



BACK TO BASICS

Part two



Presented by
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Letters

Folded Self-Mailers

- ★ A folded self-mailer is formed of two or more panels that are created when one or more unbound sheets of paper are folded together and sealed to make a letter-size mailpiece.
- ★ The number of panels is determined by the number of sheets in the mailpiece and the number of times the sheets are folded.
- ★ Exterior panels must be equal or nearly equal in size (within 1 inch)





Folded Self-Mailers — Physical Characteristics

- ★ **Height:** A minimum of 3-1/2 inches and a maximum of 6 inches.
- ★ **Length:** A minimum of 5 inches and a maximum of 10-1/2 inches.
- ★ **Thickness:** A minimum of 0.007 inch; (0.009 inch if the height exceeds 4-1/4 inches or if the length exceeds 6 inches); the maximum thickness is 1/4 inch.
- ★ **Maximum Weight:** 3 ounces.
- ★ Rectangular, with four square corners and parallel opposite sides
- ★ **Aspect ratio:** within 1.3 to 2.5





Folded Self-Mailers — Physical Characteristics

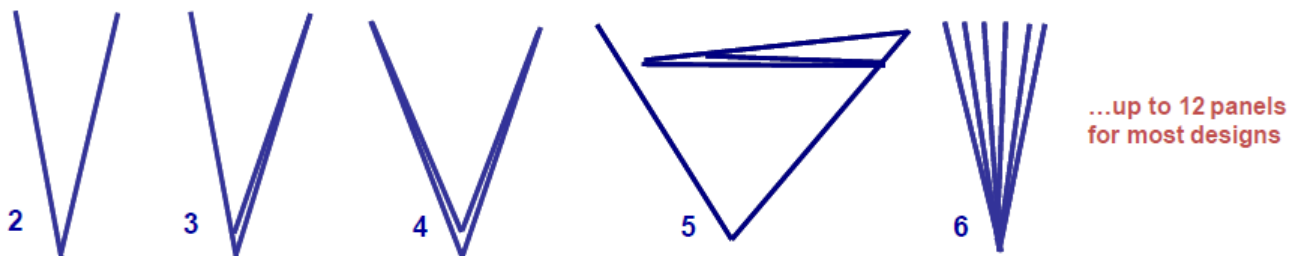
★ **Paper weight:** A minimum of 70-pound book grade paper.
Also known as text or offset.

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



Folded Self-Mailers — Physical Characteristics

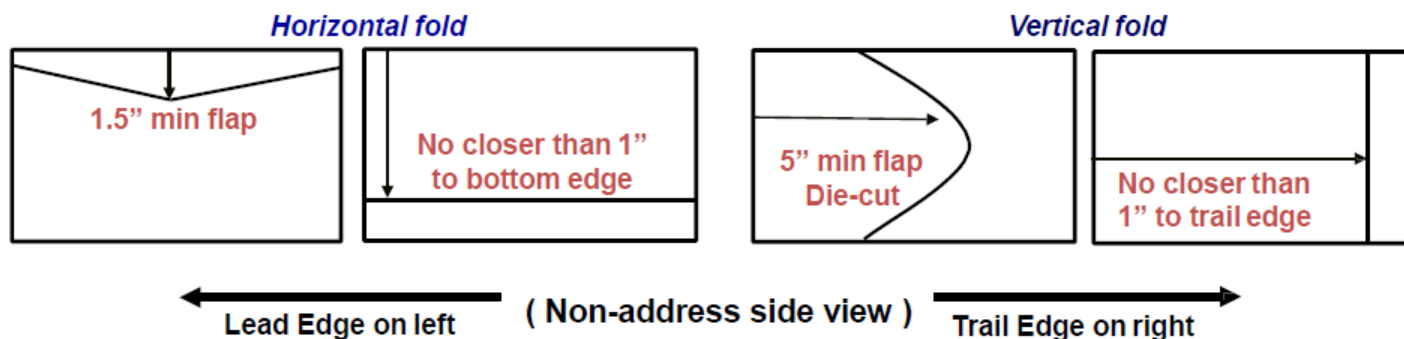
- ★ **Maximum number of panels:** 12, with the following exception —
 - ★ Quarter-folded self-mailers made of 55 pound or greater newsprint must have at least 8 panels and may contain up to 24 panels
 - ★ A quarter fold is folded twice with each fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter-folded creates four panels.



Folded Self-Mailers — Physical Characteristics

- ★ **Flaps:** Flaps are permitted on a Folded Self-Mailer
 - ★ Must have a minimum of 2 full panels before can have a flap.
 - ★ Only permitted on the non-address side of the piece.
 - ★ Must end at least 1 inch from the bottom or trail edge.

