

Mechanical Specifications

Camera Ready Art: Must be supplied as PC/MAC compatible electronic files (with file extensions) at **300 DPI, CMYK ONLY**. Art should include instructions and proofs where applicable.

Card Size: Our cards consist of a live image and text area of **4.75" x 3.125"**. All images, text, and color must be confined within this space – **NO BLEED**. Final trim size is **5" x 3.5"**, creating a margin around the live area (.125" on each side and .1875" at top and bottom).

Preferred File Type: Adobe PDF; QuarkXpress and Adobe InDesign documents are also acceptable when accompanied by a PDF proof. We cannot accept Microsoft Word or Publisher files as artwork.

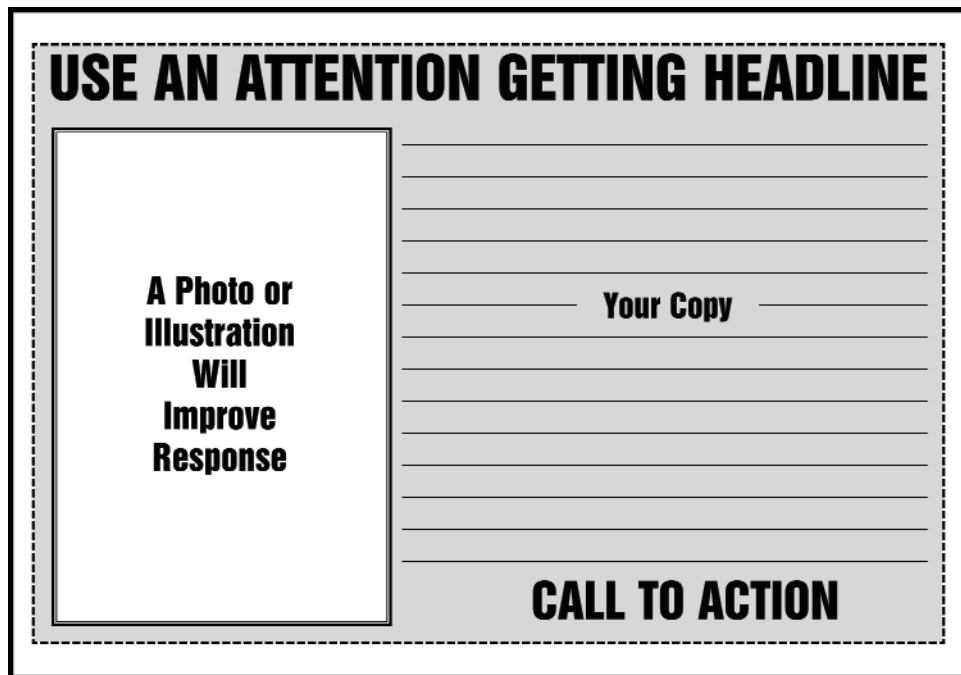
Fonts/Images: Use only postscript compatible fonts; no True Type fonts. All text **12 pt or smaller should be one color only (preferably 100% black)**. Images and graphics are preferred in .tif or .eps formats.

USPS Automation-Compatibility: All Business Reply and Courtesy Reply Mail formats must meet the postal automation compatibility requirements for pre-barcoded reply cards. Learn more: www.usps.com/replymail.

Printing: All cards are printed black and white. Color is available at an additional cost.

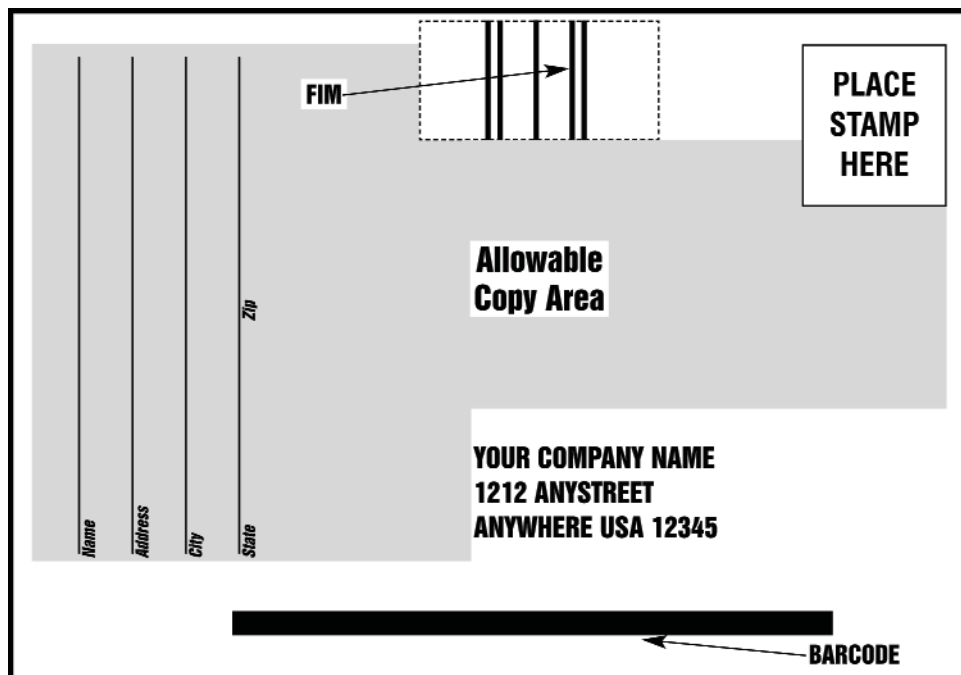
Output: FTP upload is our preferred method of receiving files. Please compress files (if necessary) using either WinZip or Stuff-It and upload to our website using the "Upload Artwork" button at the top of our website. Further details at: www.marketsharegroup.com.

Sample Layout - Message Side



The entire message side should be used for your ad message; designed to get attention, pique interest, convey benefits and get response with the use of copy, graphics and color.

Sample Layout - Reverse Side



The entire reverse side can be used for your ad message, requiring respondents to reply with an envelope, or use the pre-barcoded Courtesy Reply (above) or Business Reply Mail format.



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