



Artwork Guidelines:

Please ensure that all artwork follows the directions provided on the Guidelines layer.

Artwork which does not follow the guidelines will be returned for correction.

Bleed Area

Artwork must extend to the **light blue** line



Safe Zone

Text must remain within the **red** lines



All artwork, including text & images, must be on the Artwork layer.

All artwork, including photos/images, must be **CMYK** and at 300dpi.

Please package images and fonts with your submitted artwork files.

Variable Data:

Any Variable Data fields must be on the Variable layer indicated with < >
(Example: <Location>, <First Name>, etc.)

Prsrt. Std
U.S. Postage
PAID
ConvertaCard

<FULLNAME>
<ADDRESS1> <ADDRESS2>
<CITY>, <ST> <ZIP>



DO NOT PLACE ARTWORK IN MAILING BLOCK