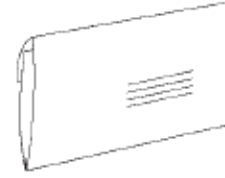
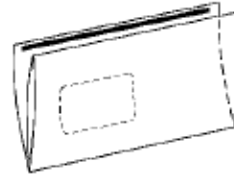
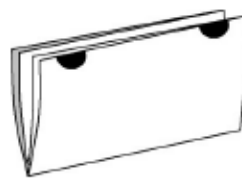
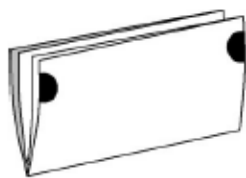
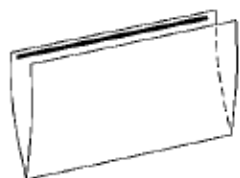
Flap: used for closure of mailpiece on non-address side





Folded Self-Mailers — Fold style

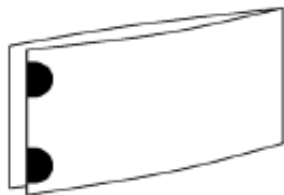
- ★ Horizontal fold
- ★ Final fold on the bottom





Folded Self-Mailers – Fold style

- ★ Vertical fold – Also known as an oblong
- ★ Final fold on the leading, right edge when viewing the address panel

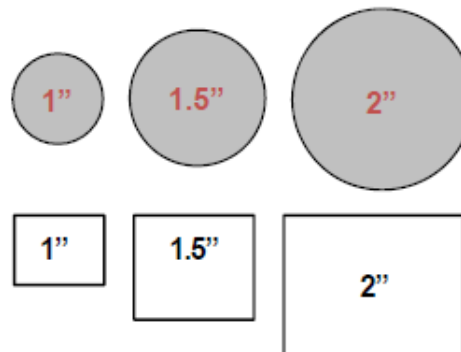


Folded Self-Mailers — Sealing methods

- ★ Tabs or glue in most cases.
- ★ Quarter fold self mailers must use tabs.

Closure method - Tabs (2 or 3 based on mailpiece design)

- Placed either at Top or Lead / Trail
 - within 1" from adjacent edge(s)
 - lower lead edge tab ½" from bottom





Folded Self-Mailers — Sealing methods

- ★ Tabs or glue in most cases.
- ★ Quarter fold self mailers must use tabs.



Continuous Glue Line

1/8" W to within 1/4"
of each edge



Glue Spots

3/8" diameter
3- 4 spots based on
mailpiece design / wgt



Elongated Glue Lines

1/8" W x 1/2" L or
1/4" W x 1/2" L or
1/8" W x 1" L
3- 4 lines based on
mailpiece design / wgt





Folded Self-Mailers – Examples not permitted at Automation or Machinable rates





Folded Self-Mailers – Examples not permitted at Automation or Machinable rates



Booklets

- ★ Booklets must have a bound edge (spine.) Sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed-glued, or joined together by another binding method that produces a spine where pages are attached together are considered booklets.
- ★ Booklets are open on three sides before sealing, similar in design to a book. In general, booklets must be uniformly thick.
- ★ Large bound booklets that are folded for mailing may qualify for automation and machinable prices if the final mailpiece remains nearly uniform in thickness and conforms to all other automation standards

Booklets

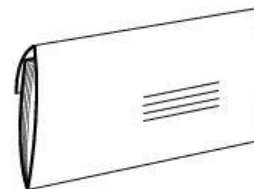
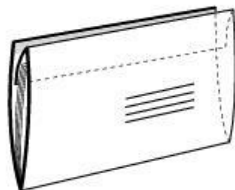
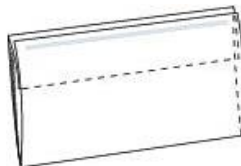
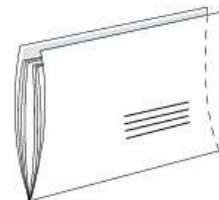
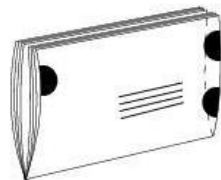
Physical Standards

