

## SMART CARD (VARIABLE) SPECIFICATIONS

*Please follow these guidelines when submitting artwork to our Graphics Department for production. Ads must be built to the 'Actual Ad Size' dimensions, plus bleed.*

**Variable** Actual Primary Ad Size/Trim: 9" W x 4" H

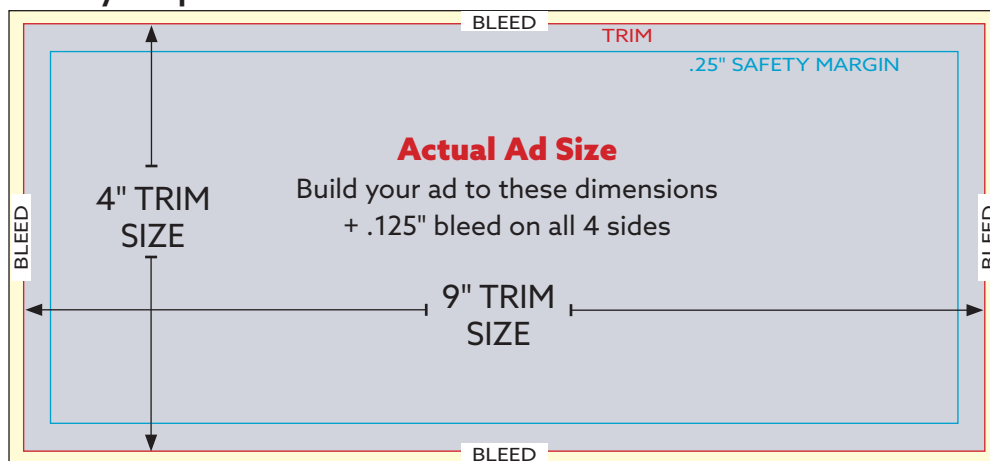
Actual Indicia Ad Size: 4.5" W x 4" H

Smart Cards require minimum .125" bleed in addition to above dimensions.

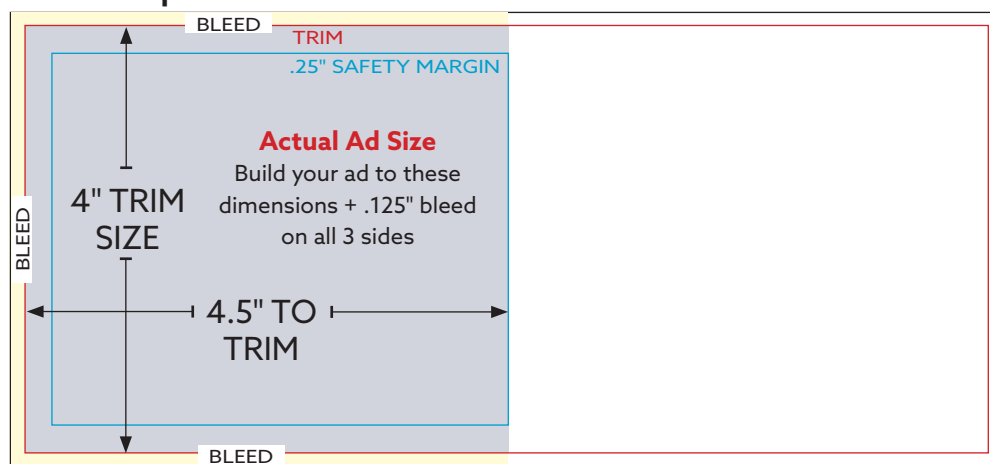
Indicia side space bleeds on 3 sides.

All text should fall no closer than .25" from the trim.

### Primary ad space



### Indicia ad space



### SOFTWARE COMPATIBILITY:

We accept print-ready ads & art in the following Macintosh-based formats:  
Adobe InDesign, Adobe Illustrator,  
Adobe Photoshop & Adobe Acrobat

*Your file may not be accepted  
if it is not created in one of these  
graphics programs.*

*If a print-ready ad is turned in to the Graphics Department that does not meet our production specification or quality standards, we reserve the right to rebuild the ad and charge the customer our standard graphics fee for the piece. For questions regarding these Production Specifications contact our Graphics Coordinator at*

**Mailbox Merchants**  
**Attn: Graphics Coordinator**  
**15040 NE Mason St.**  
**Portland, OR 97230**

**Phone: 877-622-9612 Email: [mbmgraphics@mailboxmerchants.com](mailto:mbmgraphics@mailboxmerchants.com)**  
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