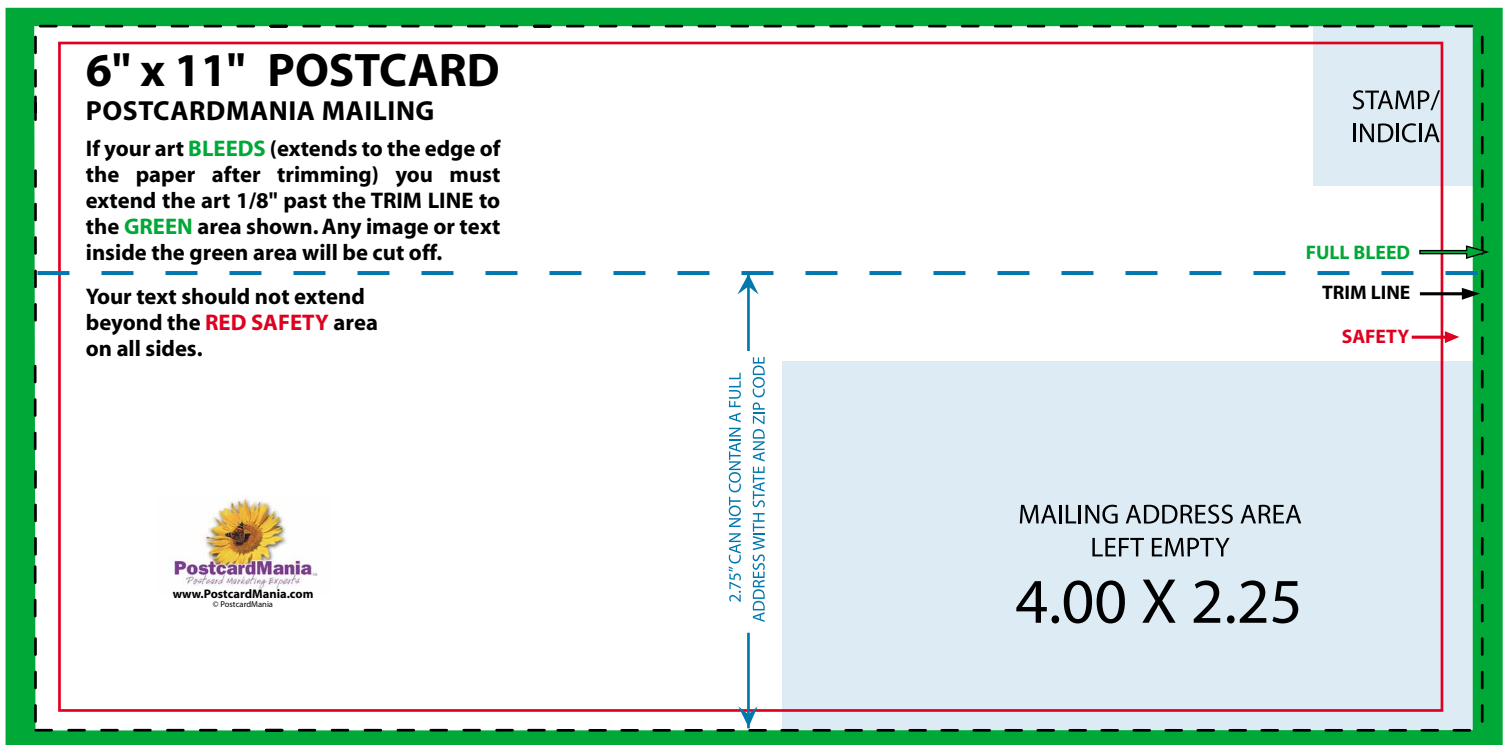– Any address in this area cannot contain a zip code OR must be in **REVERSE TYPE**

BACK - Option #1
(MATTE SIDE-NO GLOSS)

6" x 11" POSTCARD
POSTCARDMANIA MAILING

If your art BLEEDS (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the GREEN area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the RED SAFETY area on all sides.

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STAMP/ INDICIA

FULL BLEED

TRIM LINE

SAFETY

2.75" CAN NOT CONTAIN A FULL ADDRESS WITH STATE AND ZIP CODE

MAILING ADDRESS AREA
LEFT EMPTY

4.00 X 2.25

Graphic not to scale, for representation only. Visit www. postcardmania.com for templates.

