

A little prep. A big impression.

For the 4" × 6" Postcards. Keep this guide beside you as you prepare your artwork.

FULL CANVAS, WITH BLEED

4.25" × 6.25"

Trimmed print size: 4" × 6". Or 5.25" × 7.25" for the 5 × 7

IMAGE RESOLUTION

300 dpi

At the full printed size.

COLOR / PREFERRED FILE

CMYK / PDF

Export at full size.



Example. The press template has trim, bleed and safe area drawn in; design on top and hide the guide layer.

01 / Extend your background.

Allow **1/8" bleed beyond each trimmed edge**. Continue background colors and images into the bleed to help avoid white edges after cutting. Your full canvas is 4.25" × 6.25".

02 / Protect the important details.

Keep text and logos **1/8" inside the trim**. Printed borders need at least 1/8" inside trim, plus bleed.

03 / Leave room on the address side.

If it will be mailed, keep the right side of the back clear for the address block and postage, and use the left side for your message. Both sizes mail at standard rates. Not mailing? Use both sides fully.

Before you send it

- My page is 4.25" × 6.25", including bleed.
- My images are 300 dpi at their full printed size.
- My artwork is in CMYK, ready for print.
- Text is 1/8" inside the trim, and the address side has room if it mails.
- I've hidden guide layers and exported both sides as one full-size PDF.

Your proof first. Your approval before print.

Your PDF proof arrives by email; check content and positioning. Screen color may differ from print. A hard-copy proof is available on request. Production starts after approval.