

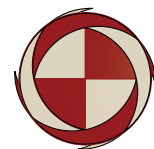
Helpful Mailing Tips

Mail Piece Specifications & Characteristics



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Size Requirements (Dimensions, Thickness, and Orientation)

	Measurement	Minimum	Maximum
Reduced Rate First Class Postcard Shape: Rectangular	Height ¹	3-1/2"	4-1/4"
	Length ¹	5"	6"
	Thickness	0.007"	0.016"
¹ Orientation is based on address. Face (mailing side) must be divided vertically (4" with open area right*) or horizontally (2-5/8" bottom*). *Measurements for address area			
Envelopes & Postcards Shape: Rectangular	Height ¹	3-1/2"	6-1/8"
	Length ¹	5"	11-1/2"
	Thickness	0.009" ²	1/4"
¹ Orientation is based on address. ² 0.007" if 3-1/2 x 5 up to 4-1/4 x 6. Maximum weight for postcards: 3.0 ounces. Maximum weight for envelopes: 3.5 ounces.			
Folded Self-Mailers & Booklets Shape: Rectangular ³	Height ¹	3-1/2"	6"
	Length ¹	5"	10-1/2"
	Thickness ⁴	See Page 5 – Book Grade Paper	1/4"
¹ Orientation is based on address. ² 0.007" if 3-1/2 x 5 up to 4-1/4 x 6. ³ The final folded panel creates the back (non-addressed) side of the mailpiece unless prepared as an oblong. ⁴ Folded-Self Mailers: If there are multiple sheets, all sheets must be of uniform thickness and meet the minimum paper weight requirements (see chart on page 6.) ⁴ Booklets: All sheets do not have to be of uniform thickness, but the cover (outside sheet) must meet the minimum paper weight requirements (see chart on page 6.) Maximum weight: 3 ounces Pieces that do not meet these requirements will mail at non-machinable postal rates.			
Flat Size Shape: Rectangular	Height ⁵	6-1/8"	12"
	Length ⁵	11-1/2"	15"
	Thickness	0.009" ⁶	3/4" ⁶
⁵ The length of a flat-size mailpiece is the longest dimension. ⁶ The contents must be uniformly thick so that any bumps, protrusions, or irregularities do not cause more than 1/4" variance in thickness. (QSG301a)			

Automation and Machinable Discounts

- 1) Requires that all reply cards and envelopes (business reply, courtesy reply and metered reply mail) inside the mailpiece must have IMB barcodes. If you need help with the design of these items, let us know.
- 2) Address area of at least 4"x2", with no text, graphics or printing in this area (1st class postcards have additional restrictions).
- 3) Address area should have a background color of white. Avoid printing a screen under the recipient address area. If the recipient's address area is on colored stock, it must pass the USPS reflectance criteria.
- 4) Envelopes, Postcards, Folded-Self Mailers and Booklets must have an **aspect ratio from 1.3 to 2.5** (this does not apply to Flats). To determine the aspect ratio, divide the length by the height. Ex. a 6"x9" (HxL) mailer has an aspect ratio of 1.5 (9 divided by 6).
- 5) Flats must pass the flexibility (turning ability) and rigidity (deflection) criteria tests.

Indicia (Permit Imprint) Samples & Guidelines

The samples shown below can not be used for a “Company Permit Imprint”.

For additional permit imprint information, see DMM 604.5.

- 1) The city and state must be the same as the location of the mail drop.
- 2) If you are using FNBR’s permit, it is Tampa, FL, Permit No. 1183. Otherwise, replace the city and permit number, based on permit location.
- 3) All pieces in a permit imprint mailing must be of identical weight and contents.
- 4) Type must be at least 6 points. The post office does not allow the number sign (#) in the indicia.
- 5) Bottom line of the indicia must be above the street address of the recipient.



Sample “A” First Class Full Rate (Min. 200 pcs.)

A First-Class Mail
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

For Foreign Permit Imprint
Add to Sample “A”
AIR MAIL / PAR AVION
Outside of the Indicia.
Must include a
return address.
Min. 200 pcs.

For Canadian AdMail and
NDG Indicia Samples,
contact your FNBR
representative.

Sample “B” First Class Presorted (Min. 500 pcs.)

B First-Class Mail
Presorted
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

Sample “C” Presort Standard (Min. 200 pcs.)

C Presorted Standard
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

or
Sample “D”

D PRSRT STD
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

Sample “E” Non-Profit Mail (Min. 200 pcs.)

E NonProfit
Organization
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

or
Sample “F”

F NonProfit Org.
U.S. Postage
PAID
Tampa, FL
Permit No. 1183

For additional information
regarding USPS policies
for mailing at Non-Profit
rates, see page 6.

Tabbing

The number and placement of tabs required for automation, machinable and carrier route discounts varies based on the design, weight, stock and fold(s) of a mail piece. All designs (except oblong) require that the opening is at the top and the fold is at the bottom when reading the address.

