CUSTOMER LOGO / ARTWORK AREA

Logo, business name, tagline, phone, website.

2″

PRSRT STD
US POSTAGE
PAID
MAIL MOVERS

PERMIT INDICIA

RETURN ADDRESS

Company Name
Street Address
City, State ZIP

DELIVERY ADDRESS AREA

Keep this area clear for the approved postal addressing.

Mail Movers will confirm the final address wording and postage markings for your mailing.

4″

0.25″ MINIMUM WHITE MARGIN — NO TEXT, ARTWORK, OR COLOR

ARTWORK / DESIGN AREA

Place your design here. Keep all text, photos, logos, graphics, and background colors inside the 0.25″ white margins.
The blue dashed line marks the artwork boundary.

0.25″ MINIMUM WHITE MARGIN — NO TEXT, ARTWORK, OR COLOR

FRONT ARTWORK AREA

Place your front-side design here.

Keep all text, photos, logos, graphics, and background colors inside the 0.25″ white margins. The outer border must remain white.

Source images: 300 dpi at final printed size. CMYK preferred; Canva RGB PDF Print accepted for prepress review.

0.25″ MINIMUM WHITE MARGIN — NO TEXT, ARTWORK, OR COLOR

EDDM Postcard Design Guidelines — 6.5″ × 9″

Prepared by Mail Movers. These instructions apply only to this EDDM format. Contact us before designing a different size.

FILE SPECIFICATIONS

- **Finished size:** 9″ wide × 6.5″ high, landscape.
- **No bleed:** Create the document at the finished size. Do not add extra dimensions for bleed.
- **White margins:** Leave at least 0.25″ on all four edges, on both sides. Keep all text, photos, logos, graphics, and background colors inside these margins.
- **Source images:** 300 dpi at final printed size. A PDF export cannot repair a low-resolution image.
- **Color:** CMYK preferred. Canva RGB PDF Print files are accepted for prepress review and conversion as needed. Tell us about critical brand colors.
- **Professional artwork:** PDF/X-1a, PDF/X-4, TIFF, and EPS are also accepted. For professional PDF artwork, embed fonts or convert them to outlines.

ADDRESS-SIDE REQUIREMENTS

- Reserve the **4″-wide × 2″-high white address area** shown in the upper portion of the card.
- Keep customer artwork out of the address and permit areas, and leave clear space around them.
- Follow the reference's return-address location where applicable.
- Mail Movers will confirm the final simplified address and postage markings. Use the permit indicia only as directed for your job.

DESIGN TIPS

- Use readable type, strong contrast, and one clear call to action.
- Keep a QR code's blank border intact and test it on a printed proof at actual size.
- Avoid hairlines thinner than 0.5 pt.
- Check phone numbers, URLs, dates, and offer details before uploading.

SUBMITTING A CANVA DESIGN

1. Create a landscape design at **9″ wide × 6.5″ high**.
2. Choose **Share → Download → PDF Print**.
3. Leave **Crop marks and bleed unchecked** for this no-bleed format.
4. Export only the front and address-side artwork pages. Identify their order in your project notes.
5. Remove visible guides, placeholder text, reference headings, dimension labels, and the instruction page from your submitted artwork.
6. Upload the PDF with your quantity, requested timing, and project instructions.

You do not need to create a PDF/X file yourself when submitting a Canva PDF Print export. Mail Movers will review the file and handle any required conversion. Uploading a file is not approval for production.

EDDM MAILING REQUIREMENTS

- This reference is for a **Mail Movers-managed 6.5″ × 9″ EDDM project**, not a universal postcard or do-it-yourself EDDM Retail template.
- **Size alone does not establish eligibility.** The finished stock, weight, thickness, flexibility, addressing, and preparation must meet the applicable USPS requirements.
- Mail Movers handles the applicable postal preparation and entry for your mailing and confirms the postage in your quote.

IMPORTANT: THE WHITE BORDER IS PART OF THE FINISHED PIECE

This is a no-bleed format. A minimum 0.25″ white margin is required on all four sides. No artwork, text, photos, logos, or background color may enter that border. Files that do not meet this requirement must be corrected before production.