



# POSTCARD SPECS

## Introduction

Client supplying their own postcards must do so in accordance with Smartcomm production specifications & Australia Post requirements.

## Australia Post Requirements (refer to diagram)

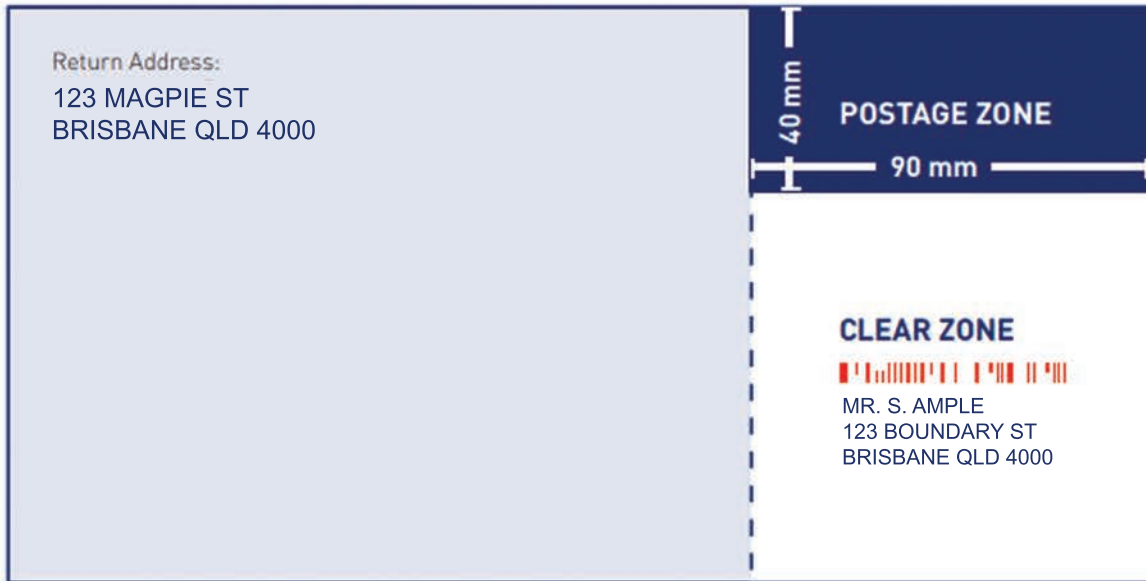
- Return Address
- Postage Paid Insignia
- No artwork within clear zone

## Production Requirements

- Must not exceed 130 x 240 mm to be eligible for small letter category
- Inkjet compatible stock (must not have varnish on clear zone area)

## Preferred Stocks

- Pacesetter Uncoated
- Snowcard (coated front, uncoated reverse)
- Splendorgel



## NO ARTWORK WITHIN CLEAR ZONE



Two minimum requirements for presort-postage are:

\* must contain the Postage Paid Australia insignia which is at least 19 x 15mm and no larger than 26 x 40 mm

\* a return address, which is displayed in a clear easy to read font that is no further than 40mm from the top left hand corner.