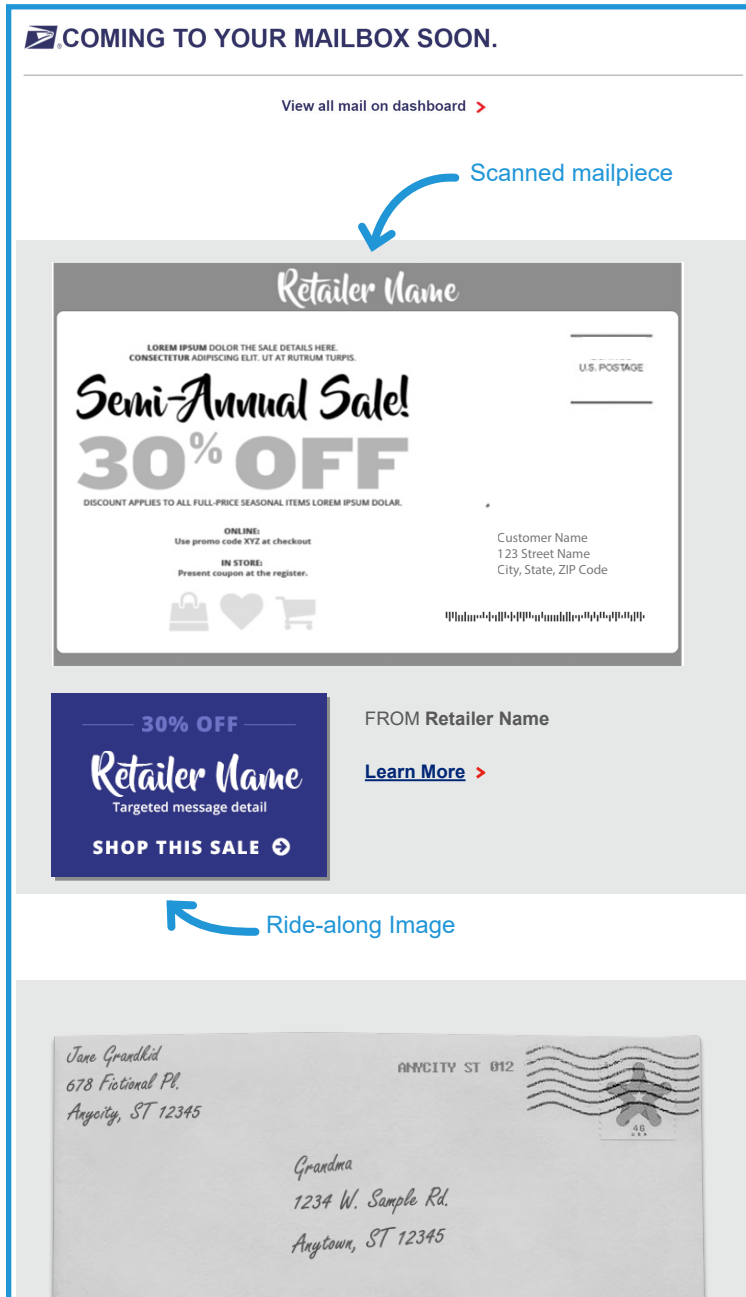


# Ride-along Image



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

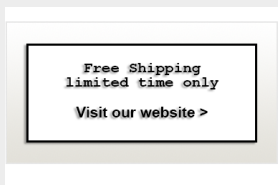


Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200kb in size

## Try to avoid:

✗ Plain text



Lacks customized branding

✗ Logo only



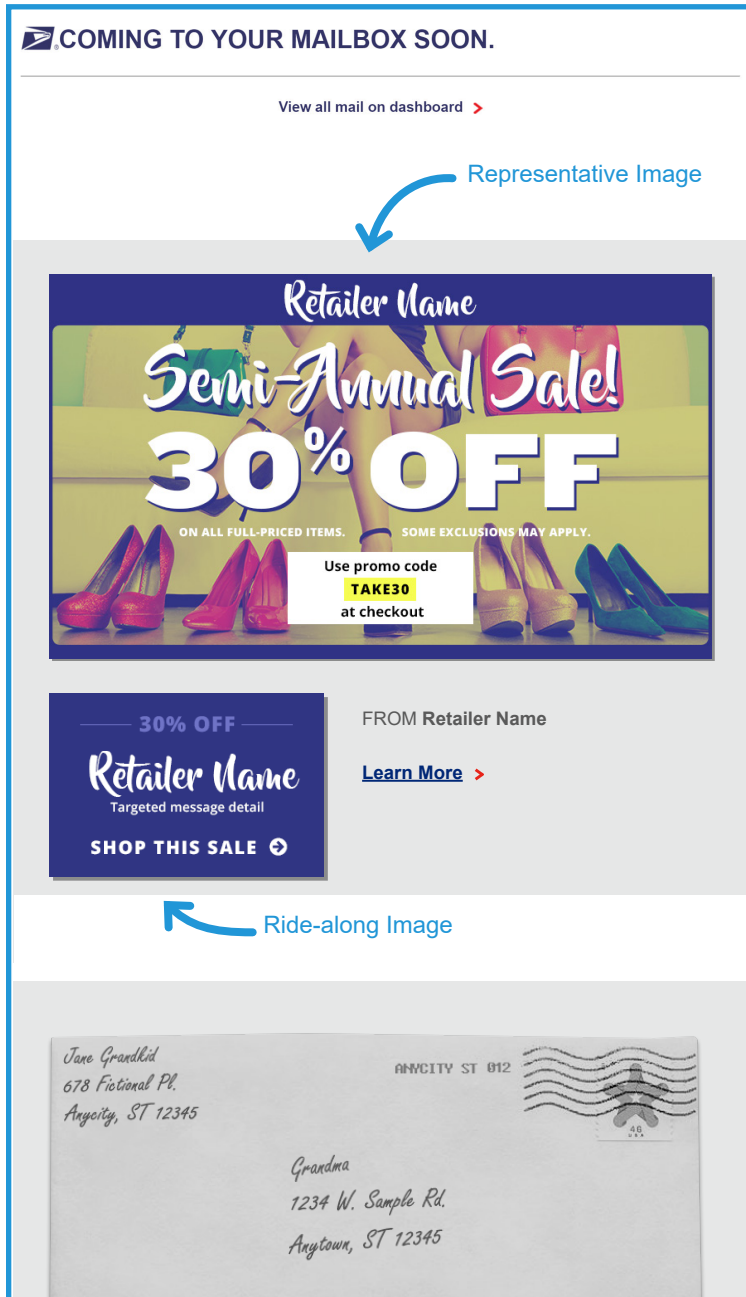