The design templates for Folded Self-Mailers and Booklets on the next two pages show the most common styles of mailers using tabs as the method of closure. Please call your FNBR representative regarding the USPS requirements for other approved mailers or when using glue as the method of closure.

Additional tabbing information can be found in the USPS DMM 201 3.14-15 or in the USPS QSG 201b.

Folded Self-Mailers (FSM) and Booklets have undergone vast postal changes. Please consult with your FNBR representative during the initial design process to avoid any violations of USPS Postal Regulations.

Call us with questions!

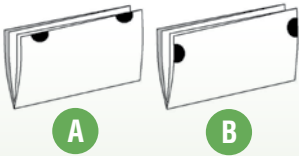
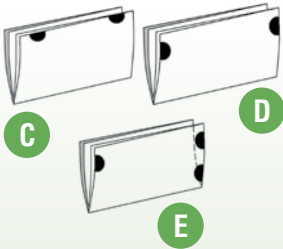
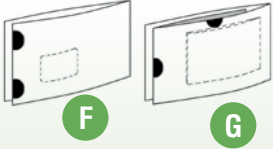
Folded Self-Mailer (FSM) Design

If your piece looks like these but is flat-sized, these rules do not apply.

A folded self-mailer is formed of panels created when single or multiple unbound sheets of paper are folded together and sealed to form a letter-size mailpiece. **All sheets must be of uniform thickness.** Each two-sided section (front and back) created by the fold is considered one panel. Ex. A single sheet folded in half creates 2 panels.

When multiple sheets are used, multiply the number of panels created from folding a single sheet by the number of sheets being used. Ex. Two sheets folded in half creates 4 panels. See DMM 201 3.14.3 for additional panel specifications.

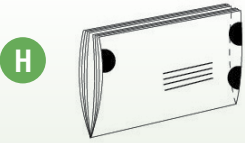

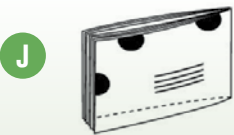
(See DMM 201 3.14 for more detailed information.)

Visual Reference	Style	Description	Panels
	Bi-Fold (min 2 panels) -> Tri-Fold (min 3 panels) -> Roll-Fold (min 4 panels) ->	Single Sheet (or more) folded once in half Single Sheet (or more) folded twice in thirds Single sheet (or more) folded three times	Min: 2 Max: 12
	Quarter-Fold (min 4 panels)	Single Sheet (or more) folded at least 2 times with the second fold at a right angle (perpendicular) to the preceding (first) fold. The final folded panel creates the back (non-addressed) side of the mailpiece by folding from the bottom to top, or lead edge to trail edge.	Min: 4 Max: 12 (Newsprint: Min: 8 Max: 24)
	Oblong (min 2 panels)	Mailpiece with fold(s) vertical to the length of the letter. Final fold must be on the leading edge (right-hand side) of the addressed side.	Min: 2 Max: 12

Booklet Design

If your piece looks like these but is flat-sized, these rules do not apply.

A booklet consists of sheets that are fastened together by a binding method which produces a spine where pages are attached together, and open on three sides before sealing; similar in design to a book. Outside cover sheet must meet the minimum paper weight requirements (see chart); inside sheets can be of a different paper weight. (See DMM 201 3.15 for more detailed information.)

Visual Reference	Style	Description	Panels
	Simple Spine	Spine or final fold on the bottom (longer) edge.	N/A
	Folded	Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge.	N/A
	Oblong	Spine on the leading (shorter) edge.	N/A



Minimum Paper Weight*	Tab Requirements**	Tab Placement
up to 1 oz: 70-pound	up to 1 oz: (2) 1" tabs	A – Tabs can be placed on top within 1" of the leading and trailing edge or B – on the leading and trailing edge within 1" of the top edge.
over 1 oz up to 3 oz: 80-pound	over 1 oz up to 3 oz: (2) 1.5" tabs	
up to 1 oz: 70-pound (newsprint - 55-pound min and only allowed with quarter-fold.)	up to 1 oz: (2) 1" tabs (newsprint requires 1.5" tabs) (glue is not allowed as a method of closure on quarter-fold mailers.)	Up to 1 oz: C – Tabs can be placed on top within 1" of the leading and trailing edge or D – on the leading and trailing edge within 1" of the top edge. Over 1 oz up to 3 oz: E – Two tabs on the leading edge - one within 1" of the top, one within .5" from the bottom and one tab on the trailing edge - within 1" of the top.
over 1 oz up to 3 oz: 80-pound	over 1 oz up to 3 oz: (3) 1.5" tabs	
up to 1 oz: 70-pound	up to 1 oz: (2) 1" tabs	F – Tabs can be placed on the trailing edge within 1" of the top and bottom or G – affix one tab in the center of the trailing edge and one tab in the center of the top.
over 1 oz up to 3 oz: 80-pound	over 1 oz up to 3 oz: (2) 1.5" tabs	

