



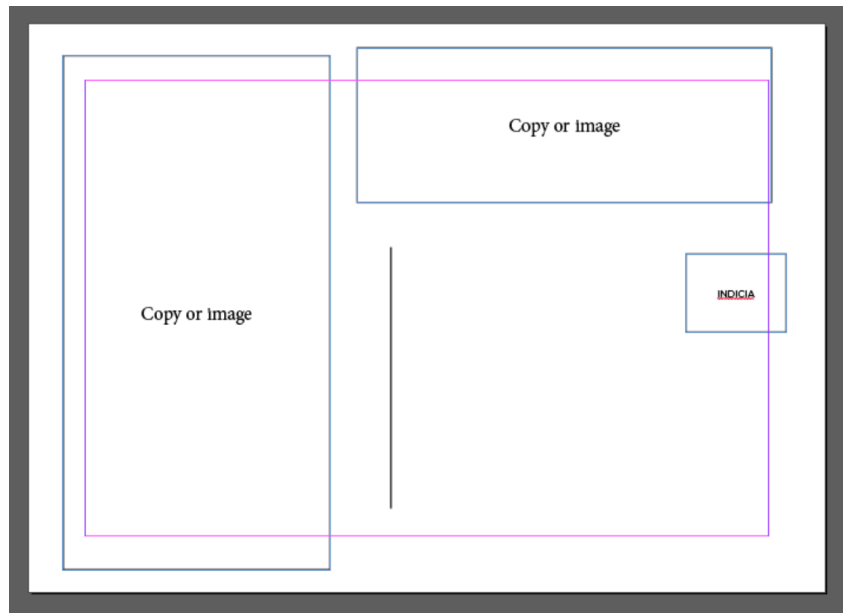
LETTER-SIZE MAIL TEMPLATE

(USPS Notice 67)

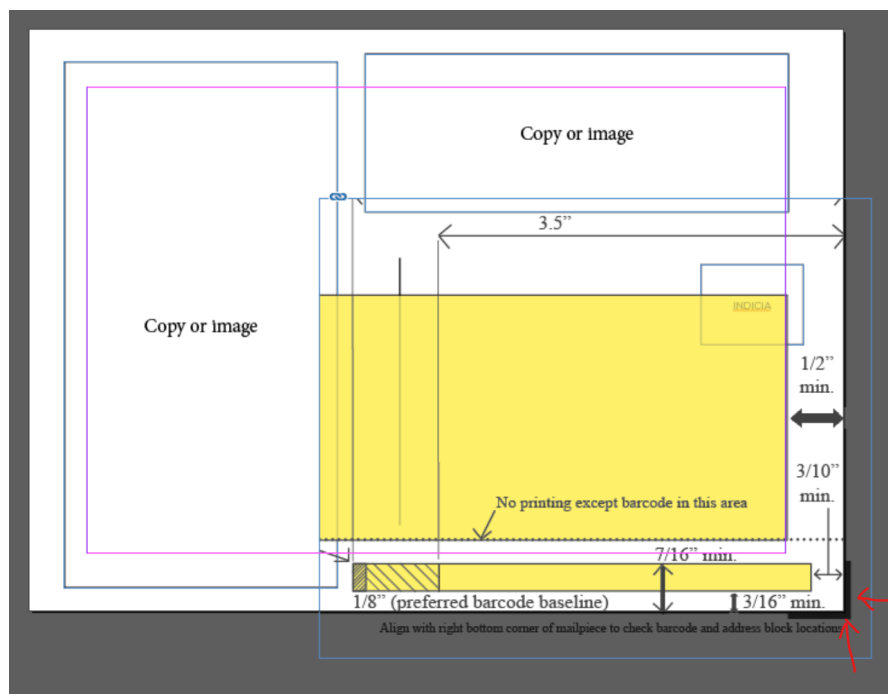
This a quick primer on how to use the mailing template on the fourth page. The template is useful to ensure that a given mailpiece has enough clear area for Rapid Press to print the barcode and address block. Note that this template only applies to **letter-size mail** (postcards, #10 envelopes, etc) and not flats (magazines, catalogs, etc) or parcels (boxes).

Paste the fourth page into your design software (I'm using InDesign for this tutorial). Align the thick black lines in the bottom right corner of the template with the bottom right corner of your canvas or crop marks. It can be helpful to scale the opacity on the template back (I use 50% opacity) or layer it behind you art if it covers your canvas. You can also reduce the bounding box of the template a bit since you only need the bottom right part at the moment.

