Ride-along Image

COMING TO YOUR MAILBOX SOON.

View all mail on dashboard >

Scanned mailpiece

Retailer Name

LOREM IPSUM DOLOR THE SALE DETAILS HERE.
CONSECTETUR ADIPISCING ELIT. UT AT RUTRUM TURPIS.

U.S. POSTAGE

Semi-Annual Sale!

30% OFF

DISCOUNT APPLIES TO ALL FULL-PRICE SEASONAL ITEMS LOREM IPSUM DOLAR.

ONLINE:
Use promo code XYZ at checkout

IN STORE:
Present coupon at the register.

CustomerName
123 StreetName
City, State, ZIPCode

30% OFF

Retailer Name
Targeted message detail

SHOP THIS SALE ➔

FROM **Retailer Name**

Learn More >

Ride-along Image

Jane Grandkid
678 Fictional Pl.
Anycity, ST 12345

ANYCITY ST 012

Grandma
1234 W. Sample Rd.
Anytown, ST 12345
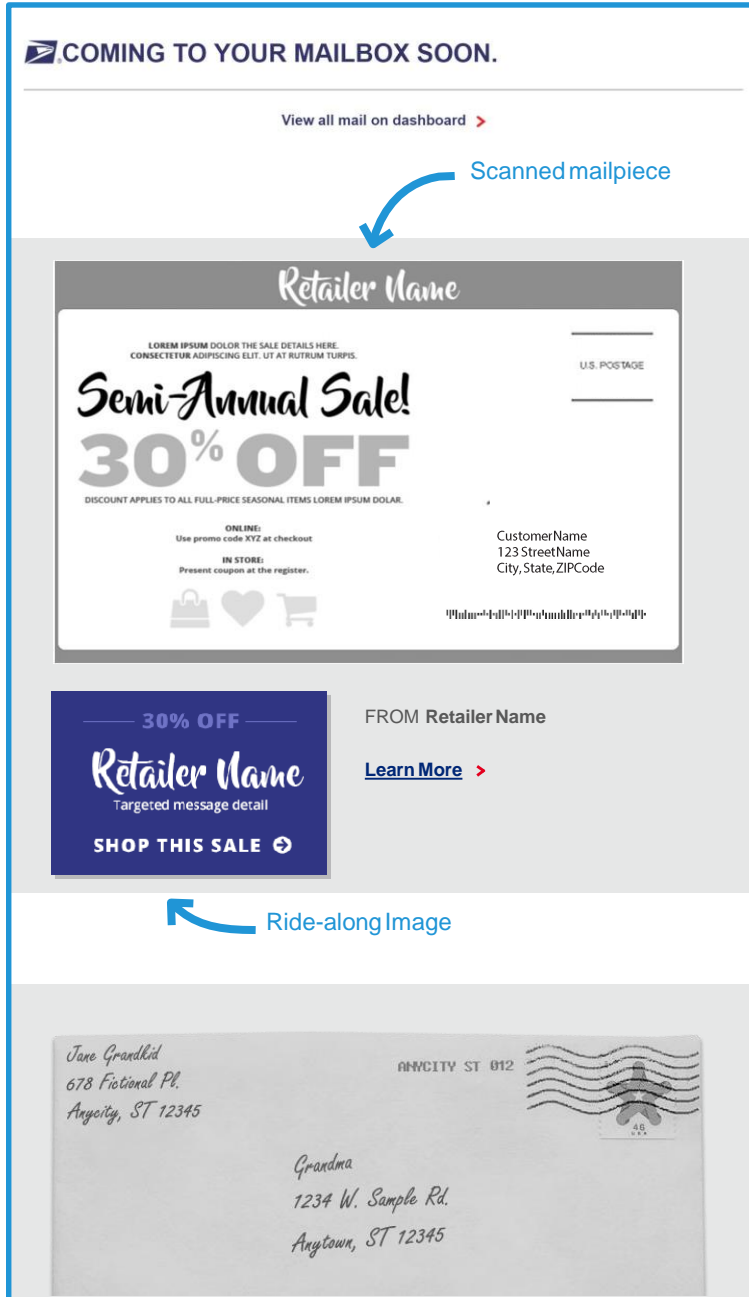
USPS® **requires** that Informed Delivery campaigns include full color interactive content that accompanies the scanned mailpiece or Representative Image (see page 2). When users select the Ride-along Image, visible in a daily digest email or on the dashboard, they are redirected to the target URL.

