

**DEAN'S MAILING
& LIST SERVICES, INC.**

602.272.2100 • (fax).272.5400 • Info@DeansMailing.com
3121 West Weldon Avenue, Phoenix, AZ 85017

11"
Pick From 2 Postcard Lengths
9"

Hide the mailing point of origin. Use "DMLS" in the indicia instead of "Permit 2" and the city and state need not show!

Front Side - Postcard Design Guidelines

- Indicia Requirements**
- Font: Arial
 - Size: 4 - 8 Point
 - Key Line Box Not Necessary

6"

5"

- Outgoing Address Area Guidelines**
- Option "A"
- 3" X 5" Address Area
 - Indicia In Upper Right Of Address Area
- Option "B"
- 2" X 5" Address Area
 - Indicia In Upper Right Corner Of Postcard (large type recommended if knocking out background)

Option "A"

Option "B"

3"

**OUTGOING
ADDRESS
AREA**

Presorted Standard
U.S. Postage Paid
Phoenix, AZ
Permit 2

IMPORTANT: If postcard is to be Aqueous or UV coated make sure this "OUTGOING ADDRESS AREA" has no coating (Spot Coat)

PLACE NO TYPE HERE / POST OFFICE MAY APPLY BAR CODE - LEAVE 1/2" GAP