






REMOVE TEMPLATE BEFORE EXPORTING FINAL FILE

- Safe Area**  Text, logos or any other critical elements must not overlap the Safe Area. The Safe Area allows for slight “draw” when cutting. Any elements within the Safe Area risk being cut off when piece is cut to final size.
- Final Trim**  Size of finished piece. Anything that extends beyond the Final Trim into the Bleed Area will be cut off.
- Bleed Area**  Extend background color or images beyond the Final Trim into this area to allow for proper cutting.

Safe Area (11.75”x3.75”)

Final Trim (12”x4”)

Bleed Area (12.25”x4.25”)

12”x4” EDDM



This permit must be displayed in the upper right of your printed piece and must be at least 0.625”x 0.625”

Card must read “ECRWSS Local Postal Customer” (as shown for “addressing”).



PORTRAIT

If the design is portrait the mailing information (Permit and “addressing” information) must be in the upper half of the design. If landscape it must be in the right half of the design.



LANDSCAPE

*****ECRWSS*****

Local Postal Customer