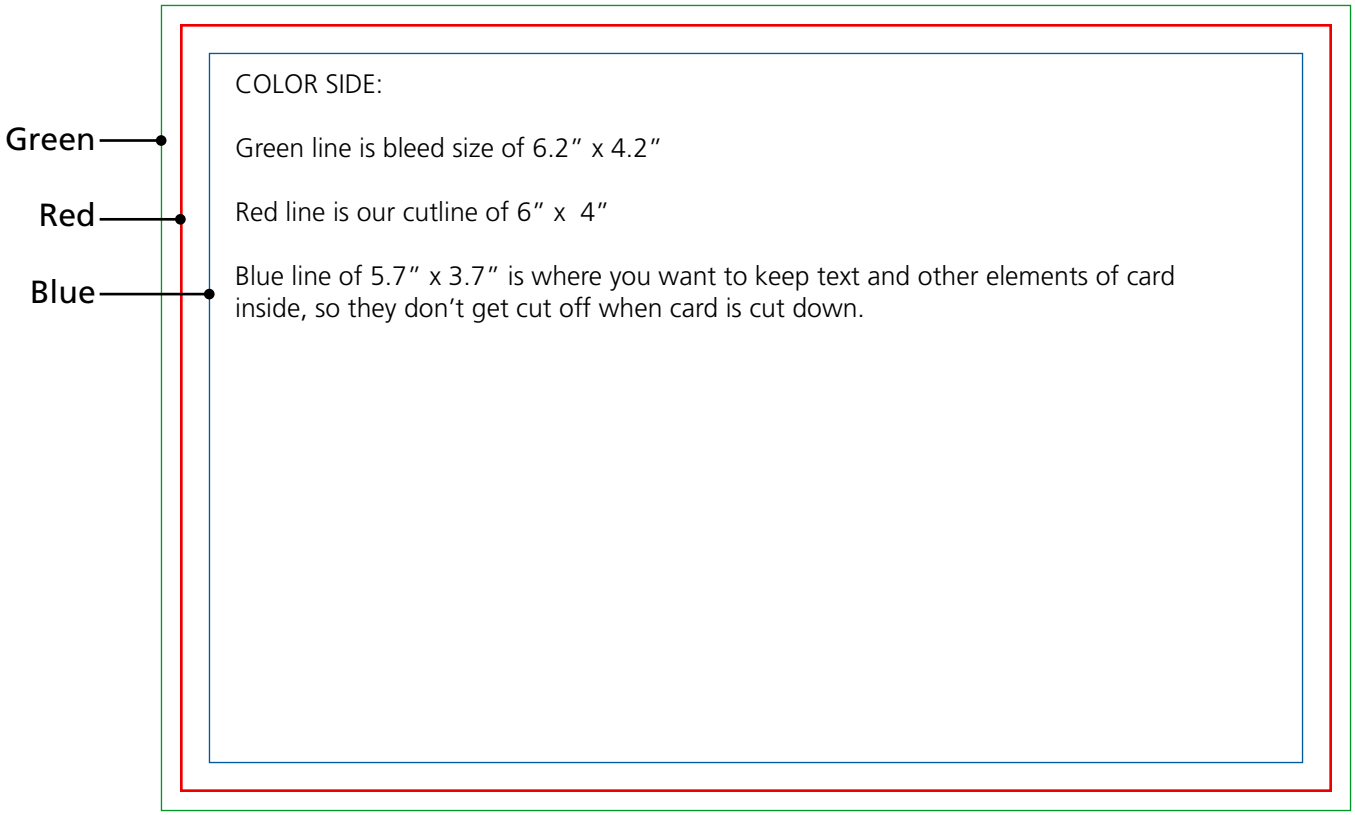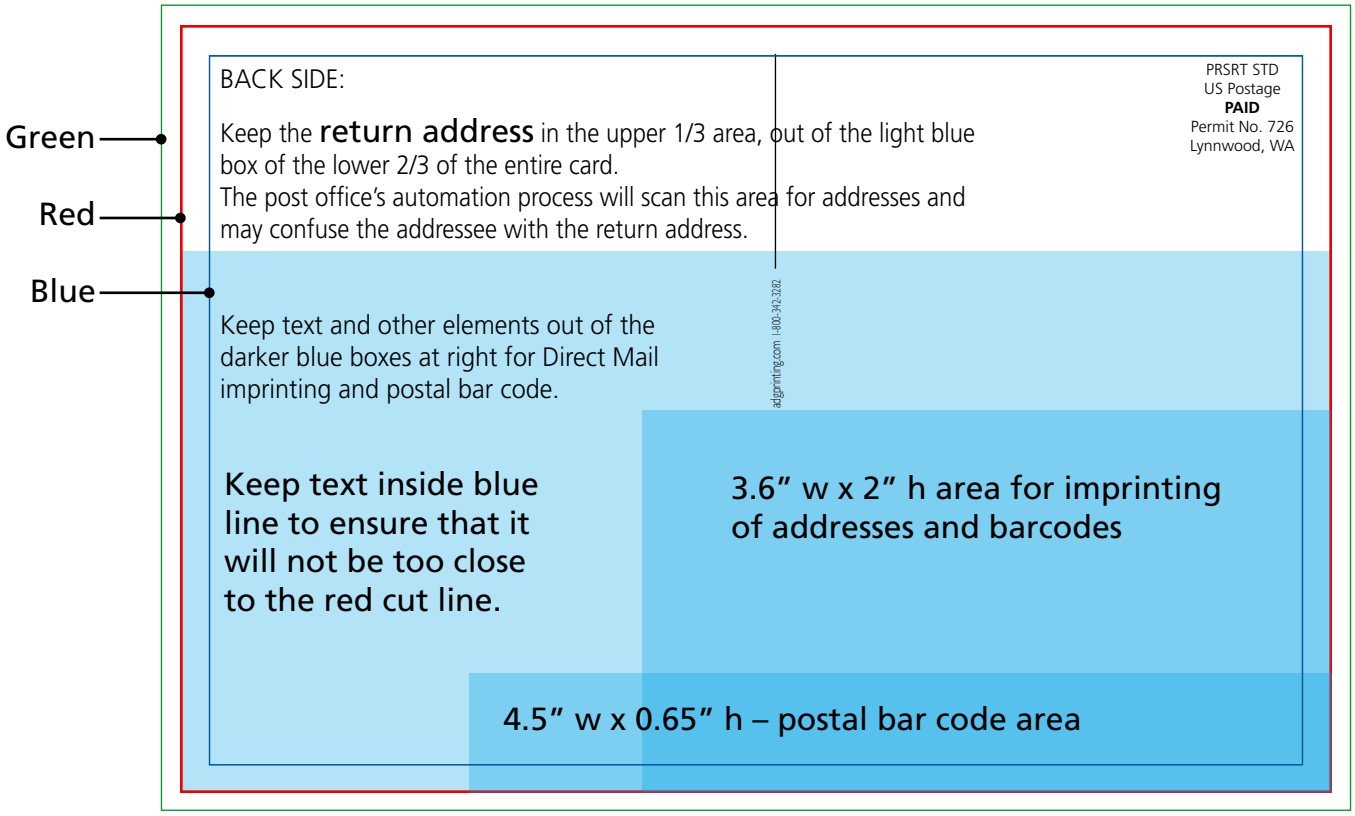Postcard Template for Direct Mailing