

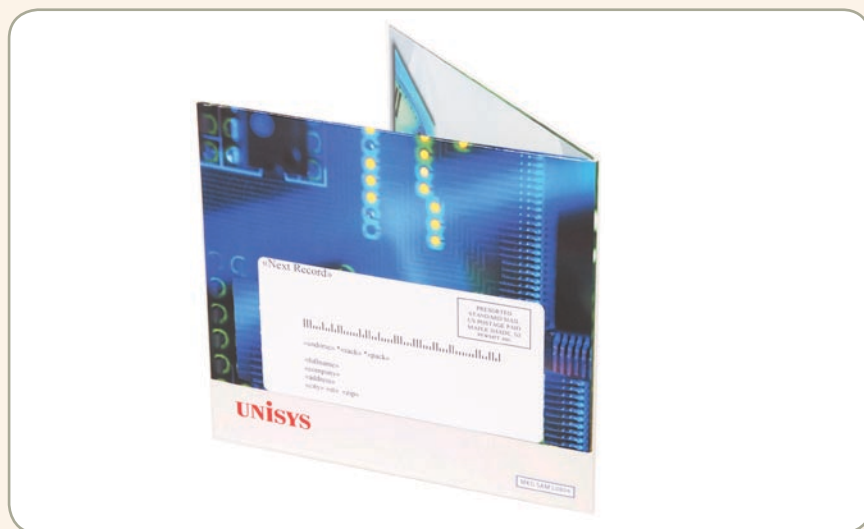
Important Direct Mail Fulfillment design information for W201

These instructions only apply if we are handling your direct mail fulfillment. If you are using another mail house to fulfill your direct mail pieces, be sure to contact them for their requirements.

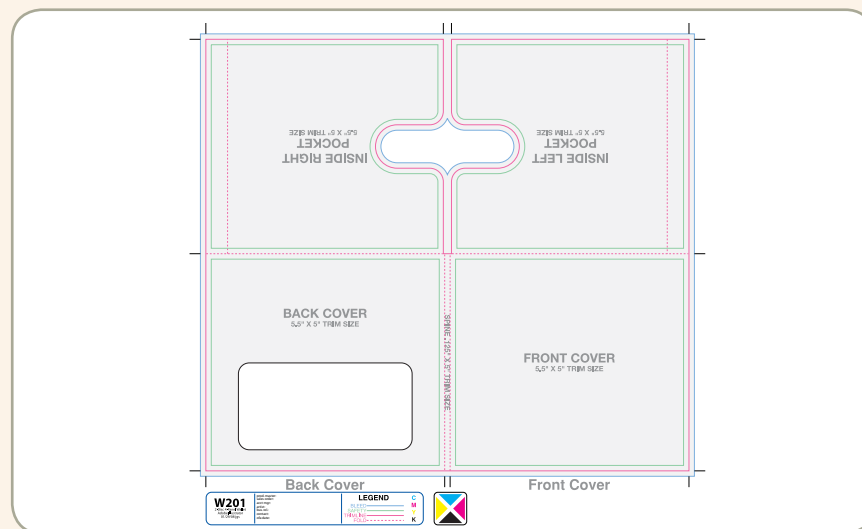
When designing your direct mail piece, please note that you need to leave a 2" x 4" white space for address information. Our templates do not already contain this address panel, so you will need to refer to the illustrations below for the correct placement.

Your return address must be a part of the actual design file. Please be sure to place it above the left side of the 2" x 4" white address box.

This illustration shows how the completed package should look.



This illustration shows the correct placement of the address panel for this template.



NOTE: Position and orientation of the address is important. Not following these guidelines can delay your project and may result in a postal rate increase or rejection. Address space must be left blank.