

ONE OPTION

THIS IS A STANDARD 4 ¼ X 6 POSTCARD
SEE BELOW FOR ADDITIONAL INFORMATION
ABOUT POSTCARDS

No address information
In this area to
Bottom of card

RETURN ADDRESS
INFORMATION
HERE

indicia

MAILING ADDRESS
INFORMATION
HERE

POSTAL CLEAR ZONE 5/8" X 4"

RETURN ADDRESS
INFORMATION
HERE

indicia

ANOTHER OPTION

THIS IS A STANDARD 4 ¼ X 6 POSTCARD
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ABOUT POSTCARDS

No address information
In this area to
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MAILING ADDRESS
INFORMATION
HERE

POSTAL CLEAR ZONE 5/8" X 4"

The blue shaded areas of the card can be used for information.

Cards

Thickness, stiffness, and tear strength are the most important compatibility characteristics for cards. The minimum thickness is 0.007 inch. The minimum required basis weight for card stock is 75 pounds or greater, with none less than 71.25 pounds (measured weight of 500 25-by-38-inch sheets).

The grain of cards should be oriented parallel to the long dimension of the card. Long-grain cards are less likely to jam postal automated equipment than are cards with the grain parallel to the short dimension of the card.

Cards at automation rates must be 0.009 inch thick if more than 4-1/4 inches high or 6 inches long, or both.

When preparing postcards with perforations, it is recommended that the perf-to-bridge ratio be 1:1. A typical perforation is from 0.1 inch to 0.2 inch. Vertical perforations in the center area of the card are not recommended.

Cards Claimed at First-Class Mail Card Rates

In order to be eligible for the First-Class Mail card rates, cards must be of uniform thickness and made of unfolded and uncreased paper or card stock of approximately the quality and weight of a Postal Service stamped card.

Cards (that is, each stamped card or postcard or each half of a double stamped card or postcard) claimed at a card rate must be:

- Rectangular.
- No less than 3¹/₂ inches high, 5 inches long, and 0.007 inch thick.
- No more than 4¹/₄ inches high, 6 inches long, and 0.016 inch thick.
- Cards prepared with a message area on the address side must meet specifications in DMM C100.2.6.

Cards exceeding the maximum dimensions for card can be sent at First-Class or Standard mail letter rates.

Double Postcards

Reply or double postcards must be secured with at least one tab, wafer seal, tape strip, or glue spot placed at the center of the open edge. The open edge may be at the top or bottom of the mailpiece.

For more information on formats of the reply portion, see Chapter 5.