IF POSTCARDMANIA IS MAILING YOUR POSTCARDS

If you have chosen **PostcardMania** to complete your mailing these layout specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.

☐ OPEN AREA – PUT COPY / INFO HERE

☐ MAILING ADDRESS AND STAMP AREA
 – This area is where the intended recipient's address will go. Check with your local post office for the minimum clear area.
 – The smaller light blue are is where the stamp or indicia will go.

– – – POST OFFICE ADDRESS SCAN AREA
 – Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
 – Any address in this area cannot contain a zip code OR must be in **REVERSE TYPE**

BACK - Option #2
(MATTE SIDE-NO GLOSS)

8.5" x 6" POSTCARD
POSTCARDMANIA MAILING

If your art **BLEEDS** (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the **GREEN** area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the **RED SAFETY** area on all sides.

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RETURN ADDRESS HERE
NO LARGER THAN 5.5PT

MAILING ADDRESS AREA
LEFT EMPTY

8.50 X 1.75

6" x 4.25" POSTCARD
POSTCARDMANIA MAILING

FULL BLEED →

TRIM LINE →

SAFETY →

RETURN ADDRESS HERE
NO LARGER THAN 5.5PT

MAILING ADDRESS AREA
LEFT EMPTY
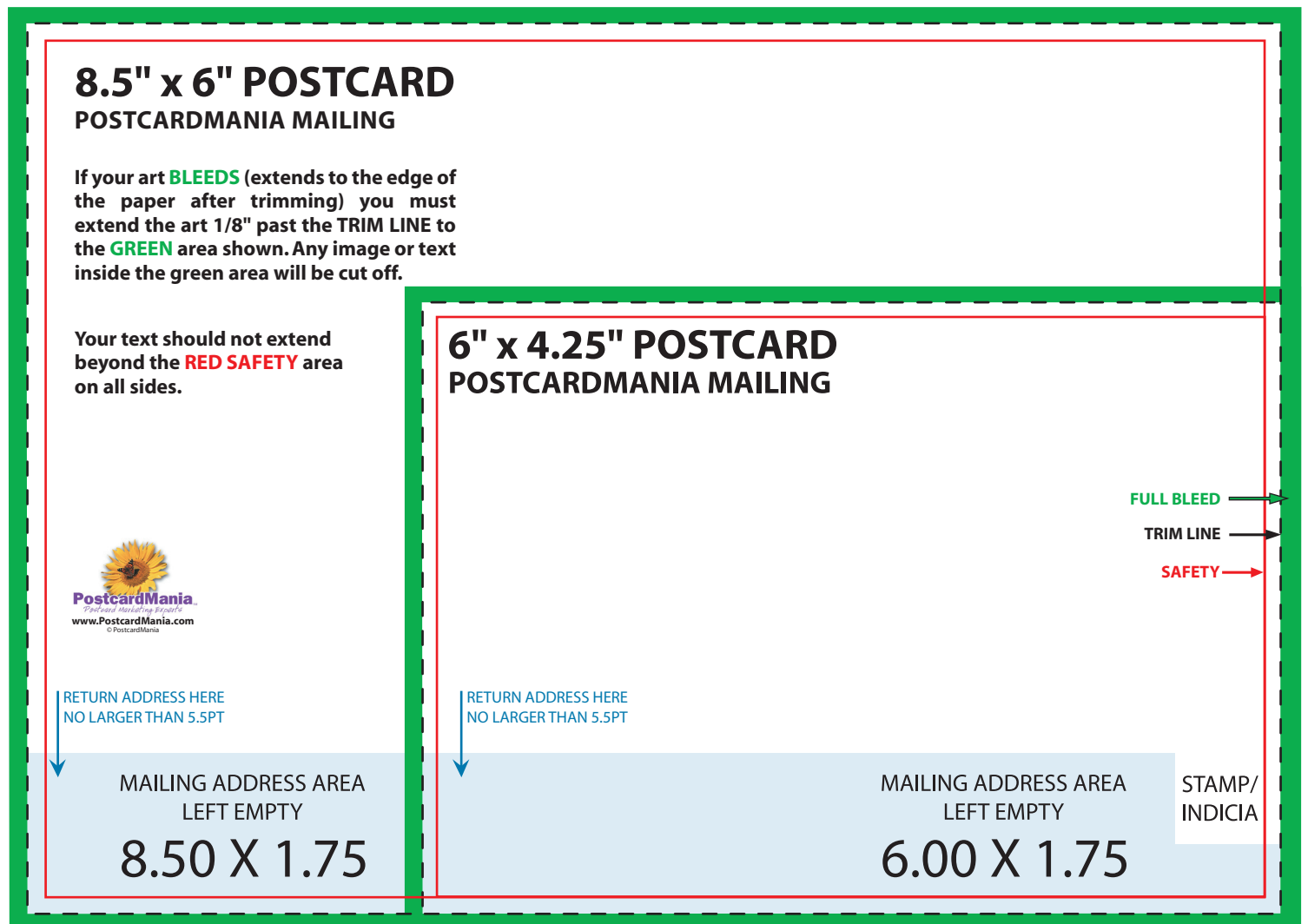
6.00 X 1.75