Unclear that content is clickable

✗ Image only



No call to action

# Representative Image

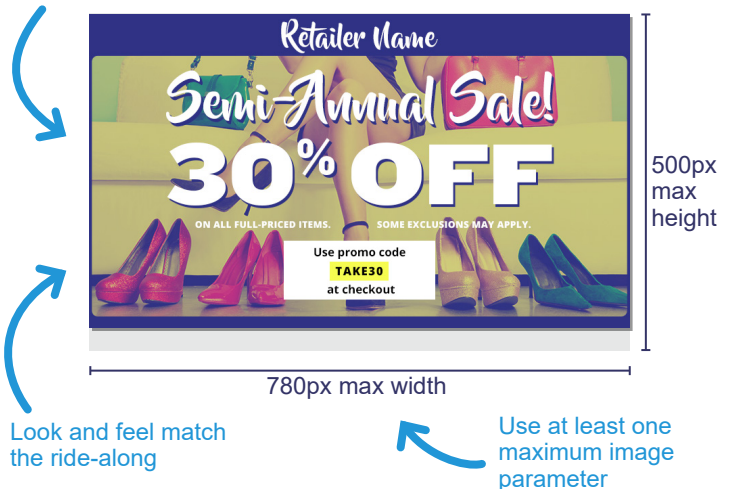


USPS® allows you to enhance your Informed Delivery campaign with a full color image that displays in place of the scanned mailpiece (i.e., letters and postcards). Users can view this content in a daily digest email or on their dashboard.