This supplemental content is meant to enhance the customer call-to-action and reinforce the business objective of the mailpiece. For optimal quality within the digital setting, follow the recommendations and requirements below:

- Sync the look of the Ride-along Image to the mailpiece or Representative Image presented.
- Treat the Ride-along Image like a branded, clickable button with a call-to-action.
- Opt for a clean, simple layout.
- Provide a direct URL related to the desired user action.
- Size to at least one maximum dimension: 300px width or 200px height.

Logo reinforces brand

Reverse type on solid color is clean and legible

30% OFF

Retailer Name
Targeted message detail

SHOP THIS SALE ➔

200px

300px

Look and message sync to mailpiece

Call-to-action is clear and compelling

Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200KB in size
- Image color code must be RGB (not CMYK)

Try to avoid:

✖ Plain text

Free Shipping
limited time only
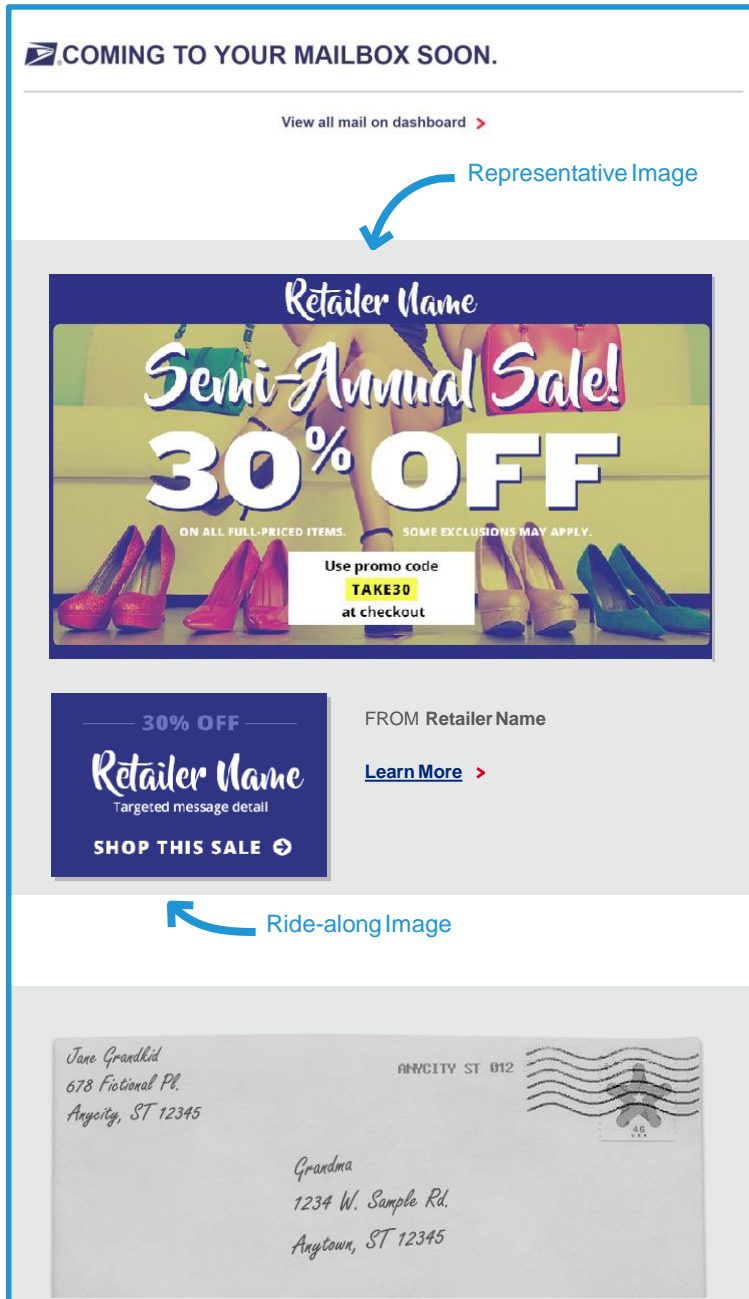
Visit our website >
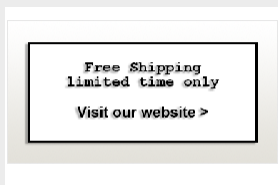
Lacks customized branding

✖ Logo only

Retailer Name

Unclear that content is clickable

✖ Image only

No call to action

9.2018

Representative Image

COMING TO YOUR MAILBOX SOON.

