The first line is your cut line. Anything outside this line will be cut off. The shaded area outside this line is called the bleed. We use bleeds to make sure that any color/art you want to go to the edge of the postcard actually DOES go to the edge of the postcard and doesn't end up with slivers of white around it when cut. If you have color/art that is supposed to go all the way to the edge of the postcard, make sure you extend it 1/8 inch PAST the cut line!

The Second line is 1/8 inch in from the cut line. Since cutting is not an exact science, it is important to keep all important information/art 1/8 inch away from the cut line. Use this line as your guide.

Don't forget a spot for the indicia

Your return address should be on the piece

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Allow 2.25x4 CLEAR AREA for addressing

Design your postcard on the bottom layer then simply remove the top layer before saving for print!
Don't forget to outline or include all the fonts you used and make sure it's the proper color before sending to print.