STAMP/
INDICIA

Graphic not to scale, for representation only. Visit www.postcardmania.com for templates.

IF POSTCARDMANIA IS MAILING YOUR POSTCARDS

If you have chosen **PostcardMania** to complete your mailing these layout specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.
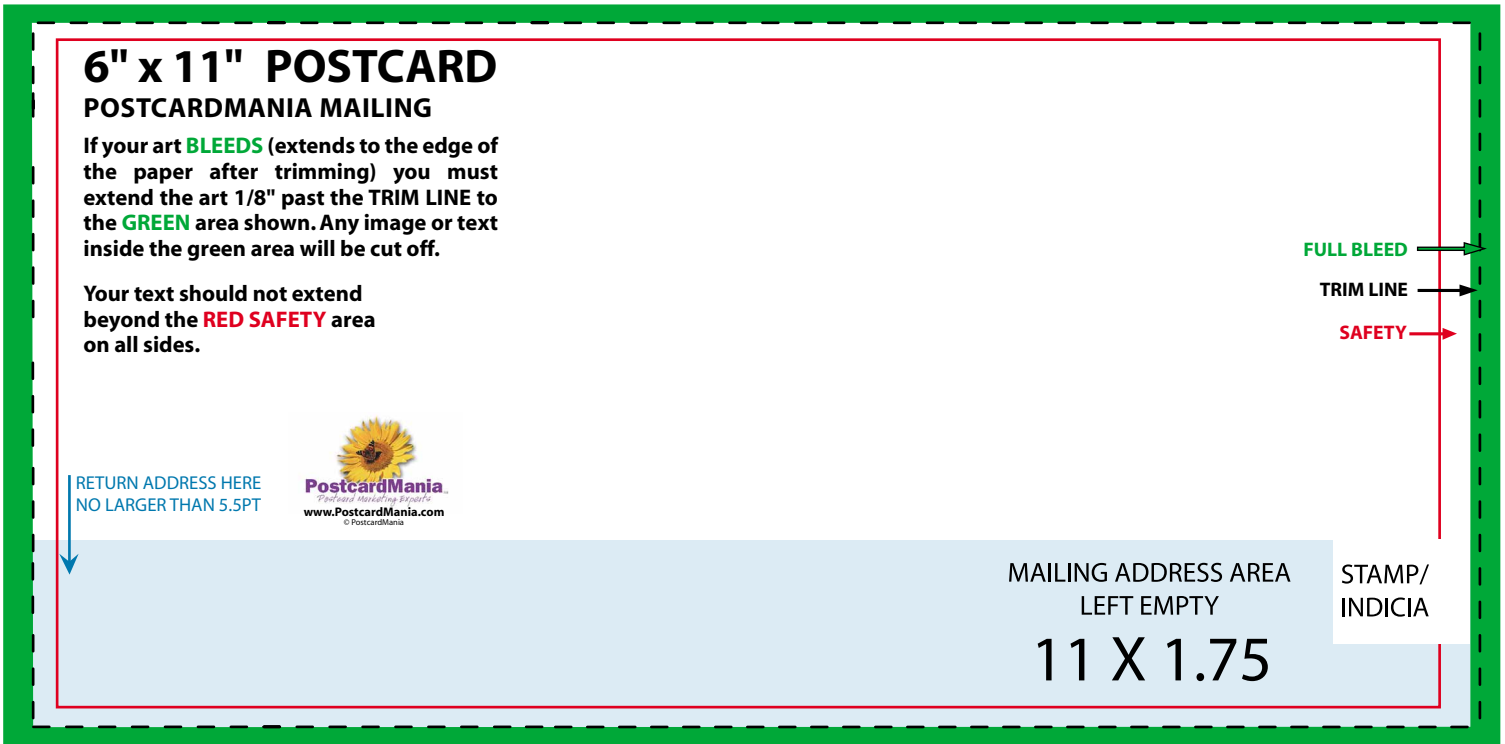
OPEN AREA – PUT COPY / INFO HERE

