

# POSTCARD DESIGN USPS GUIDE

SHARE MAIL™ LAYOUT GUIDELINES

ENVELOPE DIMENSIONS

Length: 5" – 11½"      Height: 3½" – 6¼"

Thickness: .009" – .25"

Weight: Combined envelope + insert ≤ one ounce

Aspect Ratio: 1.3 – 2.5 (Length divided by height)

Shape: Rectangular (No square envelopes)

Paper Weight: 40 lb. book-grade paper minimum

Paper: Non-glossy only. White paper is preferred; pastels acceptable. No dark colors; no reverse printing

ADDITIONAL STANDARDS

Wraps & Closures: No poly wrapping, poly bagging, or shrink wrapping; no clasps, strings, buttons, or similar closure devices or protrusions that damage the mail or mail processing equipment.

Enclosed Items: Rigid odd-shaped items (e.g. pens, keys, etc.) are prohibited. Odd-shaped items (e.g. coins, tokens, etc.) are **only** permitted if firmly affixed to and wrapped within the contents of the mailpiece. Reasonably flexible items (e.g. gift cards, credit cards, etc.) are permitted.

Flexibility Standards: The contents must bend easily when subjected to a transport belt tension of 40 lbs. around an 11"-diameter drum.

POSTCARD DIMENSIONS

Length: 5" – 6"      Height: 3½" – 4¼"

Thickness: .009" – .016"

Aspect Ratio: 1.3 – 2.5 (Length divided by height)

Paper: Non-glossy paper

ADDITIONAL STANDARDS

- The address side of the card **must be divided** into a right portion and a left portion, with or without a vertical grayscale rule. The left portion is the message area.
- The right portion contains the delivery address, postage and USPS markings or endorsements. This portion must be at least 2.13" wide measured from the right edge.
- If lines are used on the right side of the card to identify where the address should be written, they should be in a grayscale.
- ID tag clearance:** On the non-addressed side of mailpiece, leave a clear zone measuring 14 mm high x 118 mm wide from the lower left corner of the mailpiece.

1 Facing Identification Mark (FIM)

Use FIM E for customized services

FIM Bars: 0.63" w (±0.008") x 0.625" h (±1/4"); positioned 2" from right edge of mailpiece and no more than 0.125" from top edge of mailpiece.

FIM Clear Zone: 1.25" w x 0.625" h; positioned 1.75" from right edge of mailpiece and flush with top edge. No printing allowed within zone other than FIM mark.

2 Indicia

Wording:  
FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID  
(COMPANY NAME)  
IMB-POSTAGE

Font: Arial Bold, ALL CAPS  
Size: 6 or 8 pt

3 IMb

Position IMb above address block

2.67" ≤ Length ≤ 3.25"

0.125" ≤ Height ≤ 0.165"

IMb Clearances from Edge of Mailpiece:  
TOP: Min. 1.75" | BOTTOM: Max. 4"

RIGHT EDGE: 0.75" | LEFT EDGE: 0.5"

Address Clearance: Leave at least 0.028" between top address line and bottom of IMb; and at least 0.125" on each side.

ADDRESS BOX

Address Placement  
A clearly marked area for the address should be preprinted

Barcode Clearance Zone: 4.75" x 0.625"

Reference Quick Service Guide 002  
<http://pe.usps.com/text/qsg/300/0602.html#1009536>

SAMPLE MAILPIECE: 6" X 4"

ASPECT RATIO: 1.5 (Length divided by height)

IMb Parameters

For details on how to create an IMb:  
<https://mbbs.usps.gov/index.cfm?page=info&parentmail>

Barcode: 000000

Service Type ID: 000000

Mailpiece ID: 000000

Mailpiece ID: 000000

Serial Number: 000000

Routing ZIP Number: 00000

SUBMISSION PROCESS

You must provide a sample mailpiece to the Share Mail email address: [sharemail@usps.gov](mailto:sharemail@usps.gov)

The provided sample must be:

- ☐ A high quality pdf file
- ☐ Must appear exactly as it will be printed
- ☐ Must contain either defined outer edges or crop marks
- ☐ Must print to 8.5" x 11" paper for review

The program office will review to ensure:

- ☐ FIM pattern is properly formatted and positioned
- ☐ Indicia is properly formatted
- ☐ IMb is present, properly formatted and meets Postal readability standards
- ☐ IMb/STID combination is correct within IMb

Allow at least one week for review. Written approval must be obtained prior to print and distribution of the mailpieces.

Return Address should be 1/4" from the top and left side of the mailer.

INDICIA  
1" 1"

Please allow for at least 1" for the indicia.

This gray area represents the postcard.

Please note: There should be no more than 7% of ink coverage in the addressing and barcode areas. This allows for easier scanning by machines and reading by postal workers.

This is the Address area of the postcard. To qualify for the best postage rates, your entire address block must be inside this area. This area is 1/2" from the left and right edge of the card, 3/4" from the bottom, and is 2-1/8" tall.

Other things can also appear in this space. Just make sure you leave at least a 1/8" gap around the address block.

1/8" Name  
123 Address St.  
City, ST, 00000-1234

Alternate BARCODE Area

Please make sure there is at least a 1/8" gap around the address block.

5" 3/4" 5/8" 4-7/8"

Post Office Bar code Area: