

**DIRECT MAIL > DESIGN STANDARDS**

Our full-service creative design team is specially trained to help you design effective direct mail pieces that get results. Poorly designed pieces can affect whether

or not your piece will get noticed and the actual postage cost. From concept to completion, our experienced artists will add visual appeal and urgency to your offer while ensuring your piece meets all postal requirements. Whether you provide your own artwork or need something completely unique, we'll help you make an immediate impact.

**PRINTING STANDARDS**

Files submitted for output and printing must include the following:

**Electronic Files:**

Please keep ALL file names including support files to a MAX of 15 characters. CDs accepted with all fonts, graphics, or scans. PDF files must include crop marks offset 12pt, 1/8" bleeds with output for 300 dpi. For electronic transfer of files, AdDrop is available for zipped files. See sales rep for details.

**Applications:**

MAC OS 10, QuarkXPress 6.5, Adobe Photoshop CS3, Adobe Illustrator CS3, InDesign CS3 and Acrobat 8.0.

**Graphics:**

300 dpi EPS (saved as macintosh, binary) and TIFF (saved as no compression, macintosh) graphic files. No jpegs or gifs, please. Placed graphics in InDesign files should be raw .psd or .ai files. DO NOT embed graphics.

**Color:**

All color graphics and artwork must be CMYK. **For Press:** 4c rich blacks, use 50C/30M/20Y/100K. **For Digital/Laser Printing:** use 0C/0M/0Y/100K. Please specify Pantone color for spot colors. All black copy/body type for both press and digital printing should be a new swatch consisting of 0C/0M/0Y/100K - NO rich black body copy!

**Crops and Bleeds:**

Crop marks must be included with a 12 pt offset on all PDF files. Images and color boxes must extend 1/8" beyond the finished document size.

Non-Bleeds: Copy and images stay 1/4" inside document edge.

**Proofs:**

A PDF proof should be included on the CD or in the zipped AdDrop file to proof against. If sending an actual B/W or color laser proof of the file a mock-up is preferred. For laser proofs, please specify PMS colors and actual size of document.



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## MAILING STANDARDS

### Indicias:

Our indicia is available for all our clients to use. Please follow these specs when using our indicia:

### Standard A Class Mail:

Type no smaller than 7pt in any readable typeface, upper/lower case, and centered, flush left or flush right. No abbreviations. See samples below.

Presorted Standard  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Presorted Standard  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Presorted Standard  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

### First Class Mail:

Type no smaller than 7pt in any readable typeface, upper/lower case, and centered, flush left or flush right. No abbreviations. See samples below.

Presorted  
First-Class Mail  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Presorted  
First-Class Mail  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Presorted  
First-Class Mail  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

### Non-Profit Mail:

Type no smaller than 7pt in any readable typeface, upper/lower case, and centered, flush left or right justified. Abbreviations as noted. Permit numbers vary please contact your sales representative for details. See samples below.

Non-Profit Org.  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Non-Profit Org.  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

Non-Profit Org.  
US Postage  
PAID  
Phoenix, AZ  
Permit No. 4594

### Mailing Panel and Indicia Placement:

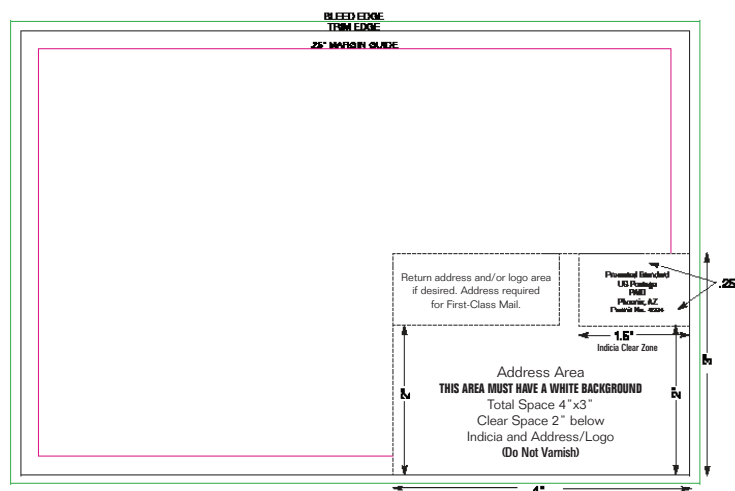
The address area must be 4" x 3" in the lower right hand corner of the mail piece. This area must remain blank. Please see illustration below. If you are varnishing your piece, the mailing panel must remain clear of any varnish.

The indicia must be contained within the upper right hand corner of the mailing panel and must have 1/4" from the top and right edge of the piece. The indicia clear zone is 1.5" down from the top and 1.5" from the right side of the postcard and must remain clear of any type or graphics. Please see illustration below.

Return address must be used when a return mail service is requested, a non-profit permit is used, or a stamp is being placed on a piece. Please see diagram below for placement.

### Contact:

If you have any questions about our printing and mailing standards, please contact your sales representative or project specialist.



Example: Mailing panel placed in the lower right hand corner of your mailing piece.