

Large Size

5.5 x 8.5 without bleed

5.75 x 8.75 with bleed

INDICIA
7 point font
minimum
with or
with out
box

Small Size

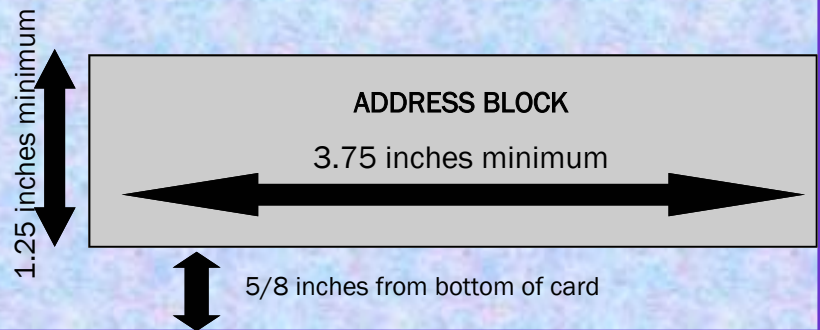
4.25 x 5.5 without bleed

4.50 x 5.75 with bleed

INDICIA
7 point font
minimum
with or
with out
box

No Address Information

This area next to the recipient's address should not contain address information (states, zip codes).



Explanation of Items Above

- **Bleed** - A no bleed request means that a white border will be around the postcard. When we cut the cards the white border will show. If request is for bleed, this means that the colored backgrounds and/or images continue to the edge of the postcard. There is no white border.
- **Address Block** - This is the location where we laser the recipient's address. If we print the postcards and you are mailing, this box will be large enough to adhere standard size labels (includes USPS Barcode).
- **No Address Information**-When the Post Office scans this area and it could result in the mail being delivered incorrectly. Return address should be located towards the top.

Other Items to Consider

- Please make sure that photos sent are at a minimum quality of 300 dpi. Images with less than 300 dpi, will definitely reproduce poorly.
- When sending a pdf file, make sure that the pdf is at High Resolution
- If you are providing artwork, make sure file is converted and saved as CMYK (cyan, magenta, yellow, black).
- When sending us a file via email, it is often better to zip or stuff the file using compressing software. If you do not have this type of software or files are still to large, we have an FTP site to upload large files to. Just let us know and we will provide you with directions.

- 1. How do I place an order with Realty Resource?** We believe in one-on-one personalized service. Unlike some of our competitors, personalized service is our specialty. Email us (order@realtyresourcegd.com) or call us (1-877-875-1792), and you will be assigned your own personal representative.
- 2. How do I pay for my order?** There are two different options to pay for your order. **A.** The easiest is to provide us with your credit card (Visa, Mastercard, Discover and American Express) which we can then keep on account for the future. We take credit card security very serious so rest assure that your card is kept secure and all paper items with credit card information is shredded. Your credit card will not be charged until your order is complete. **B.** The other payment option is to send (or drop off) a check before we print your order. We would be happy to send you an invoice in advance so you know what the amount is.
- 3. What is the timeframe for artwork, printing and mailing services?** Upon receiving your order, we will turn-around artwork in 2 days (large custom art may take longer). We then email you a proof. You can make any necessary changes. When we receive your approval on the proof, it takes 2-3 days to print and mail.
- 4. Do I have any flexibility on the verbiage on the postcard/flyer templates?** Yes! You will find that Realty Resource is very flexible on what is stated on the card. Changes such as the verbiage are covered in the \$19 mini art setup charge. Just let us know.
- 5. When you mail for me and it is mailed at bulk postage rates, how long does it take to get to the recipient?** Technically, the Post Office has 2 weeks to mail a Bulk postage piece. Depending on where it gets mailed to in the country, we often see anywhere from 2 to 5 business days for it to be received. During the holidays, Bulk mail takes a back seat to packages and 1st Class mail. So, 2 weeks is not unheard of. We always mail a piece to you at your address of choice (let us know where you would like to receive it) and a copy to ourselves. This way you know when the piece will hit.
- 6. How do I get my printed order if you don't mail?** There are several options depending on your location. We can UPS ground, unless otherwise requested. If live in the Denver area, you can pick up. Plus, if you are in the Denver area, we have several couriers available depending on your zip code.
- 7. I have a RUSH order! Can you help me?** If your order is needed sooner then our timeframe provides, let us know. In most cases we can accommodate the need for a RUSH. There is a \$20 RUSH fee and then any additional shipping charges will be assessed to you.

FAQs continued...

8. **Do I save money if I order more cards?** Yes! The more you order the more you save. Plus, if you are interested in one of our Program cards (6 or 12 month order), you receive a discount when we both print and mail each month.
9. **Where do you get your list information?** If you are mailing to homeowners, the information is downloaded from the county assessor. Sometimes the county assessor can be behind in updating the data. Our homeowner data is only as up-to-date as the county assessor. Apartment data is obtained through several sources. Often, it is from a site visit and then checked through a postal source. Specialty lists are obtained from many different companies depending on the list. **What are Specialty Lists?** These are specific lists where an outside list source will have to provide the information. Example: You want to mail to people who love to play golf. We could request this information from an outside list source who might obtain it from people who subscribe to a golf magazine. Perhaps you are a roofing company and you want to mail to homeowners who have a wood shingle roof. We might obtain this information from the county assessor, since it is part of public record or we might go to an outside list source. Give us a call to discuss all of your list needs.
10. **Why do you have a minimum order of 200?** In many cases, the quantity of 200 is driven by the Post Office. In order to qualify for Bulk postage, you have to have a minimum quantity of 200. We determined that the minimum order of 200 should be across the board. However, we will print less than 200 but there is an additional \$.05 for each piece plus the minimum cost per piece at a quantity of 200-999.