Printing your Print-Ready Postcard

You have downloaded a JPG graphic which provides a print-ready postcard front.
You may opt to add your own message on the the back when printing.

File Specifications

Your final postcard dimensions are 6" x 4". The JPG graphic measures 6.12" x 4.12". The extra space around the edge is called a "bleed." It is meant to be trimmed off, and is there simply to guarantee that your postcard always prints right to the edge.

If you are working with a printing service, the following specifications are important to them.

File format:	JPEG
Final trim size:	6" x 4"
Size with Bleeds:	6.12" x 4.12"
Resolution:	300 DPI
Color space:	CMYK

Note: Vertical graphics appear "sideways" which is how you place them in most print templates.

Printing your Postcards

Through an online printer

You may want to try sending your files to an online printer, such as Vistaprint (`http://www.vistaprint.com/`). These printers can combine your print job with others which can result in a better price or smaller quantity than is practical using a local print shop. Online printers each have their own templates and specification requirements for uploaded files. Specifications we have chosen match Vistaprint requirements.

At a local print shop

You can also opt to have your postcard printed at a local offset print shop. Most print shops offer a variety of card stock, and can help you with laying out and positioning any text on the back. This would produce the highest quality product, but unless you are producing a very large number of copies, it may be the most expensive method.

On your own printer

You can buy card stock at any office supply store, but we recommend purchasing ready-to-print postcard stock from Avery. Avery stock is available in most office supply or stationary stores, and online at `http://www.avery.com/`. Choose blank stock for a 4x6 postcard.

Avery provides you with a free template that helps position the graphic on one side, and position any text to print on the other side.