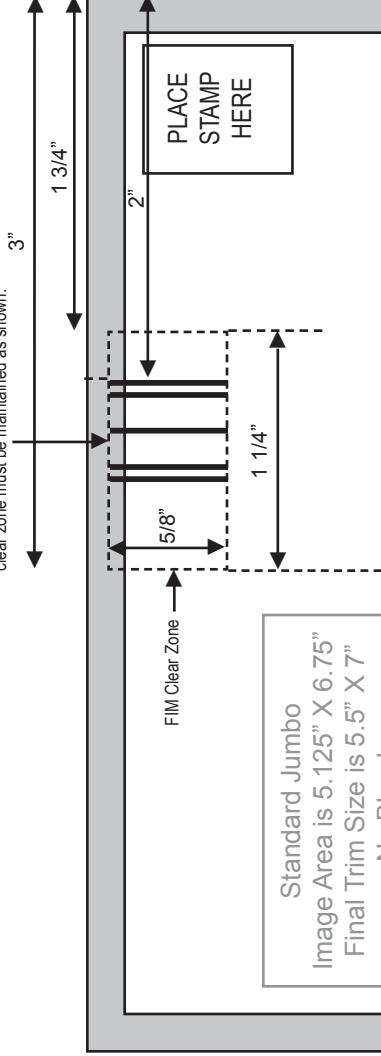


FIM must be 1/8" from the card edge. A FIM clear zone must be maintained as shown.



The right most bar of the FIM must be 2" (+/- .18") from the right edge of the card.

Standard Jumbo  
 Image Area is 5.125" X 6.75"  
 Final Trim Size is 5.5" X 7"  
 No Bleeds  
 Address needs to be in all  
 capitals.

The Barcode Clear Zone is 4 3/4" x 5/8". This must be free of any printing other than the barcode. Barcode Read Area is set at 3 3/16" from right edge of card & not less than 3 1/2".

COMPANY NAME  
 123 STREET

ANYWHERE MN 12354-1234



1/4" Barcode Base Height

1/2"

There must be at least 1/2" clearance between the ZIP Code and the horizontal bars.

FIM must be 1/8" from the card edge. A FIM clear zone must be maintained as shown.

3"

1 3/4"

The right most bar of the FIM must be 2" (+/- 1/8") from the right edge of the card.

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

FIM Clear Zone

Standard Jumbo  
Image Area is  
5.125" X 6.75"  
Final Trim Size is 5.5" X 7"  
No Bleeds  
Address needs to be in all  
capitals.

**BUSINESS  
REPLY MAIL**  
must be 3/16" in height. All three lines must be set in capital letters & follow this exact format.

**BUSINESS REPLY MAIL**  
FIRST-CLASS MAIL PERMIT NO. XXX XXXXXXXXXX XX  
POSTAGE WILL BE PAID BY ADDRESSEE

The bars must be uniform in length for the indicia, at least 1" long and 1/16" to 3/16" thick & evenly spaced. The horizontal bars may not extend below the top of delivery address line.

**COMPANY NAME**  
**123 STREET**  
**ANYWHERE MN 12354-1234**

The Barcode Clear Zone is 4 3/4" x 5/8". This must be free of any printing other than the barcode. Barcode Read Area is set at 3 3/16" from right edge of card & not less than 3 1/2".

5/8"

1/4" Barcode Base Height

1/2"

There must be at least 1/2" clearance between the ZIP Code and the horizontal bars.

