



4.25" x 11" EDDM

\*\*\*\*\* ECRWSS \*\*\*\*\*

Local  
Postal Customer

PRST STD  
ECRWSS  
U.S. POSTAGE  
**PAID**  
EDDM Retail

This permit must be displayed in the upper right of your printed piece

Card must read "ECRWSS Local Postal Customer" (as shown) somewhere in the mailing area of the card

**Safe Area** - - - Text, logos or any other critical elements must be inside of the Safe Area line. The Safe Area allows for slight "draw" when cutting. Any elements outside of the Safe Area line risk being cut off when the piece is cut to final size.

**Final Trim** — Size of finished piece. Anything that extends beyond the Final Trim into the Bleed Area will be cut off.

**Bleed Area** // Extend background color or images beyond the Final Trim into this area to allow for proper cutting.

**Permit Area** ■ Area used for postal permit and mailing information.

**Files will be printed head to head** (the tops of front and back pages will align on the printed piece).  
Verify that your art backs up properly before submitting files.

**REMOVE TEMPLATE BEFORE EXPORTING FINAL FILE**

**Safe Area (4"x10.75")**

**Final Trim (4.25"x11")**

**Bleed Area (4.5"x11.25")**



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