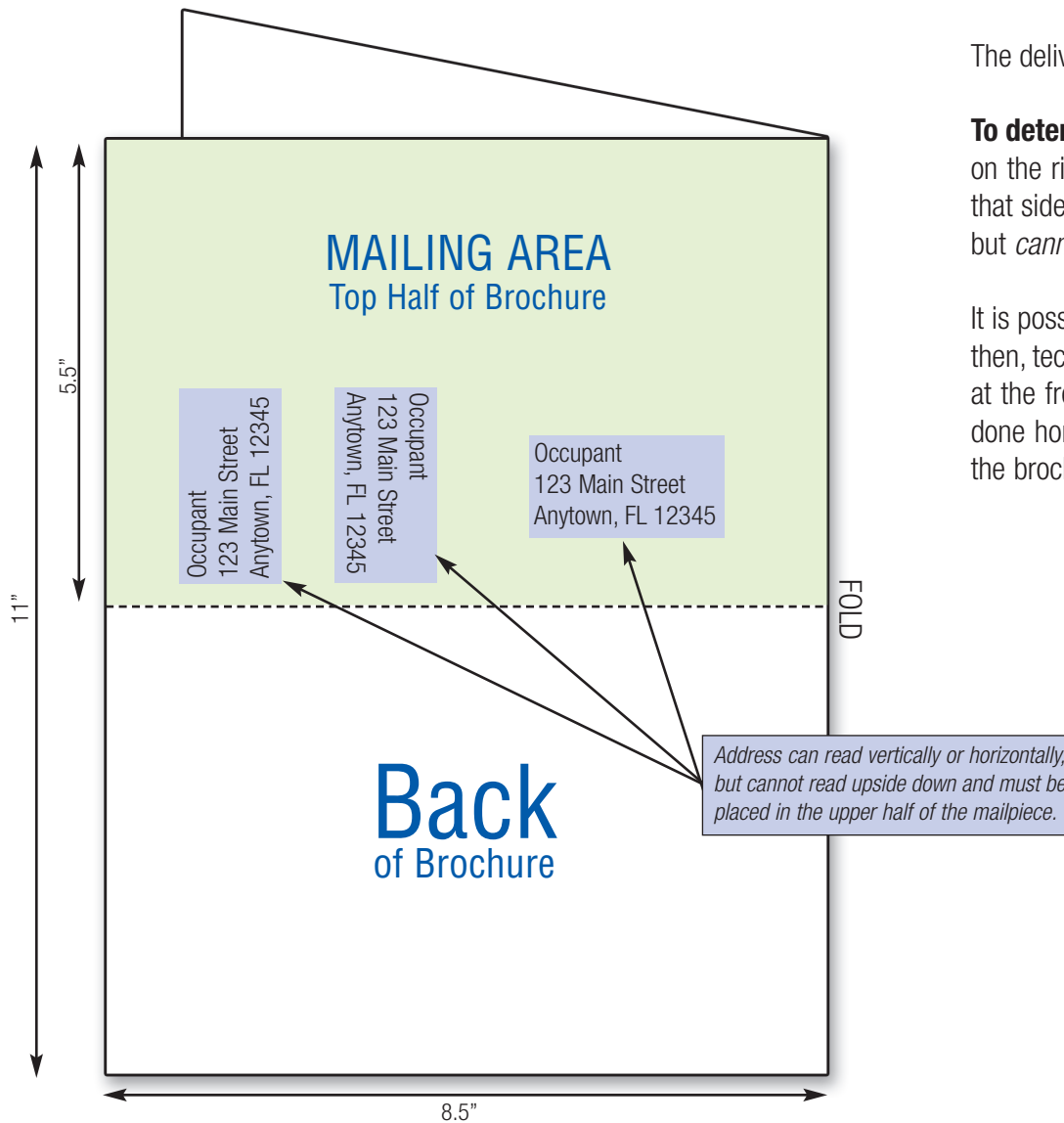


This template reflects the current requirements by the U.S. Postal Service to qualify for automated handling of your postcards which will insure the quickest and most cost effective delivery of your cards.

*This template is NOT TO SCALE.*

# Postal Requirements



The delivery address must be entirely within the **"top"** half of the mailpiece.

**To determine the "top" of the mailpiece**, hold the brochure with the fold on the right hand side. The addressing area must be within the top half of that side. The mailing address can be placed either horizontally or vertically but *cannot be upside down*.

It is possible to have the mailing area on the front of the brochure but it will then, technically, be at the bottom of the front (which is the top when looking at the front of the brochure with the fold on the right). If the addressing is done horizontally, it will appear upside down when you look at the front of the brochure in the correct orientation (see example below).