- ★ **Height:** A minimum of 3-1/2 inches and a maximum of 6 inches.
- ★ **Length:** A minimum of 5 inches and a maximum of 10-1/2 inches.
- ★ **Thickness:** A minimum of 0.007 inch; (0.009 inch if the height exceeds 4-1/4 inches or if the length exceeds 6 inches); the maximum thickness is 1/4 inch.
- ★ **Maximum Weight:** 3 ounces.
- ★ Rectangular, with four square corners and parallel opposite sides
- ★ **Aspect ratio:** within 1.3 to 2.5
- ★ **Paper weight:** Varies by design
- ★ **Sealing method:** Varies by design – Generally must use 1 1/2-inch tabs



Booklets

Samples

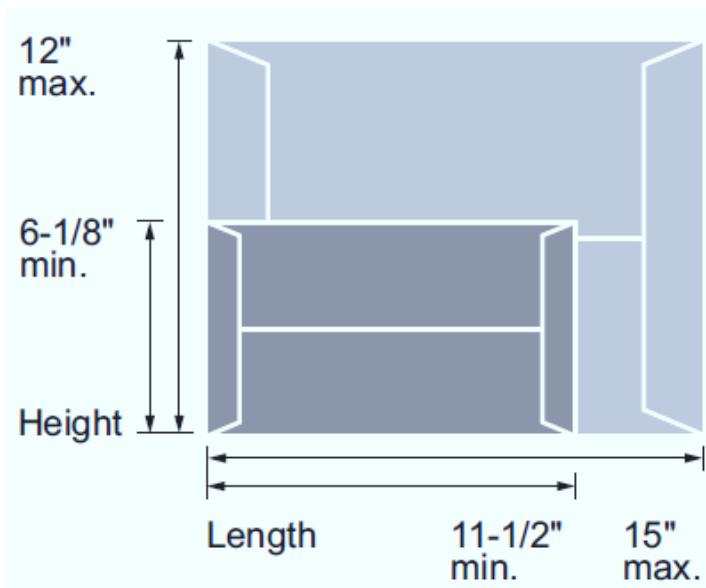


Flats – Physical Characteristics

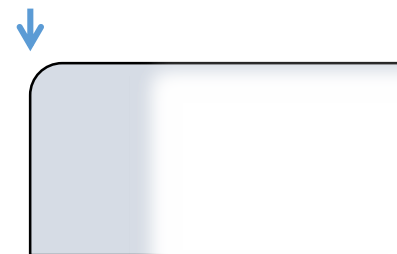
- ★ Generally - more than 11-1/2 inches long, **or** more than 6-1/8 inches high, **or** more than 1/4 inch thick.
- ★ Automation Flats may be a minimum of 5 inches high and a minimum of 6 inches long.
- ★ Not more than 15 inches long, **or** more than 12 inches high, **or** more than 3/4 inch thick.
- ★ Flexible – May contain a rigid insert in some situations
- ★ Uniform thickness – May not vary more than 1/4 inch in thickness



Flats - Physical Characteristics



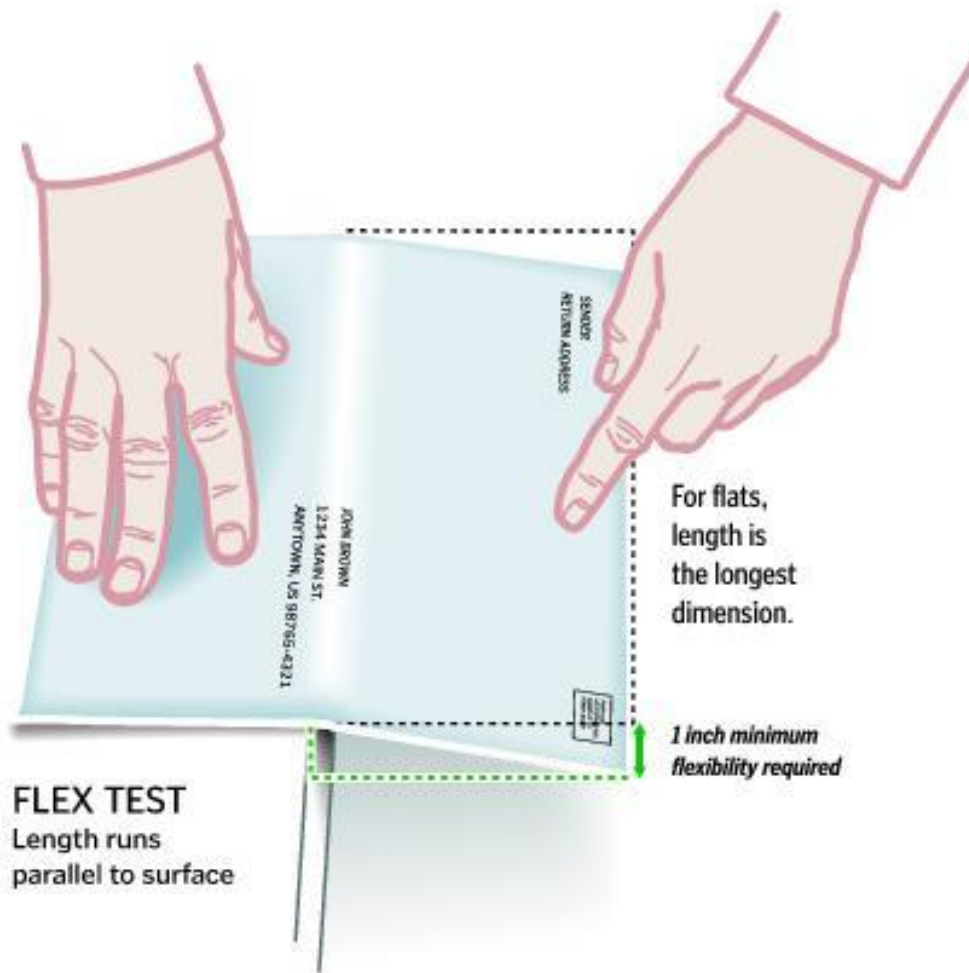
Corner Radius Maximum 1/8"