View all mail on dashboard >

Representative Image

Retailer Name
Semi-Annual Sale!
30% OFF
ON ALL FULL-PRICED ITEMS.   SOME EXCLUSIONS MAY APPLY.
Use promo code
TAKE30
at checkout

30% OFF
Retailer Name
Targeted message detail
SHOP THIS SALE →

FROM **Retailer Name**

Learn More >

Ride-along Image

Jane Grandkid
678 Fictional Pl.
Anycity, ST 12345

ANYCITY ST 012

Grandma
1234 W. Sample Rd.
Anytown, ST 12345

USPS® allows you to enhance your Informed Delivery campaign with a full color image that displays in place of the scanned mailpiece (i.e., letters and postcards). Users can view this content in a daily digest email or on their dashboard.

Don't miss an opportunity to use the production art created for your mail campaign. For optimal quality within the digital setting, follow the below recommendations and requirements.

- Use a color image of the mailpiece so users correlate the digital image.

  Note: The image must be branded and directly related to the mailpiece and its contents.

- Sync the look of the Representative and Ride-along Images to each other for a cohesive experience.

- Size to at least one maximum dimension: 780px width or 500px height.

Color image of the mailpiece

Retailer Name
Semi-Annual Sale!
30% OFF
ON ALL FULL-PRICED ITEMS.   SOME EXCLUSIONS MAY APPLY.
Use promo code
TAKE30
at checkout

500px max height

780px max width

Look and feel match the Ride-along Image

Use at least one maximum image parameter

Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200KB in size
- Image color code must be RGB (not CMYK)
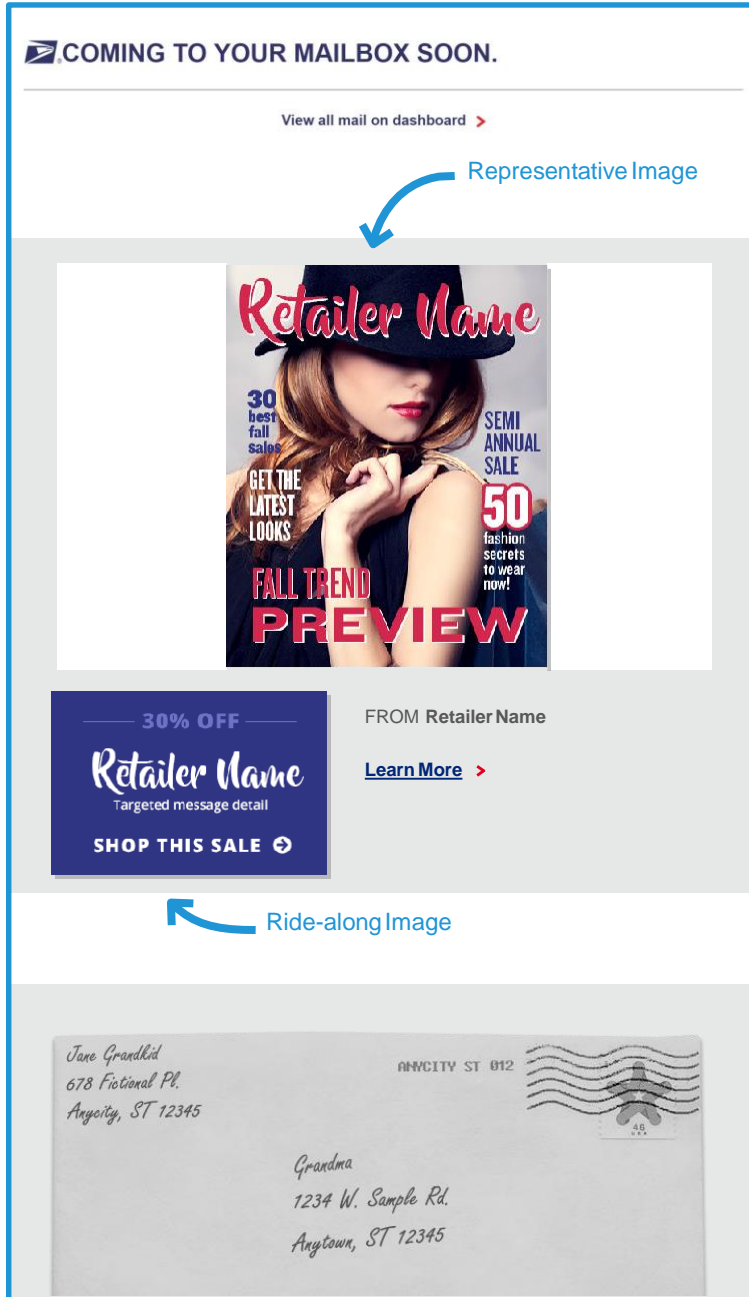
Try to avoid:

✖ Lacks mailpiece details

✖ Grayscale

Correlation to mailpiece is lost

Lacks customized branding

Representative Image - Flats

USPS® **requires** you to conduct an Informed Delivery campaign using a full color image in lieu of your mailpiece (i.e., catalogs and magazines). Users can view this content in a daily digest email or on their dashboard.

Don't miss an opportunity to use the cover art created for your latest mailing in a digital preview of incoming mail. For optimal quality within the digital setting:

- Use a color image of the mailpiece so users correlate the digital image.

  Note: The image must be branded and directly related to the mailpiece and its contents.

- Sync the look of the Representative and Ride-along Images to each other for a cohesive experience.

- Size to at least one maximum dimension: 780px width or 500px height.

Color image of the mailpiece

500px max height

780px max width
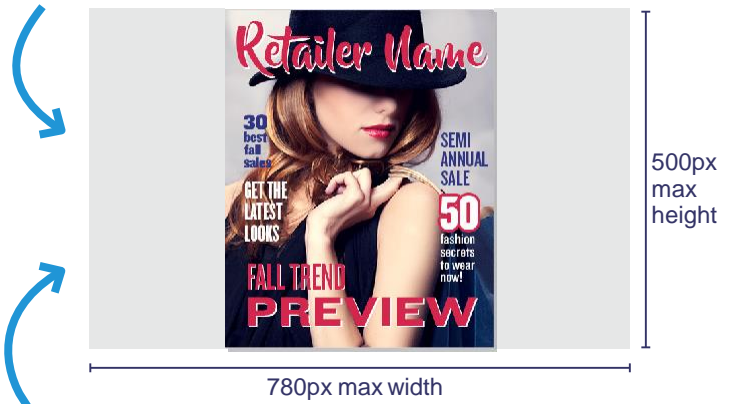
Look and feel match the Ride-along Image

Use at least one maximum image parameter

Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200KB in size
- Image color code must be RGB (not CMYK)

Try to avoid:

✘ Lacks mailpiece details


Correlation to mailpiece is lost

✘ Grayscale

Lacks brand colors

"Retailer Name" is not an actual company and is for illustrative purposes only.

9.2018

Need Help?
Verifying Image Dimensions

To determine whether a Ride-along or Representative Image meets the size requirements, follow the steps below.
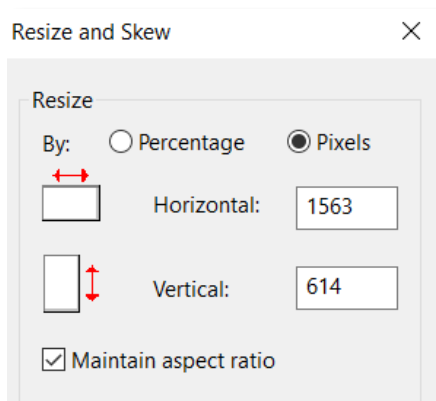
1. **Make a copy:** Create a copy of your image file so you do not lose the original.

