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Setting up a postcard for Mailmark™ service with whistl

This guide outlines the specifications and requirements for setting up a postcard to be mailed using the Whistl Mailmark service.

Postcard size **If folded, all edges must be fully sealed*

- **Size:** Must conform to the following dimensions:
  - **Minimum:** 140mm (W) x 90mm (H) x 0.25mm (Thickness)
  - **Maximum:** 240mm (W) x 165mm (H) x 5mm (Thickness)
- **Paper Weight:** Minimum of 200gsm
- **Format:** Must be a flat, single sheet with no folds*

Return Address Requirements

- The return address must be in block format, left justified, and in 'Title Case'
- The return address may be printed in English or Welsh (where provided on PAF).
- The address must be prefixed with the words "Return Address" and no alternatives or symbols added (colon, comma, etc.)
- The postcode must be printed on the last line of the address or may be printed on the same line as the post town
- The return address must be positioned in the top left-hand corner and must be no closer than 12mm to the delivery address.

Indicia Placement

- Provided in **JPG** and **EPS** formats. Let us know if another format is needed.
- **Position:**
  - Top right corner of the postcard, on the same side as the delivery address
  - 5mm from both the top and right edges
- **Clearance:**
  - 2mm clear space around all edges
- **Size and Colour:**
  - Must be printed in black or a strongly contrasting colour
  - Must be printed 15mm (W) x 20mm (H)

Address Area

To print the name, address and barcode, we will need a white address area of at least 80mm (W) x 50mm (H). This address area must be at least 15mm from the top, left and right edges and at least 18mm from the bottom edge of the postcard. Please note that this area of the postcard must not be varnished, sealed or treated as we will be ink jetting directly onto the material.

Contact

If you have any questions or need assistance, please contact us before printing. We strongly recommend sending us a sample of your artwork to ensure compatibility with the Mailmark service.

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