

safety

cut line

full bleed

MAGENTA LINE IS THE SAFETY LINE
ANYTHING THAT IS NOT GETTING CUT
MUST BE INSIDE THIS LINE

BLACK LINE IS THE TRIM LINE
THIS IS WHERE THE FINISHED
PRODUCT WILL BE CUT

BLUE LINE IS THE BLEED LINE
BACKGROUNDS AND IMAGES THAT
BLEED OFF MUST EXTEND TO THIS LINE

POLITICAL MAIL
SAMPLE POSTCARD

Five tips when taking advantage of Direct Mail:

1. Provide the election date
so they know when to vote.
2. Clearly state the name of your
candidate or cause.
3. Use both languages for
bilingual targets.
4. Include a professional portrait
for visual recognition.
5. QR Codes® can be scanned
by smartphones, allowing
recipients to view videos
about your candidate or
cause, make donations,
and more.

SAMPLE

FINISHED SIZE - 6X11
WITH BLEED - 6.125X11.125

VOTE NOV. 6TH

Voto 6 De Noviembre

JOSHUA De LANE

for

CITY COUNCIL

para Ayuntamiento



How to create effective political mail.

- Include three or four key points that: 1) summarize the candidate's platform, 2) state the party affiliation, and 3) highlight the office being sought. For causes or proposals, clearly define the intent and your position.
- Use bullets and white space to make the copy easy to read.
- State the date of the election on the front and back of your piece.
- Feature a contact telephone number as well as a URL or QR Code®* that lets recipients obtain more information or make campaign donations.
- Postcards are cost-effective and make your message immediately visible.
- For local elections, consider Every Door Direct Mail® service, which lets you reach every address in a neighborhood for a low per-piece postage cost.
- For larger-scale elections, use mailing lists to target the voters most likely to support your candidate or cause.
- Use red Tag 57 when submitting your mailing to the Postal Service.™ This identifies it as political mail and gives it added visibility.



Photo Tip: A photo of the candidate with his or her family adds a personal quality to the mailing.

Addressing Tip: Use only first and last name. Middle names can seem impersonal. Also avoid "residence" (e.g., The Smith Residence) as it too can feel cold.

INDICIA AREA

1.25 X 1.25

**WHITE BACKGROUND
OR 10% COLOR TINT**



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Trade Printing Only Since 1981

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ADDRESS AREA

**WHITE BACKGROUND
OR 10% COLOR TINT**

2.5"

4"

TOTAL AREA 4" X 2.5"