

Postcard Template

Everything you'd ever need to know about how to set up your exciting direct mail campaign for print.
Let's get it out there.

For Postcard Size - 4" x 6"

Postcard Specs

Option to **personalize** every card



Bleed
0.125"

Finished Size
4" x 6"

Safe Area
3.75" x 5.75"

Required disclaimer for SnapCapture opt-ins for addressed acquisition campaigns (addressed to those outside of your customer list). For retention campaigns, you do not need to include this.

[CLICK HERE](#) to access Disclaimer to Copy + Paste

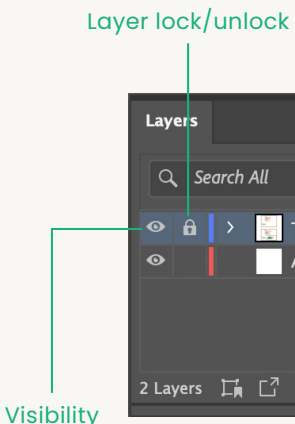
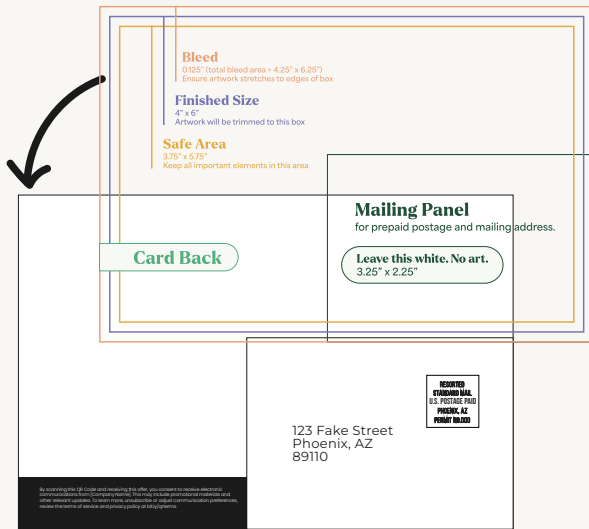
Using the Template

Transparent PNG

Simply drag and **drop/place** the **transparent template** onto your artboard. **Lock it** so it doesn't move. Arrange your design and be sure to **check in with the template** frequently while you work so you can make sure everything fits properly. You can also import the template and **create your own guides** to **delete** once the file is ready for print.

Adobe Template

Every **InDesign** and **Illustrator** template will be built with a locked layer titled "Template" and a layer below called "Artwork". **Work on the Artwork layer** and keep the Template layer free from any design. Be sure to toggle the **Template layer visibility on and off frequently** as you work to be sure that you are following the proper specs.



Adobe Layer Panel

You can personalize any template by adding [First_Name] in the text.

Best Practices

Include a clear CTA (Call to Action)

Some examples are "Get 15% OFF - Limited Time Offer" or "Receive \$25 for your next purchase".

Use high-contrast colours

Avoid any hard-to-read combinations like white on yellow. Utilize light-on-dark and dark-on-light color systems.

Leave breathing room & be concise

Ensure all elements have their time to shine - avoid overcrowding the design. This includes cutting down on extra copy so it doesn't look cluttered/overwhelming.

Establish visual hierarchy

Design with purpose. Guide the customer's eye around the card with clear headlines, subheadings, and paragraphs.

QR code

Place QR code next to your offer messaging and tell the customer to scan for offer.

Final Steps

- Double check that all colors are in **CMYK color space**.
- **Proofread** all copy & **check QR** code.
- Confirm that all images are **print quality**.
- Delete any design guides or mailing address mockup (anything that should **not be printed** in the final)
- Export for print with **crop marks & bleed**.
- Have font files & hex codes on hand in case they are needed.
- Export postcard **FRONT & BACK in one PDF**.
- **Upload** your PDF back into campaign.

That's it! Your campaign is ready to go.

Questions? Have no fear - we are here.

Message with a human at support@birdseyepost.com