Flats

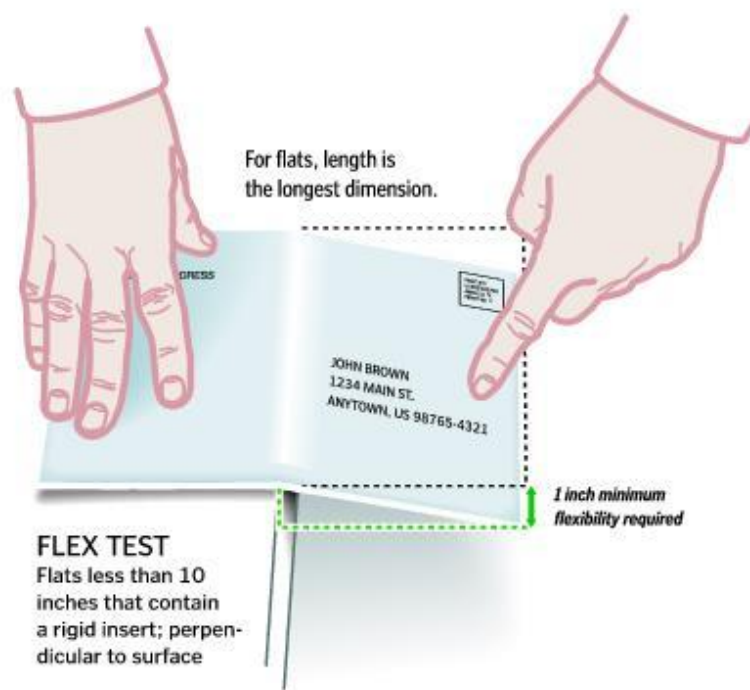
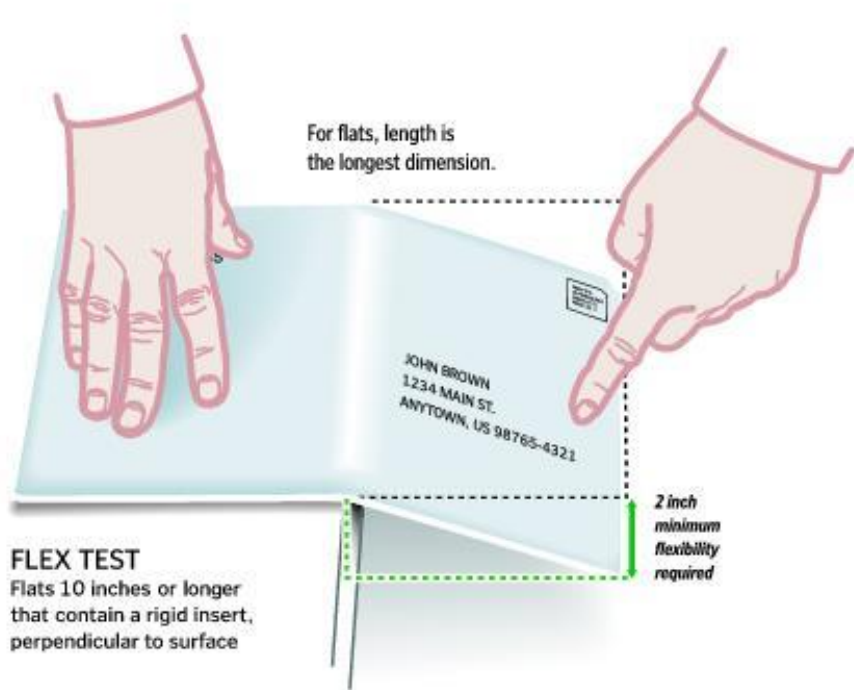
Flexibility: Initial test - parallel to length





