

6 in

bleed 1/8 in

4 1/4 in

YOUR ORGANIZATION
100 SAMPLE STREET
VISTA CA 92081

5

PRSR STD
U.S. POSTAGE
PAID
VISTA, CA
PERMIT NO. 123

4

6

OCR READ AREA

1

*****AUTO**5-DIGIT 92081



2

JANE A SAMPLE
123 MAIN ST STE 200
VISTA CA 92081-1234

3

BARCODE CLEAR ZONE 4 3/4 x 5/8 in

safe 1/8 in

Plavidian mailpiece layout guide - postcard

Postcard 6 × 4¼ in, address side. Cards use the letter OCR read area and barcode clear zone.

1 Delivery address block. Inside the OCR read area ($\frac{1}{2}$ in from left and right, $\frac{5}{8}$ -2¾ in above the bottom edge), bottom line at least $\frac{5}{8}$ in from the bottom, nothing to the left or right within $\frac{1}{8}$ in of the barcode. Optional endorsement line on top, then the IMb, then name / street / city-state-ZIP+4 in a clean 10-12 pt sans or mono face, all caps, no punctuation. (DMM 202 §2.1, §5.3)

2 IMb in the address block. Above or below the address, within $\frac{5}{8}$ in of the top or bottom address line, ≥ 0.028 in from any line, $\frac{1}{8}$ in clear left and right, rightmost bar $\geq \frac{1}{2}$ in from the right edge, top of bars less than 4 in from the bottom. (DMM 202 §5.3)

3 Barcode clear zone. The lower-right 4¾ × $\frac{5}{8}$ in must be blank (no art, text, or tabs that fail reflectance) so USPS can spray or read a barcode there. Design backgrounds and images to stop short of it. (DMM 202 §5.1)

4 Permit imprint (indicia). Upper right, in the class of mail being paid. Plavidian supplies the correct imprint for your permit; the Permit Imprint Generator in Plavidian Workbench builds it, and Plavidian Studio™ places it. (DMM 604 §5.3)

5 Return address. Upper left. Required for Marketing Mail with ancillary service endorsements and recommended everywhere - undeliverable pieces cannot come back without it. (DMM 602 §1.5)

6 OCR read area. Where USPS cameras look for the address: $\frac{1}{2}$ in from each side, $\frac{5}{8}$ in to 2¾ in above the bottom. Keep it free of graphics that could be mistaken for address text; the delivery address must sit inside it. (DMM 202 §2.1)

Card price sizes (DMM 201 §1.2): minimum 3½ × 5 in; retail card maximum 4¼ × 6 in, 0.016 in thick; commercial cards up to 6 × 9 in from July 12, 2026 with the thickness USPS sets for the larger card. Cards are letter-size mail, so the OCR read area, barcode clear zone and IMb rules are the letter rules (DMM 202 §2.1, §5.0). Divided cards (message left, address right): the address portion must be at least 2½ in wide. Print with $\frac{1}{8}$ in bleed and keep type $\frac{1}{8}$ in inside the trim; Plavidian Studio™ draws these lines for you and places the address block and permit imprint by these rules.