ORIGINAL

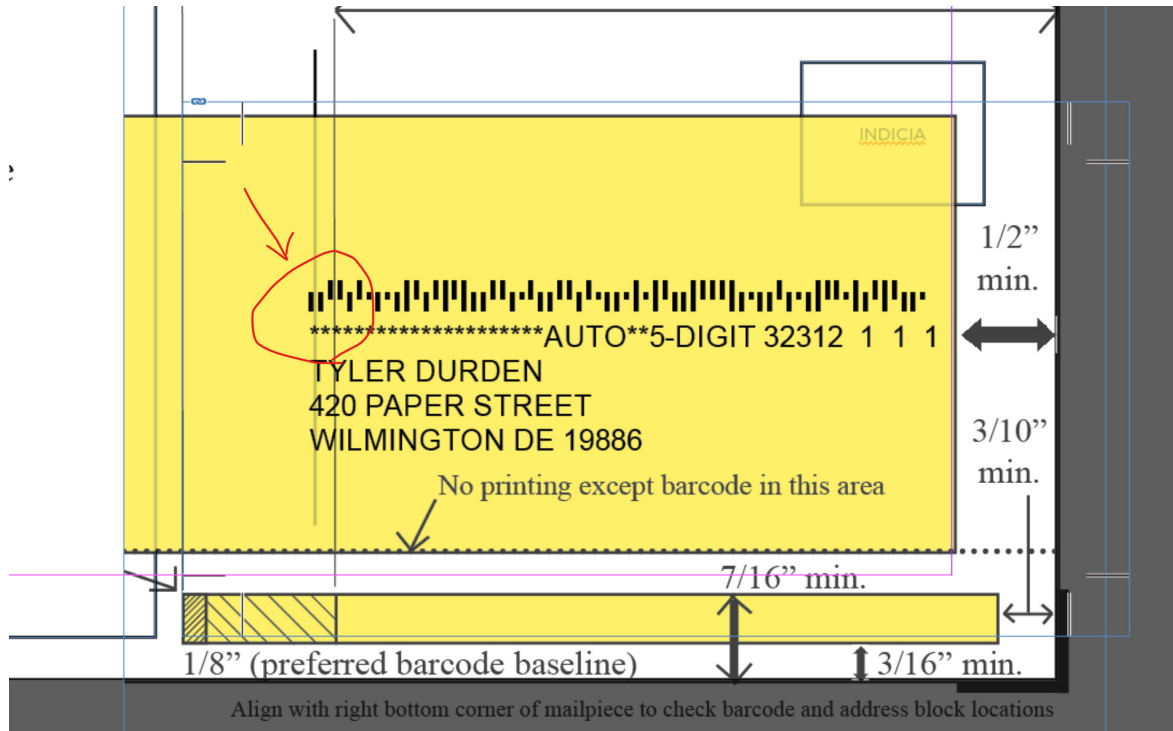


WITH TEMPLATE ADDED

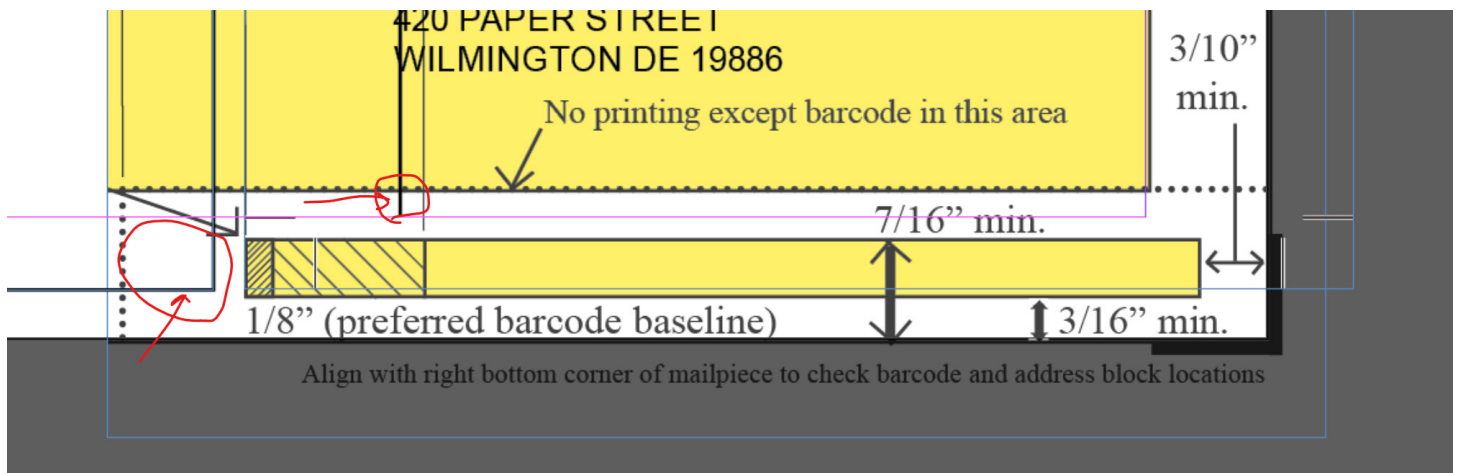


Per USPS rules the barcode must be in either the small yellow box in the bottom right corner or the larger yellow box above that (either/or, it doesn't need to fit in both).

Now take the sample address block from the final page and paste that into your document. The "standard" address position uses the large yellow box in the middle of the template. If the 4" x 2" barcode sample fits comfortably within that large yellow and is at least 1/8" away from where the box ends on the right and also from any copy/graphics on the card then you're good! In the below example we can see that the address block runs into the vertical line graphic so you would either need to redesign the piece to give it enough space or see if using the bottom clear zone would make more sense.



Since there wasn't enough space in the large box (a common theme on smaller pieces like 6x4 and 7x5 postcards), let's see if the bottom box would work. When testing the bottom clear zone you need to make sure the entire dotted line area is completely clear of any print/copy/etc. In the below example both the image area to the left and the vertical line would need to be moved out of this clear zone.



When in doubt send your proposed artwork to Josh (josh@rapidpress.com) and he will let you know whether or not any adjustments need to be made.

Sample 4" x 2" address block



*****AUTO**5-DIGIT 32312 1 1 1
TYLER DURDEN
420 PAPER STREET
WILMINGTON DE 19886

Sample Barcode Only