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 to the physical piece
  - 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 mailpiece



## Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200kb in size

## Try to avoid:

✗ Lacking mailpiece details

✗ Grayscale

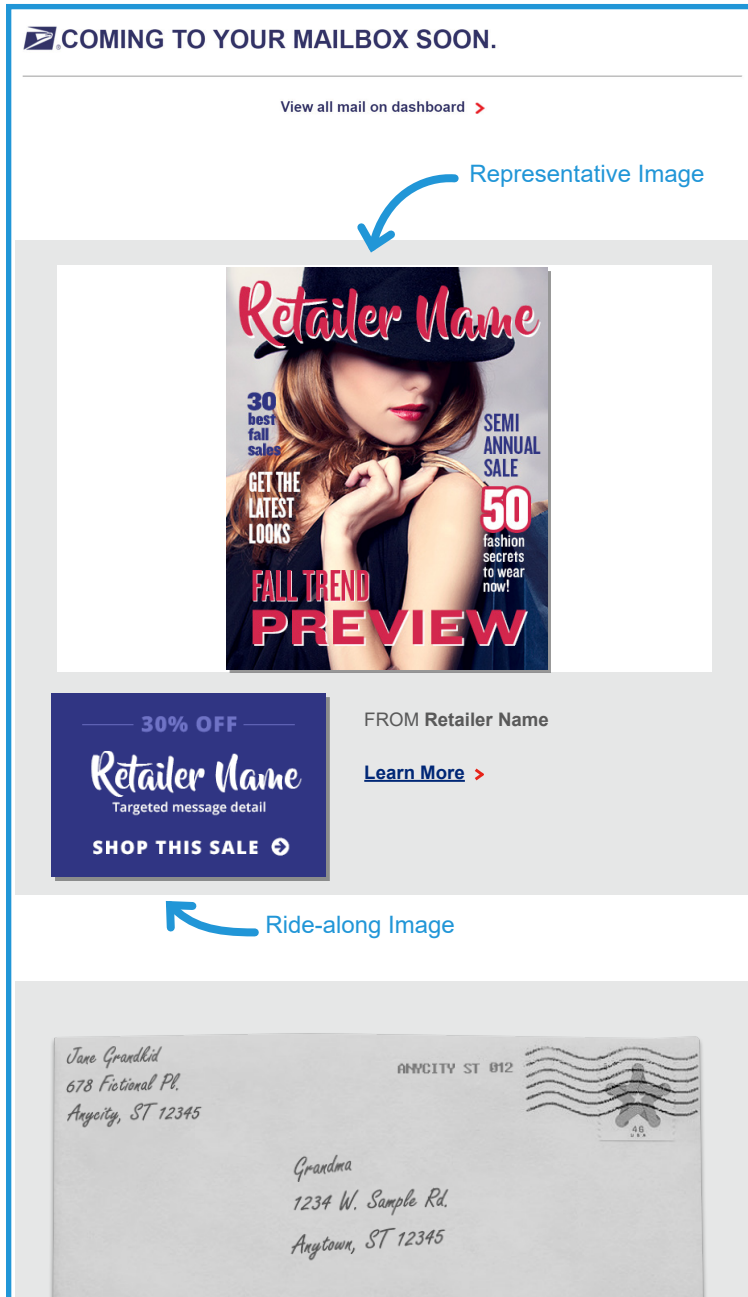


Correlation to mailpiece is lost



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 to the physical piece
  - 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 mailpiece



Look and feel match the ride-along

Use at least one maximum image parameter

Required:

- Save file as a JPEG (.jpg)
- File cannot exceed 200kb in size

Try to avoid:

✗ Lacking mailpiece details

✗ Grayscale



Correlation to mailpiece is lost



Lacks brand colors

# Legal Terms

## CUSTOMER/SUBMITTER OBLIGATIONS REGARDING INTERACTIVE CONTENT AND IMAGES

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