

# 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 - 5" x 7"

## Postcard Specs

Option to **personalize** every card



Bleed  
0.125"

Finished Size  
5" x 7"

Safe Area  
4.75" x 6.75"

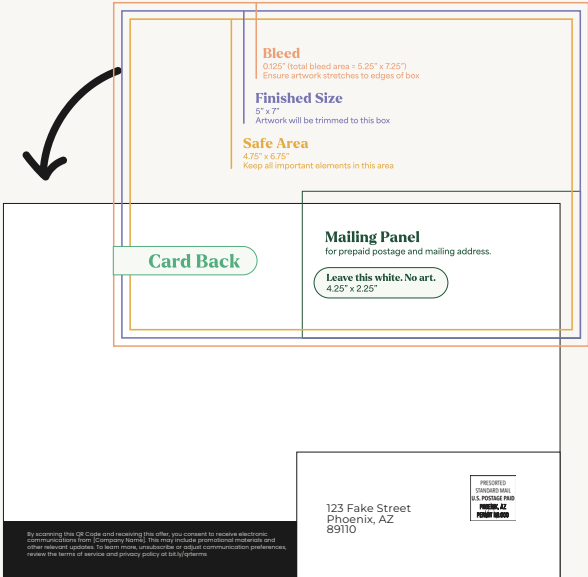
**Required disclaimer** for SnapCapture opt-ins for addressed acquisition campaigns (addressed to those outside of your customer list). For retention campaigns, you do not need to include this.

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

Using the Template

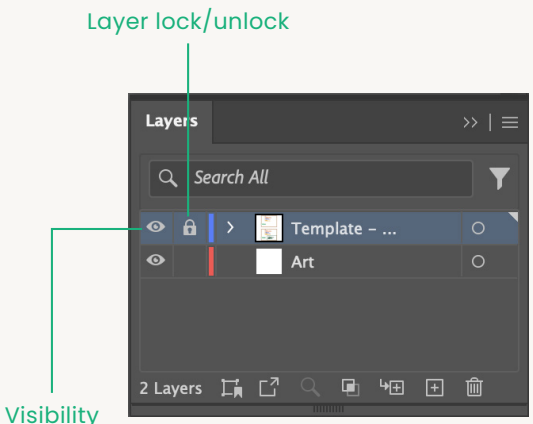
## Transparent PNG

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](mailto:support@birdseyepost.com)