



Artwork Guidelines

To ensure timely processing of art please check to make sure all art follows the directions on this Guides Layer. Any art submitted that is incorrect will be sent back to be corrected.

Bleed Area:

**Extend all art to the green bleed line
(.125" from die lines)**

Art Settings:

**All art, including
images must be
CMYK & 300dpi**

Safety Area:

**Do not place any
text past blue lines
or in gray area.**

*All artwork, including
text & images, must be
on Artwork Layer.*

*All Variables must
be on Variable Layer
indicated with < >
(Example: <First Name>)*

DELETE LAYER IF NOT USING
BARCODE-A

DELETE LAYER IF NOT USING
BARCODE-B

DELETE LAYER IF NOT USING
BARCODE-C



MailItDirect

DIRECT RESPONSE MARKETING

PRSRT STD
US POSTAGE PAID
MAIL IT DIRECT

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



GREEN AREA IS FOR MAILING BLOCK ONLY