Minimum Paper Weight*	Tab Requirements**	Tab Placement
5" - 9" long: 50-pound	up to 3 oz: (3) 1.5" tabs	H – Two tabs on the leading edge - one within 1" of the top, one within .5" from the bottom and one tab on the trailing edge - within 1" of the top.
over 9" up to 10.5" long: 60-pound (if height is exactly 4", and length is between 5.2" - 8" see Simple Spine - Wallet Style.)		
5" - 10.5" long: 40-pound (if the spine is at the top, and the fold is at the bottom, see Horizontal Spine.)	up to 3 oz: (3) 1.5" tabs	I – Two tabs on the leading edge - one within 1" of the top, one within .5" from the bottom and one tab on the trailing edge - within 1" of the top.
5" - 9" long: 60-pound	up to 3 oz: (3) 1.5" tabs	J – Two tabs placed on top within 1" of the leading and trailing edge, and one tab placed in the middle of the trailing edge.
over 9" up to 10.5" long: 70-pound		

*Based on Book Grade Paper – See chart on next page.
 **Must be non-perforated tabs.

Paper Basis Weight Conversion Table

(As listed in DMM 201 3.2)

Book Wt.	Bond Wt.	Cover Wt.	Newsprint Wt.
39 →	15	21	35
40 →	16	22	36
50 →	20	27	45
55 →	22	30	50
60 →	24	33	55
70 →	28	40	64
75 →	30	41	68
80 →	31	44	73
90 →	36	50	82
100 →	40	56	91
110 →	44	60	100
128 →	50	70	116

Need help
Call us!



Non-Profit Postal Status

If you have filed for non-profit postal discounts, and been approved, your postage is greatly reduced. However, there are many postal regulations that must be met to qualify for the discounted rate.

- 1) The return address **must** be printed on the mailer (preferably on the address side) and must state the company name and address. The company name and address **must match** what was filed on the USPS non-profit forms. If in doubt, call USPS Mailing Requirements or the BMEU and ask them to pull up your permit number and read you the name and address. **Any deviation** from that and the USPS has the right to charge you full postal rates, plus require the indicia to state "Presorted Standard" in lieu of "Non-Profit Org".
- 2) If your mail is going to be dropped at a post office other than the one you filed your paperwork with, a form must be completed prior to mailing at the "new" post office. The new one will issue a "ghost permit" to recognize your non-profit status.
- 3) Should your mailer be a co-op mailing or contain any advertising, other qualifications must be met.

For more information regarding non-profit postal regulations, please see USPS DMM 703.

Standard Mail Flats

What Are The Address Requirements?

The requirements affect address characteristics (how the address looks) and address placement (where the address is located).

- Mailers must place the delivery address in the “top half” of the mailpiece.

How Do I Determine The Top Half Of The Mailpiece?

There are several options. For enveloped or polywrapped pieces, and all saturation Carrier Route pieces, the “top” of the mailpiece is either of the shorter edges. For pieces that are not enclosed in envelopes or polywrap, the “top” is the upper edge when the bound edge (or the final fold) is vertical and on the right side of the piece.

Once you choose a top edge, measure halfway down the piece, and that’s the top half. Your recipient address block must be entirely within the top half. If you have a shorter mailpiece, the address can run into the bottom half if you place it within an inch of the top edge.

You can place the delivery address on the front or the back of the mailpiece, but it must be on the same side as the postage. The address may be parallel or perpendicular to the top edge, but not upside-down as read in relation to the top edge. A perpendicular address can face to the left or the right.

Where Do I Place My Postage And Return Address?

The postage should appear to the right or upper right of the delivery address, and the return address should appear to the upper left of the delivery address. The very best place for the return address is at least 1 inch above and 1 inch to the left of the delivery address. If your delivery address won’t allow enough room for the postage and return address, move it to another position within the top half. Remember, there are multiple options.



Catalog addressed on back cover. “Top” is the upper half when the spine is on the right.



Large envelope. “Top” is the left or right edge as viewed in this horizontal orientation. The “top half” could be either the left or right half.

For more information regarding standard flat mail regulations, please see USPS DMM 703.

General Tips

- First Class Pre-Sorted has a postal minimum of 500 pieces.
- First Class Full Rate & Air-Mail (return address is required) with a permit imprint (indicia) must have 200 pieces, or 50 pounds.
- Standard Mail (Bulk Mail) has a postal minimum of 200 pieces, or 50 pounds of mail.
- When printing a return address on your mailer, it must be above and to the left of the recipient’s address.
- Precanceled stamps require a complete return address.
- Only one return address is allowed on a mailer.



Stock (Paper) Considerations

- If the recipient information will be addressed via ink-jet, then avoid high-gloss stock. The address area should be free of all varnishes, coatings and ink. The ink must have a chance to dry to avoid smearing.
- If the recipient information is to be affixed by P.S. labels, then varnishes, coatings and inks should not pose a problem.



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*Do you have questions?
Contact us!*