2. **Open image in Paint:** Right click on the image file, select "Open with," and select "Paint" from the options provided.
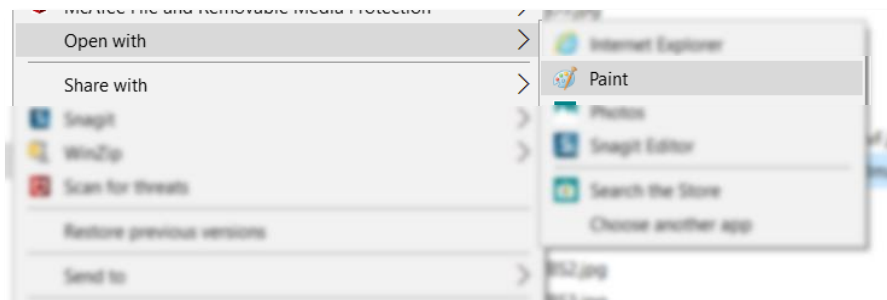
3. **Select the entire image:** Select the entire image by pressing CTRL + A or by clicking the "Select" button in the Home tab and choosing "Select all." You will see a dashed line appear around the edge of the image.

4. **Click the "Resize" button:** You can find the "Resize" button in the Home tab or by pressing CTRL + W. This will open the "Resize and Skew" window.
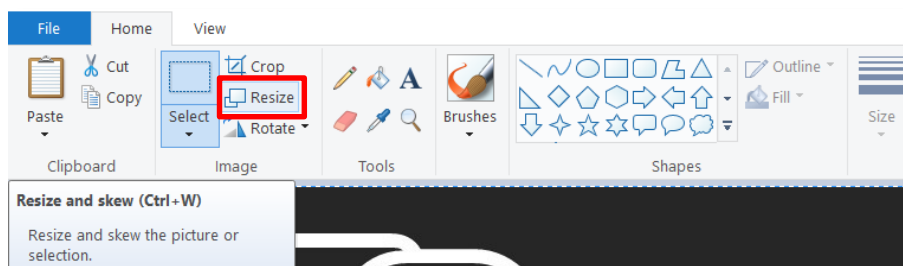
5. **Verify image dimensions:** Select "Pixels" next to the By field. The image dimensions should appear. Horizontal corresponds to width and vertical corresponds to height.

Resize and Skew

Resize

By: ◯ Percentage ⦿ Pixels

Horizontal: 1563

Vertical: 614

☑ Maintain aspect ratio

Ride-along Image:
Horizontal cannot exceed 300px

Representative Image:
Horizontal cannot exceed 780px

Ride-along Image:
Vertical cannot exceed 200px

Representative Image:
Vertical cannot exceed 500px

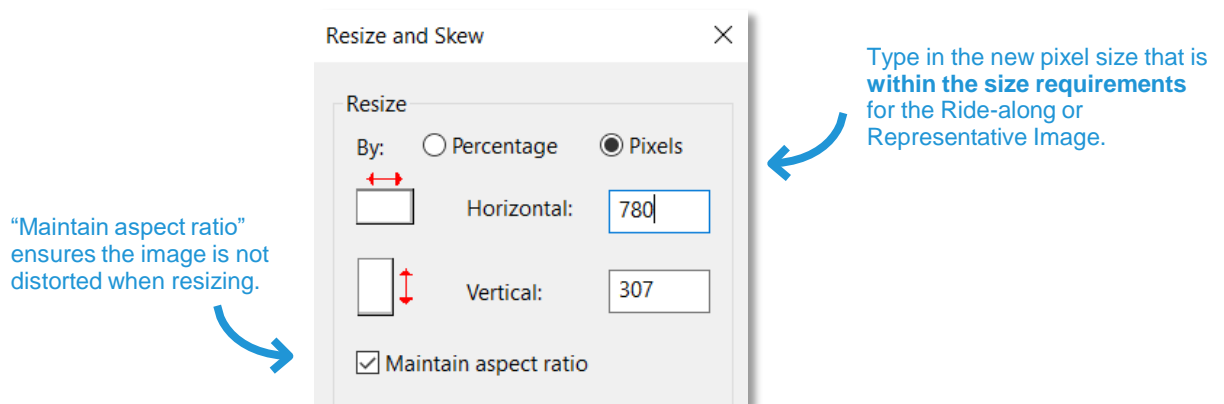**Does your image exceed size requirements?**
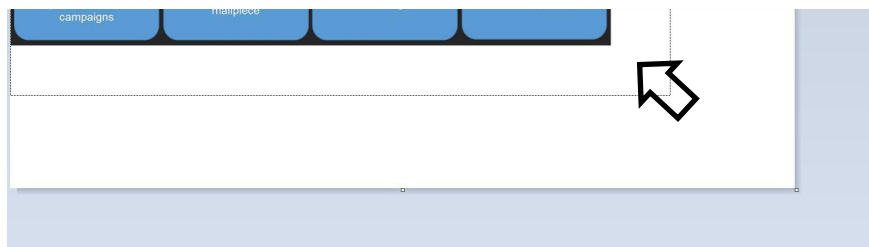*Follow the steps on the next page to learn how to resize your images…*

