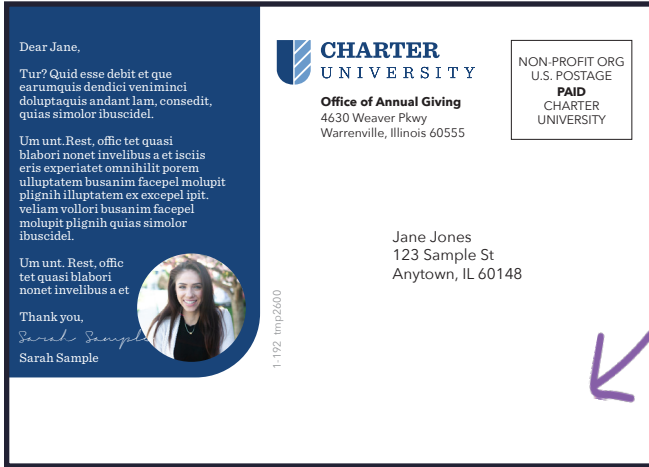




## The Barcode Clear Zone

### Why is there this big empty space?



USPS states no text/art/color 4.75" by .625" from the bottom right corner of a mail panel when a postal barcode is being sprayed. Our presort facility has an **additional** stipulation that they may need to utilize the **entire length** of the mail panel, not just the right most 4.75". This happens after it leaves our facility. We move any text/art up in consideration for your piece and how it will be received by your constituent. Text is likely to be covered by the barcode sprayed along the bottom if it exists in the bottom .75".

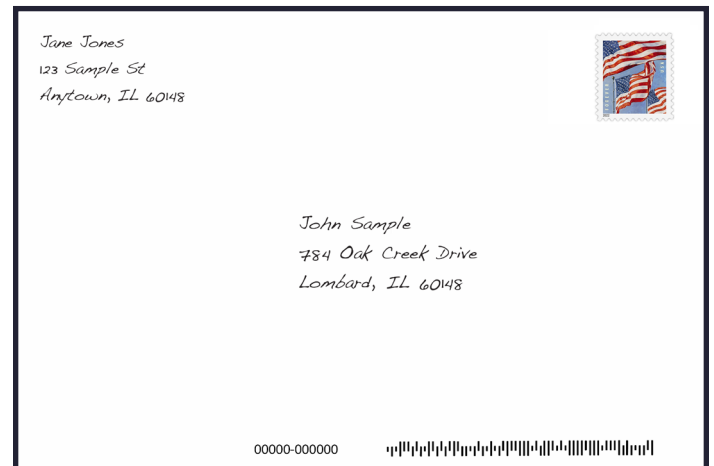


When a donor receives the postcard, with the barcode, that space looks more intentional.



### Is there any workaround?

Yes! The workaround for the blank space is for us to print a barcode in house. This adds about 48 hours to our process, has associated fees, and would not be available for any on-demand projects. Other vendors may presort their own mail, which is why they may not charge anything additional. This can look more like bulk mail since any regular person-to-person mail would not have a barcode in the address block.



Regular mail (person to person) would also have the same barcode as put on by USPS.

