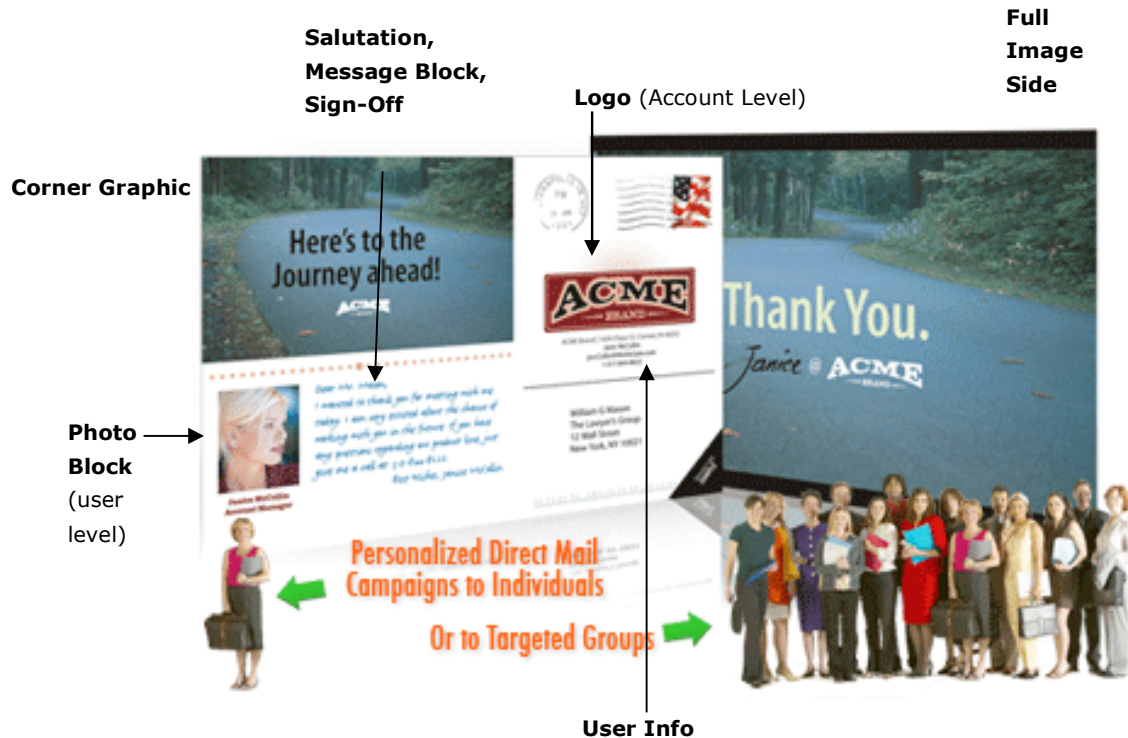


Summary of Art Specifications: Personal Jumbo

File Specifications:
 JPEG format
 RGB
 300 dpi
 1/8" bleeds when applicable
 Submit exact page size

Description	Page Size (Art)	After Trim	1/8" Bleed
Corner Graphic	5" x 3"	4.875 x 2.875	Top and Left
Logo Block	3.25 x 1.25	No Trim	N/A
Photo Block *	1.125 x 1.75	No Trim	N/A
Full Image Graphic	8.75 x 5.75	8.5 x 5.5	All Sides

* Caption optional. Add as part of graphic.



Corner Graphic: Single graphic 5 x 3 pre-trim. Often the card's theme or grabber.

Salutation: 50 Characters. Supports mail merge, precise formatting important.

Format is... Dear [first name], ... Hi [first name], To the [last name] home,

Message Block: 300 characters. Best to prepare as a single paragraph block, although line returns are supported. Supports mail merge, but no built-in character count to allow for length. Leave room.

Sign-off: single line, 50 characters.

Logo: one archived for Account. Upload at 3.25 x 1.25.

Full Image Side: a single graphic often doing the card's heavy lifting in terms of information. 8.75 x 5.75 pre-trim.

User Info: 4 lines delivered from Account data for return address, followed by 4 lines x 50 characters for phones, website, etc. All archived.

Photo Block: supports greater sense of personalization by sending User; other graphics can be subbed. Upload at page size 1.125 x 1.75.

Archiving : All elements, including Salutation, Sign-Off, and Message Block can be archived. Can also pre-populate **Pre-defined Templates** for one-click preparation of repetitively used card.

The Message System is Powered by

Enfront
 Affordable Marketing Excellence