Need Help?
Resizing Images - Option 1

To resize a Ride-along or Representative Image that does not meet the size requirements, follow the steps below. Steps 1-4 are the same as the "Verifying Image Dimensions" steps.

1. **Make a copy:** Create a copy of your image file so you do not lose the original.

2. **Open image in Paint:** Right click on the image file, select "Open with," and select "Paint" from the options provided.

3. **Select the entire image:** Select the entire image by pressing CTRL + A or by clicking the "Select" button in the Home tab and choosing "Select all." You'll see a dashed line appear around the edge of the image.

4. **Click the "Resize" button:** You can find the "Resize" button in the Home tab or by pressing CTRL + W. This will open the "Resize and Skew" window.

5. **Use the "Resize" fields to change the size of the image:** Change the size by typing in the new pixel size (values) desired. *Important Note: Making an image larger than the original will result in a lower-quality picture. Leaving the "Maintain aspect ratio" option selected ensures the image is not distorted.*

Resize and Skew ✕

Resize

By: ○ Percentage   ● Pixels

Horizontal: 780

Vertical: 307

☑ Maintain aspect ratio

Type in the new pixel size that is **within the size requirements** for the Ride-along or Representative Image.

"Maintain aspect ratio" ensures the image is not distorted when resizing.

6. **Click "OK" to see your resized image:** The image will be resized according to the values you entered.

7. **Remove the excess canvas:** The image will be resized, but the white canvas it is on will stay the original size.
   - Click and drag the edges of the canvas to resize it (see below), which removes the excess white space.
   - Or, use the "Crop" function in the Home tab to remove the extra canvas. Press CTRL + A to select the entire image to start. Then, select "Crop," click and drag to highlight only the area around the resized image, and select "Crop" again. The excess white space should disappear and the canvas should match the resized image.

8. **Save the resized image:** Once the image is resized (and you confirm the size requirements are met), save the file. Select "Save As" from the File tab and choose "JPEG picture." Then, name the file and choose where you want to save it.

UNITED STATES
POSTAL SERVICE ®

Need Help?
Resizing Images - Option 2

To resize a Ride-along or Representative Image that does not meet the size requirements, follow the steps below. Steps 1-4 are the same as the "Verifying Image Dimensions" steps.

1. **Make a copy:** Create a copy of your image file so you do not lose the original.

2. **Visit an image resizing website:** Search "resize jpeg" to find a variety of websites that will help you resize images for free.

3. **Upload the JPEG file you want to resize:** Select and upload the file you want to resize.

4. **Use the resizing controls to change the size of the image:** Each website has a different set of controls to adjust the image size. Options include clicking and dragging a box, using sliders to adjust the size, or entering the exact pixel dimensions. When possible, **enter the exact pixel dimensions desired** and click "Save" or "Resize image." *Important Note: Making an image larger than the original will result in a lower-quality picture. To avoid losing quality, maintain the aspect ratio.*

5. **Download the resized image:** Once you resize your image, save the changes to the file. Select "Save As" and choose "JPEG picture." Then name the file and choose where to save it.

UNITED STATES POSTAL SERVICE®

Need Help?
Tips to Determine Color Code

To determine the color code of a Ride-along or Representative Image, follow the steps below.

1. **Make a copy:** Create a copy of your image file so you do not lose the original.

2. **Convert the image to a PDF:** Locate the image file on your computer and right click on the file. Select the "Convert to PDF" option.

