8.5" x 11" Flat/Postcard

8.75" x 11.25" Bleed Size
Outside edge. Design should be this dimension

8.5" x 11" Trim Size
Black dotted line

8.25" x 10.75" Safe Zone
Blue solid line. Text, phone numbers and web addresses inside this area

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

EDDM Address Area

RIGHT side of mailer piece

Vertical or Horizontal orientation qualifies

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL