



Quick Connect Postcard

TRIGGER MARKETING

QUICK CONNECT STATIC 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.

Quick Connect	Trim Size	Front Image Area	Back Image Area
Variable Postcard	11 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? Life Event?
- 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.