3. **Navigate to Print Production:** Locate the tool bar that lists "Home," "Tools," and "Document." Select "Tools" and scroll until you find "Print Production." Select this option. *Important Note: The location of the "Print Production" option may differ depending on the application you are using.*
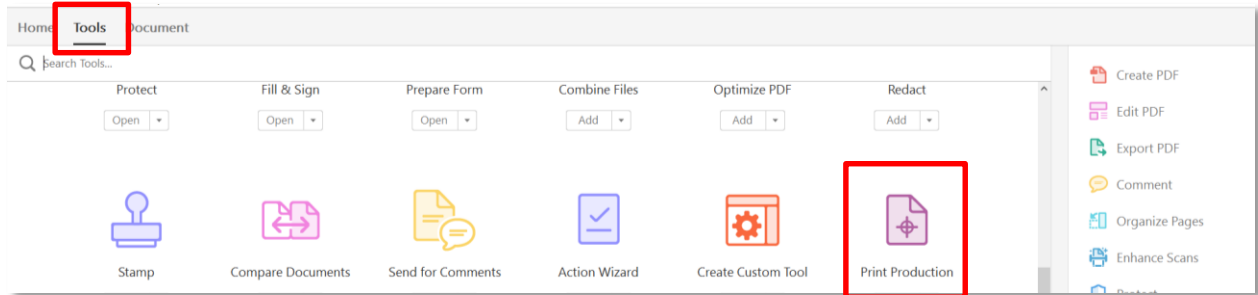
4. **Verify color code:** Identify and select "Output Preview" from the menu. On the pop-up menu that appears, under the "Show" drop down, select RGB. If the image contains CMYK (Cyan Magenta Yellow Black) elements, these elements will disappear from the image. If there are no CMYK elements, there will be no change to the image.
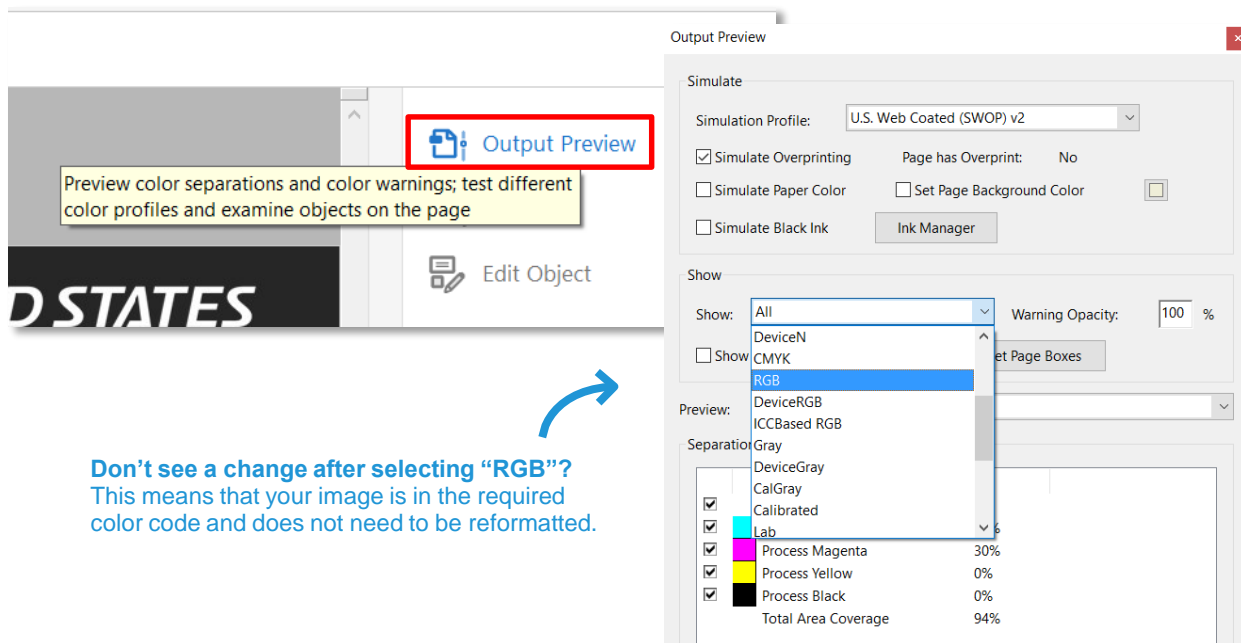
Don't see a change after selecting "RGB"?
This means that your image is in the required color code and does not need to be reformatted.

5. **(Optional) Reformat image:** If the image contains CMYK elements, the image owner will need to convert the color code to RGB before the image can be used for an interactive campaign. Official image editing software may be required to convert color code.

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