MAILING ADDRESS AND STAMP AREA
– This area is where the intended recipient's address will go. Check with your local post office for the minimum clear area.
– The smaller light blue are is where the stamp or indicia will go.

POST OFFICE ADDRESS SCAN AREA
– Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
– Any address in this area cannot contain a zip code OR must be in **REVERSE TYPE**

BACK - Option #2
(MATTE SIDE-NO GLOSS)

6" x 11" POSTCARD
POSTCARDMANIA MAILING

If your art BLEEDS (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the GREEN area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the RED SAFETY area on all sides.

RETURN ADDRESS HERE
NO LARGER THAN 5.5PT

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FULL BLEED

TRIM LINE

SAFETY

MAILING ADDRESS AREA
LEFT EMPTY

STAMP/
INDICIA

11 X 1.75

IF YOU ARE MAILING YOUR OWN POSTCARDS

If you have chosen to complete your own mailing these specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.

OPEN AREA – PUT COPY / INFO HERE

POSTAGE METER AND BARCODE AREA
– Area at the bottom of the card must also be left clear. This is where the post office will place the barcode.
– Area at the top is where the the postage meter will go.

MAILING ADDRESS AND STAMP AREA
– This area is where the intended recipient's address will go. Check with your local post office for the minimum clear area.
– The smaller light blue are is where the stamp or indicia will go.

POST OFFICE ADDRESS SCAN AREA
– Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
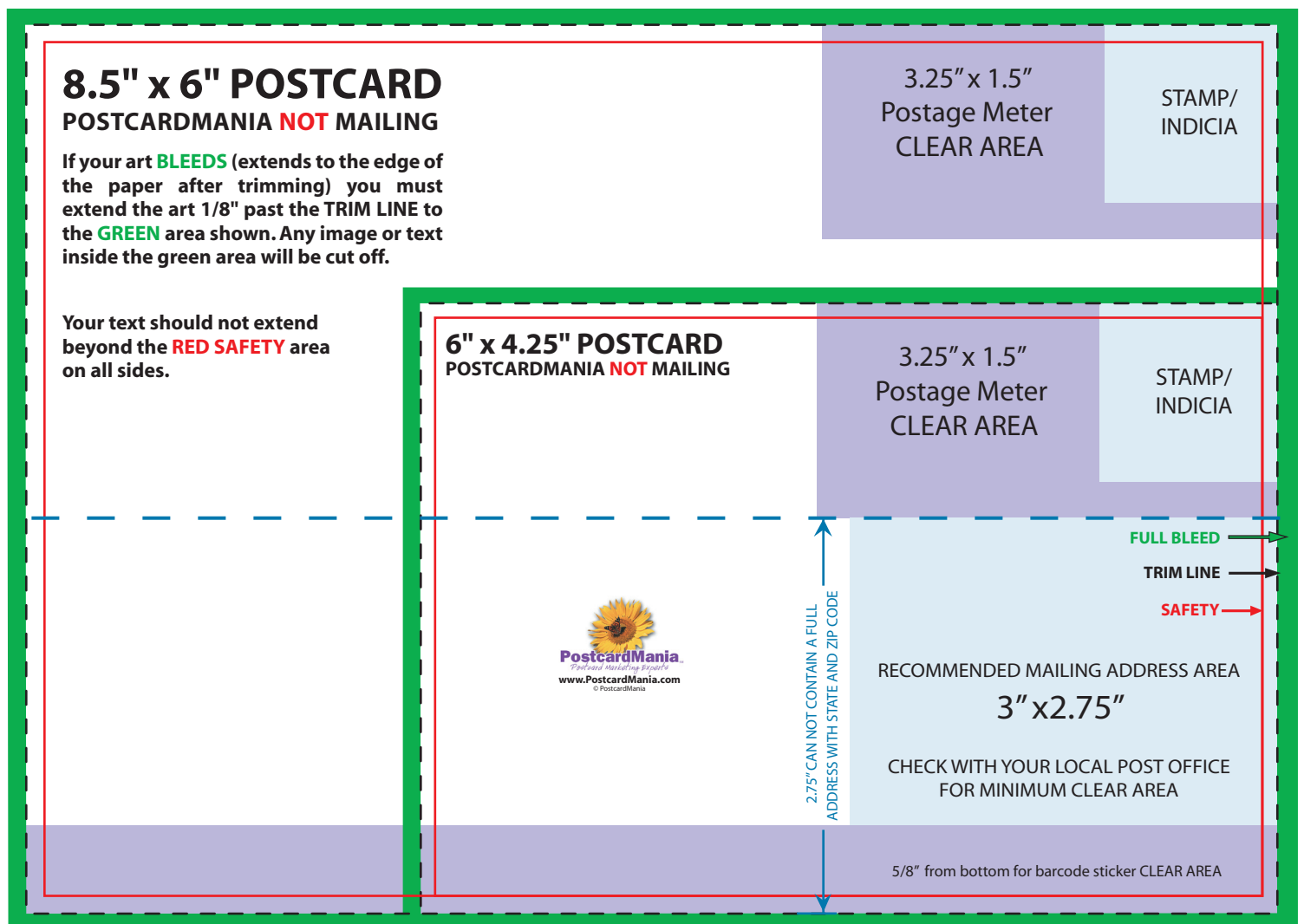– Any address in this area cannot contain a zip code OR must be in   REVERSE TYPE

