




# 12"x4" EDDM

This permit must be displayed in the upper right of your printed piece and must be at least 0.625"x0.625"

PRST STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM Retail

**Safe Area**  Text, logos or any other critical elements must not be within 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.

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

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.

**Files will be printed head to head** (the tops of front and back pages will align on the printed piece). Verify that your art backs up properly before submitting files.

**REMOVE TEMPLATE BEFORE EXPORTING FINAL FILE**

\*\*\*\*\***ECRWSS**\*\*\*\*\*  
**Local  
Postal Customer**

Safe Area (11.75"x3.75")

Final Trim (12"x4")

Bleed Area (12.25"x4.25")