

Green line denotes Inside Margin
Pink line denotes Outside Bleed Margin
Gray line denotes Die Cut

BACK/MAIL SIDE - NO UV COAT

The diagram illustrates the back/mail side of a card, showing various margins and a postal regulation zone. A green line denotes the Inside Margin, a pink line denotes the Outside Bleed Margin, and a gray line denotes the Die Cut. The card is divided into several sections:

- Return Address:** City, St Zip Code
- Postage:** PRSRT STD U.S. POSTAGE PAID GARDNER, KS PERMIT NO. 37
- Barcode:** A series of vertical bars of varying heights.
- 3-DIGIT 000:** A label indicating the barcode is for a 3-digit zip code.
- First Name/Last Name or Current Resident:** Fields for the recipient's name.
- Title:** Field for the recipient's title.
- Company Name:** Field for the recipient's company name.
- Suite Number:** Field for the recipient's suite number.
- Street Address:** Field for the recipient's street address.
- Any City, ST 00000-0000:** Field for the recipient's city, state, and zip code.
- Postal Regulation:** A gray shaded area at the bottom with the text "POSTAL REGULATION" and "must remain white, no address in this area".
- Bar Code Zone - NO PRINTING:** A gray shaded area at the bottom right with the text "Bar Code Zone - NO PRINTING".
- Reserved for magnet placement:** A pink shaded area at the top right with the text "Reserved for magnet placement".

A vertical double-headed arrow on the right side of the postal regulation zone indicates a height of .625".