



Postcards fact sheet

Stay in touch and stand out

Have you tried the power of postcards? They are simple to use, easy to get your message across and often the first thing to be read in the mail.

Postcards often get through to their target, past the “screen”, because they are tangible. They force you to be brief and deliver a punchy message. They also give you the power of an image to carry the message.

Postcards can be used with the following services:

- ✓ Full rate mail
- ✓ PreSort Letters / Charity Mail / Promo Post
- ✓ Reply Paid
- ✓ Unaddressed Mail.

The following information details the size and layout specifications for ordinary (full rate) postcards. Please refer to the relevant *service guides* for information specifically related to the bulk mail services.

Postcard specifications (small article)

The size of a postcard, and its size ratio (width divided by height), must meet the requirements for the letter service.

Service	Minimum size	Maximum size	Size ratio
Full Rate	88 × 138mm*	130 × 240mm	At least 1.414*
PreSort Letters	88 × 138mm	130 × 240mm	At least 1.2
Charity Mail	88 × 138mm	130 × 240mm	At least 1.2
Promo Post	88 × 138mm	130 × 240mm	At least 1.2
Reply Paid	90 × 145mm	130 × 240mm	At least 1.414
Unaddressed Mail	88 × 138mm	130 × 240mm	At least 1.414*

* Recommended

Note: Larger postcards may qualify for Small Plus or Large letter postage rates, depending on the chosen letter service.

Card stock

The table shows the preferred minimum and maximum values of the attributes of the card stock used for the manufacture of postcards to ensure machine processing.

Attribute	Minimum	Maximum
Density	140 gsm (see note below)	500 gsm
Thickness	0.18mm	1.5mm
Stiffness – machine direction	30 mN	1140 mN
Stiffness – cross direction	14 mN	1140 mN

The longer edge of a postcard must be parallel to the machine direction (the grain) of the card stock.

Note: The majority of papers or cards available at 140 gsm do not meet the minimum specifications for thickness or stiffness – unless the paper supplier states that they have been specifically designed for postal use. Card stock that meets Australia Post specifications is available from most paper suppliers.

Approved colours for paper stock and printing in clear zones

Australia Post recommends white paper or card for your articles, but light tints or half-tones are satisfactory. Light colours may also be used for printing in the clear zones on Reply Paid postcards, as detailed on the following pages.

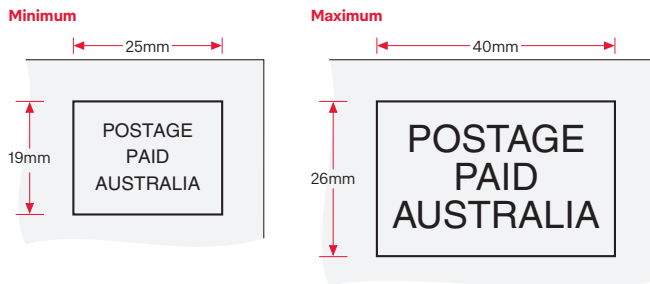
A general test is that the colours should come on or around the following range of 78 acceptable colour tones selected from the Pantone Matching System®.

100	101	106	107	113	114	120	121	127	128	134	135	136
141	142	148	149	155	162	169	176	196	203	217	250	263
277	290	304	317	331	332	337	344	351	358	365	366	372
373	379	386	393	400	406	413	427	434	441	453	454	460
461	467	468	474	475	482	488	489	496	502	503	510	517
524	530	531	538	545	552	559	566	573	579	580	586	587

The colours shown above are approximations only. Refer to official ink colour charts.

Layout specifications

Postage Paid imprints – size range



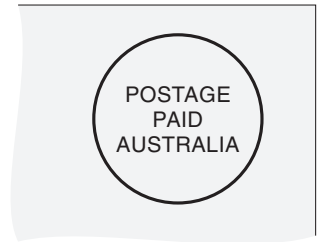
Postage Paid imprint with Priority delivery indicator

All articles for which the Priority delivery timetable is selected should include a Priority indicator, located at the bottom of the Postage Paid imprint. Refer to the applicable *service guide* for specifications.