BACK
(MATTE SIDE-NO GLOSS)

8.5" x 6" POSTCARD
POSTCARDMANIA NOT MAILING

If your art **BLEEDS** (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the **GREEN** area shown. Any image or text inside the green area will be cut off.

Your text should not extend beyond the **RED SAFETY** area on all sides.

3.25" x 1.5"
Postage Meter
CLEAR AREA

STAMP/
INDICIA

6" x 4.25" POSTCARD
POSTCARDMANIA NOT MAILING

3.25" x 1.5"
Postage Meter
CLEAR AREA

STAMP/
INDICIA

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2.75" CAN NOT CONTAIN A FULL ADDRESS WITH STATE AND ZIP CODE

FULL BLEED

TRIM LINE

SAFETY

RECOMMENDED MAILING ADDRESS AREA
3" x 2.75"

CHECK WITH YOUR LOCAL POST OFFICE FOR MINIMUM CLEAR AREA

5/8" from bottom for barcode sticker CLEAR AREA

Graphic not to scale, for representation only. Visit www.postcardmania.com for templates.

IF YOU ARE MAILING YOUR OWN POSTCARDS

If you have chosen to complete your own mailing these specifications **MUST** be followed. This is to ensure the postcards are not returned due to incorrect layout.

OPEN AREA – PUT COPY / INFO HERE

POSTAGE METER AND BARCODE AREA
– Area at the bottom of the card must also be left clear.
  This is where the post office will place the barcode.
– Area at the top is where the the postage meter will go.

MAILING ADDRESS AND STAMP AREA
– This area is where the intended recipient's address will go.
  Check with your local post office for the minimum clear area.
– The smaller light blue are is where the stamp or indicia will go.

POST OFFICE ADDRESS SCAN AREA
– Placing a full address (other than your intended recipients) anywhere below the dashed line could result in the postcard being mailed to that address.
– Any address in this area cannot contain a zip code OR must be in **REVERSE TYPE**

BACK
(MATTE SIDE-NO GLOSS)

6" x 11" POSTCARD
POSTCARDMANIA MAILING

If your art **BLEEDS** (extends to the edge of the paper after trimming) you must extend the art 1/8" past the TRIM LINE to the **GREEN** area shown. Any image or text inside the green area will be cut off.

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3.25" x 1.5"
Postage Meter
CLEAR AREA

STAMP/
INDICIA

FULL BLEED

TRIM LINE

SAFETY

2.75" CAN NOT CONTAIN A FULL ADDRESS WITH STATE AND ZIP CODE

RECOMMENDED MAILING ADDRESS AREA
3" x 2.75"

CHECK WITH YOUR LOCAL POST OFFICE
FOR MINIMUM CLEAR AREA

5/8" from bottom for barcode sticker CLEAR AREA