

# Setting up a postcard for the whistl barcode service

This guide explains how to set-up a postcard to be mailed with the whistl barcode service.

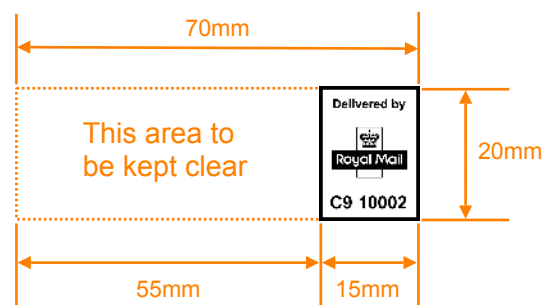
## Postcard size

- acceptable sizes are shown in the table
- minimum paper weight is 200gsm
- must be a flat single sheet with no folds

|         | Width | Height | Thickness |
|---------|-------|--------|-----------|
| Minimum | 140mm | 90mm   | 0.25mm    |
| Maximum | 240mm | 165mm  | 5mm       |

## Indicia

- the indicia is provided in JPG and EPS file formats – please let us know if you need a different format
- it should be placed in the top right hand corner of the postcard and between 5mm and 10mm from the edges
- there should be 2mm of clear space around all edges
- the area to the left of the indicia can have a background but needs to be kept clear of text and graphics
- size should be as shown
- it should normally be printed in black. Another colour can be used but it must contrast strongly with the background



## Return address

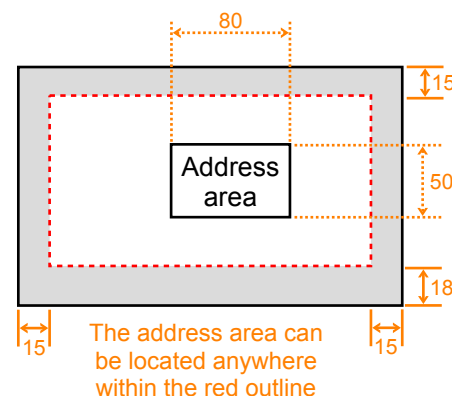
whistl mailings are required to contain a UK return address where undeliverable items can be sent. If you don't want to use your own address, you can use ours (as shown). The words "Return address:" or similar must be included to avoid any possible confusion with the delivery address.

Return address:  
Border House, High Street,  
Farndon, Chester CH3 6PT

## Address area



To print the name, address and barcode we will need a white address area of at least 80mm wide by 50mm high. This address area must be at least 15mm from the top, left and right edges and at least 18mm from the bottom edge of the postcard. Other than that, the address area can be anywhere on the front of the postcard.



Please note that this area of the postcard must not be varnished, sealed or treated as we will be ink jetting directly onto the material.

## Contact

Please contact us if you are in any doubt about these guidelines. We strongly suggest you send us a sample of your artwork before it goes to print so we can check it will be compatible with the barcode service. Call our office on 01829 270714 to speak to us.