

### Mailing Requirements for Postcards, Comp Cards

Before you design your direct mail piece, make sure that it follows all the guidelines to mail at the rate of your choice. Find your product below, then read the details for designing it to correctly fit mailing specifications.

Postcards are eligible to mail at First Class or Letter Automated Rates, as long as the mail panel design meets USPS requirements. 4 x 6 postcards are eligible to mail at the First Class Postcard Rate.

	4 x 6 Cards: Automated First-Class Postcard Rate	5 x 7 – 6 x 11 Cards: Automated Standard Letter Rate	5 x 7 – 6 x 11 Cards: Automated First-Class Letter Rate
<b>Average:</b>	\$.3015 each, min. of 500 pieces	\$.303 each, min. of 200 pieces	\$.445 each, min. of 500 pieces
<b>Size:</b>	Min. 5" wide x 3.5" tall, max 6" wide x 4.25" tall	Min. 5" wide x 3.5" tall, max 11.5" wide x 6.125" tall	Min. 5" wide x 3.5" tall, max 11.5" wide x 6.125" tall
<b>Design:</b>	4" wide x 2" tall unprinted area in bottom right corner of mailing panel, 1" wide x 1" tall blank indicia space	4" wide x 2" tall unprinted area in bottom right corner of mailing panel, 1" wide x 1" tall blank indicia space	4" wide x 2" tall blank area in bottom right corner of mailing panel, 1" wide x 1" tall blank indicia space
<b>Coating:</b>	No UV coating on mailing side	No UV coating on mailing side	No UV coating on mailing panel
<b>Shape:</b>	An aspect ratio within 1.3" - 2.5" (length divided by width)	Rectangle with an aspect ratio within 1.3" - 2.5" (length divided by width)	Rectangle with an aspect ratio within 1.3" - 2.5" (length divided by width)

Please note that all postage transactions are subject to a 5% administrative and handling fee.