Personalised Postage Paid imprint

- Needs to be approved by Australia Post.
- Must not have the appearance of a postage stamp.
- The words “POSTAGE PAID AUSTRALIA” must be prominent (see example).



Optimised postcard layouts

The diagrams on the following pages detail the formats to be observed for advertising type postcards, which are not intended to be enclosed in an envelope.

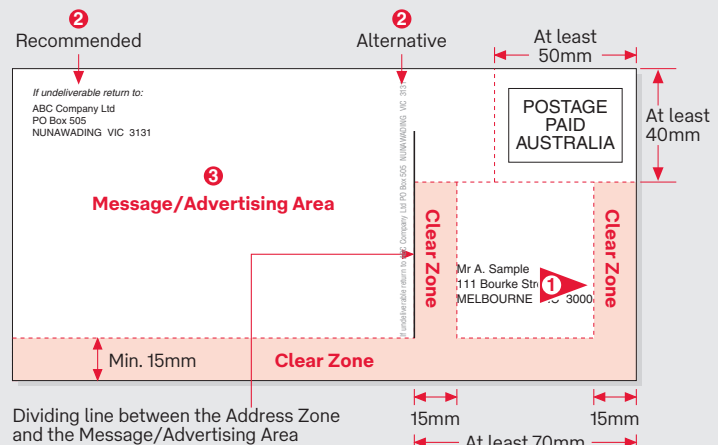
Advertising or logos are only to appear in the message area zone at the top left-hand corner of the postcard. The reverse side of the card is also available for advertising.

Full rate

Machine addressed

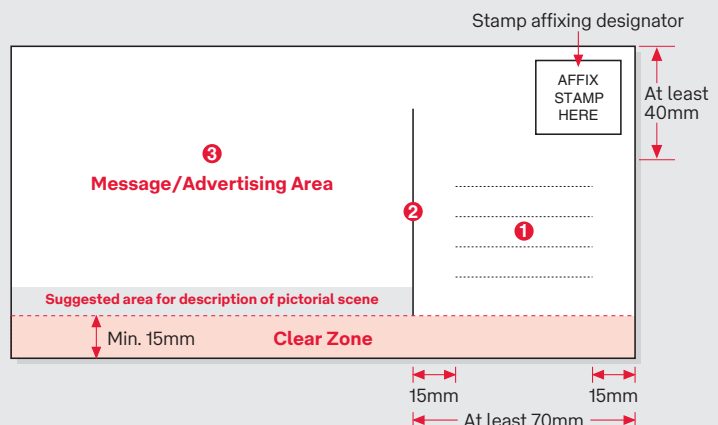
To optimise a layout for a postcard:

- 1 move the delivery address below the postage zone, as far to the right as possible – **no closer than 15mm from the right edge or 15mm from the bottom edge, with the top of the address at least 40mm from the top edge**
- 2 rotate the return address vertically and print it in one line of text at least 15mm to the left of the address block and at least 70mm from the right edge, or alternatively, it can be printed at the upper left corner (recommended) or on the back
- 3 the space on the left side, above the 15mm clear zone at the bottom edge and to the left of the 15mm clear zone at the left side of the address block, may be used for the advertising or other printing. The unaddressed side can be utilised to full capacity.



Hand addressed

- 1 Optionally, print faint or dotted guide lines for the delivery address below the postage zone – **no closer than 15mm from the right edge or 15mm from the bottom edge.**
- 2 Print a vertical dividing line at least 15mm to the left of the address guides and at least 70mm from the right edge.
- 3 The space on the left side, above the 15mm clear zone at the bottom edge may be used for the advertising or other printing. The bottom of this space is the suggested location for any description of a pictorial scene. The unaddressed side can be utilised to full capacity.

