

DESIGN SPECIFICATIONS

QUICK CONNECT

QUICK CONNECT POSTCARD

(Full Bleed/4-Color Process)

The Mspark Quick Connect postcards are our fast and flexible solutions that allow you to be the first to connect with consumers during major purchasing decisions. We offer multiple trigger-based programs that allow you to follow your consumers through their journey with relevant offers and messages.

Trim Size Front Image Area Back Image Area

Quick Connect11 x 6..... 11.25 x 6.25 11.25 x 6.25

with space for address panel (see example)

**Preferred white area for addressing: 4.375" wide x 2.75" high.



BEST PRACTICES

- Set campaign objective & identify the target audience: Pre-Mover? New Mover?
- Create a strong headline and tagline
- Use strong offers
- Include clear call to action: what do you want the consumer to do?

DOWNLOAD OUR PDF TEMPLATE AT:

Full bleed Quick Connect artwork should be built all the way to the edge of the blue area indicated on the template. The black line shows where the ad will be cut after printing. Please be sure the image area "bleeds" at least 1/8" beyond the trim line. All important text and coupon borders must be kept within the safe area indicated by the pink line on the template in order to minimize risk of being cut.

PRINT GUIDELINES:



TRIM SIZE

The finished size of the mailed piece.



IMAGE AREA

The "live" area that is available for any artwork and/or coupons used in the ad.



BLEED AREA

The area in which artwork extends beyond the edge of the page so there is no (white) margin.