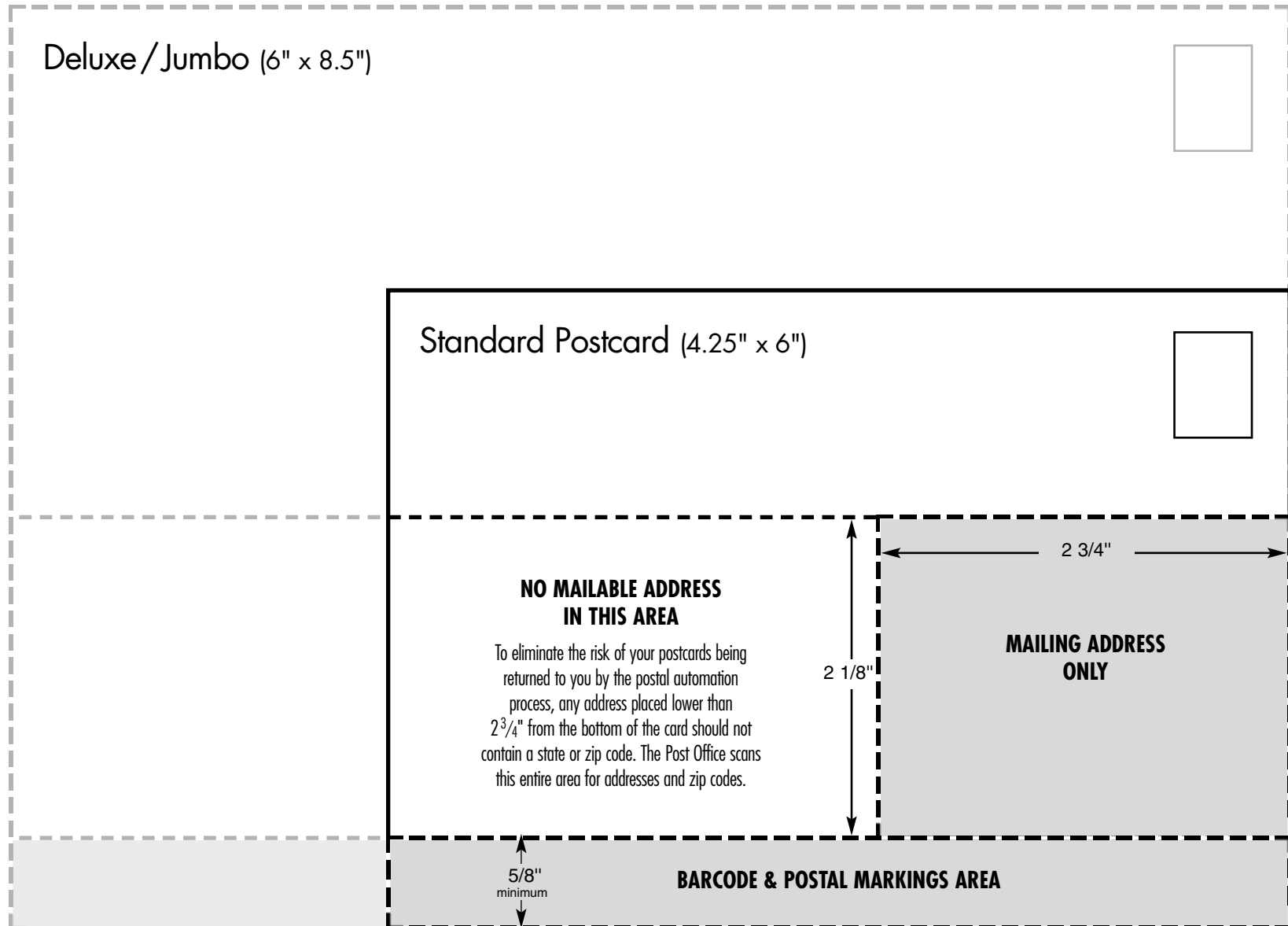


Postal Guide

This backside template reflects current postal requirements and allows for the proper automated handling of your postcards. Please make sure your backside layout complies with this template. Valid as of 06/2002.



AVOID THE SHADED AREA: If you are mailing your cards, the shaded areas shown should be clear of any text or graphic elements. The only text allowed is the mailing address which should not interfere with the barcode area, and any background images should be at 5% density or less. Unless instructed otherwise, we will automatically comply with these guides when typesetting your card. This template can also be used for our Deluxe size cards, provided that the barcode area is extended across the entire bottom of the postcard. **IF WE ARE MAILING YOUR CARDS, THIS GUIDE MUST BE FOLLOWED.**