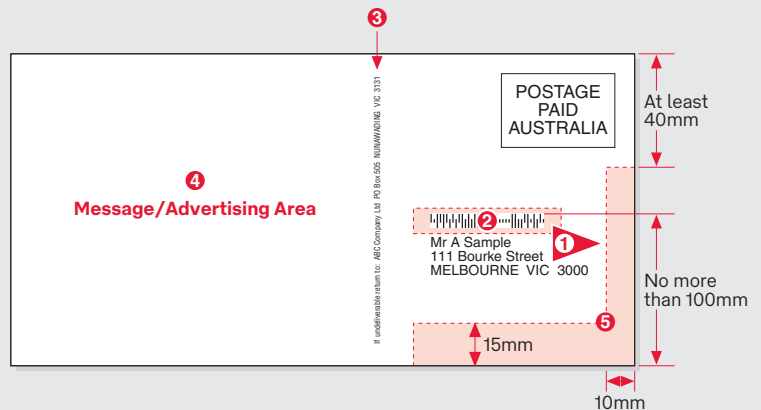


PreSort Letters, Charity Mail and Promo Post

To optimise a Small or Small Plus postcard layout:

- 1 move the barcode and delivery address below the postage zone, as far to the right as possible – **no closer than 10mm from the right edge or 15mm from the bottom edge of the postcard, and no more than 100mm from the bottom edge of the postcard**
- 2 ensure that there is a barcode clear zone clear of any printing around the barcode – **at least 6mm to the left and right and 2mm above and below**
- 3 rotate the return address vertically and print it in one line of text to the left of the Postage Paid imprint and the address block, or alternatively, it can be printed on the back, at least 20mm from the bottom edge
- 4 the whole of the space on the left side of the postcard may be used for the advertising or other printing
- 5 the areas below and to the right of the address can also be used for advertising or other printing **providing it does not resemble an address.**

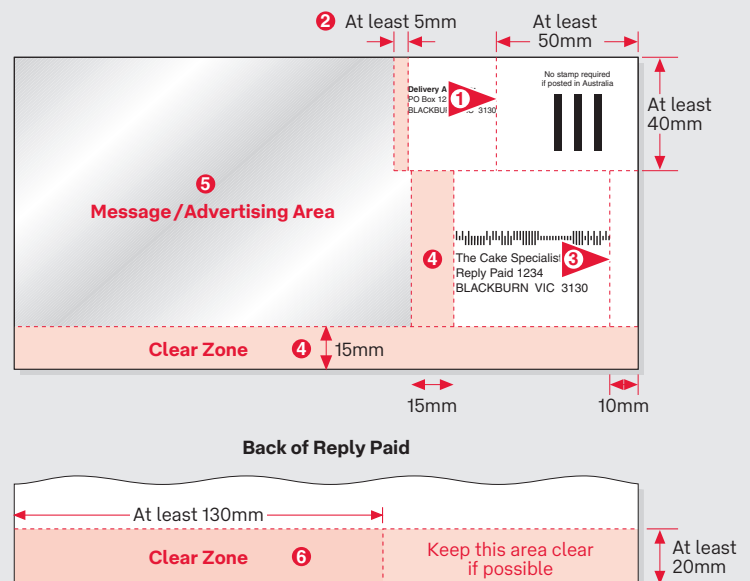
The unaddressed side can be utilised to full capacity.



Reply Paid (Domestic)

To optimise a layout for a postcard:

- 1 move the delivery address to the right edge of the delivery address zone – **no closer than 50mm from the right edge of the postcard**
- 2 keep 5mm clear to the left of the delivery address
- 3 move the Reply Paid barcode and address as far to the right as possible – **no closer than 10mm from the right edge of the postcard**
- 4 the clear zone of 15mm at the bottom edge, and the clear zone of 15mm on the left side of the Reply Paid address and barcode, can be used for printing **providing that it approximates an approved colour** (see page 1) and is kept outside of the barcode clear zone
- 5 the remaining space on the left side of the postcard may be used for the advertising or other printing
- 6 the back of the postcard clear zone of 20mm at the bottom edge, extending for at least 130mm from the left edge, can be used for printing **providing that it approximates an approved colour.**



For more information

Although every effort has been made to ensure the accuracy of the contents of this Fact Sheet at the time of publication, information is updated from time to time and may be subject to change.

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