

# 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). See example at right. →

## 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). Please use **high-resolution images only**. Web graphics are unacceptable.

## 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 online now at: <http://www.usps.com/replymail>.

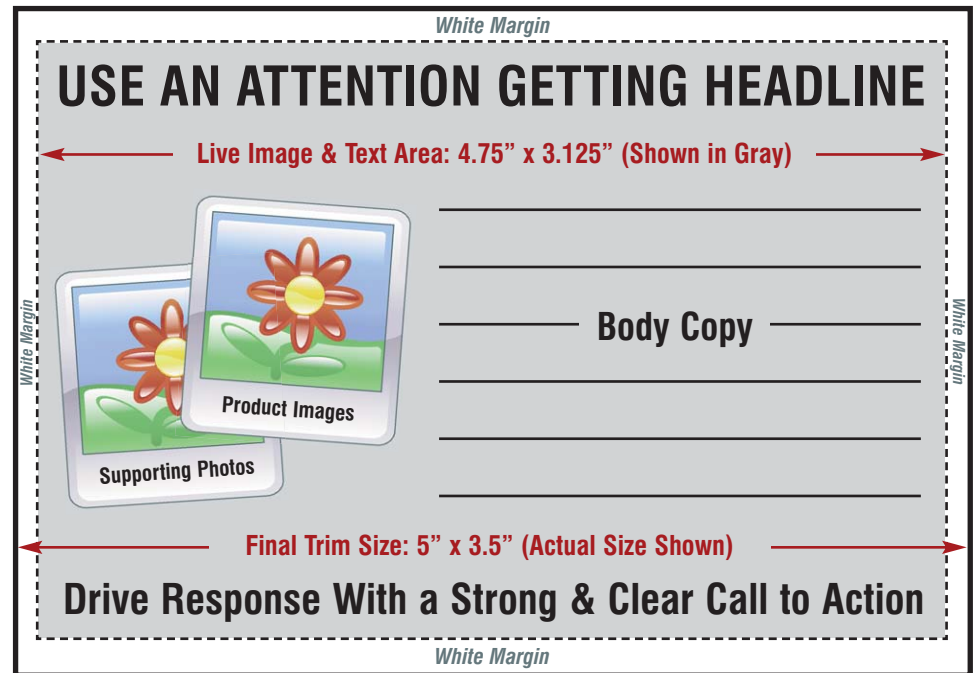
## Printing & Color:

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

## Output:

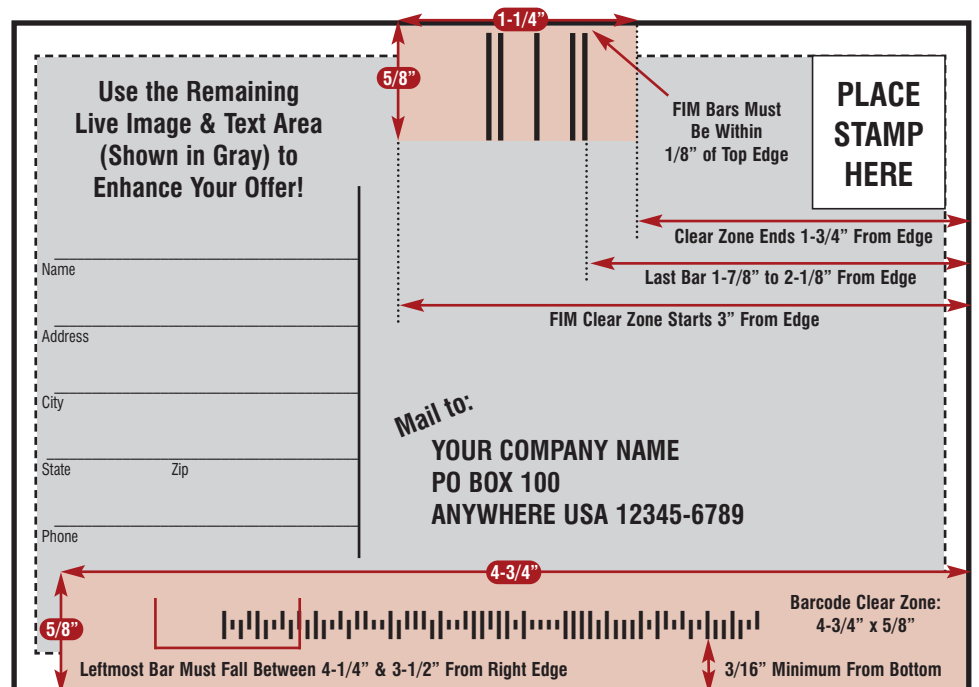
Online file transfer is our preferred method of receiving files. Please compress files (if necessary) using either WinZip or Stuff-It and upload it directly to our production department for validation at: <http://upload.marketsharepubs.com>

## Understanding Card Size & Basic Layout



The message side (front) should be designed to get attention, pique interest, convey benefits and get response with the use of a strong headline, copy, graphics, and a call to action.

## Barcode & FIM Placement (Reply Side)



The reverse side can be used for your message, requiring response be enclosed in an envelope. You can also use a pre-barcoded Courtesy Reply (shown above) or Business Reply format.



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