Flats

Flexibility: If it contains a rigid insert – Rotate 90 degrees and test again. Rotate another 180 and test one final time. 10 inches or less in length extend ½ off edge. Over 10 inches extend 5 inches off edge.





Flats

Uniform Thickness

- ★ Exclude outside edges – 1 inch from each edge when contents do not extend into those edges
- ★ Exclude any selvage or polywrap
- ★ Must secure non paper contents to prevent shifting of more than 2 inches





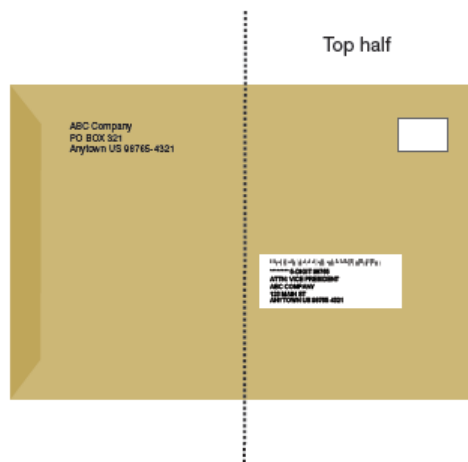
Flats addressing Requirements

Standard Mail, Periodicals and Bound Printed Matter

- ★ Addressing placement must be in the top half of the mailpiece (Flat)



Catalog addressed on back cover. "Top" is the upper edge when the spine is on the right.



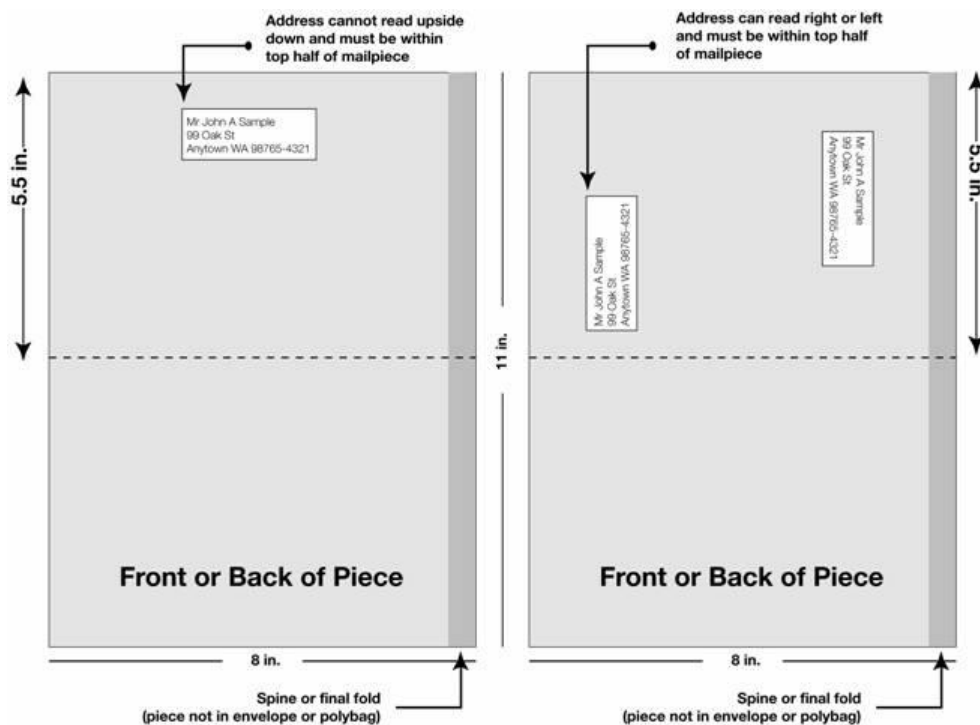
Large envelope. "Top" is the left or right edge as viewed in this horizontal orientation. The "top half" could be either the left or right half.





Flats addressing Requirements

Standard Mail, Periodicals and Bound Printed Matter





Postage Payment Methods

Precanceled Stamps

- ★ Precanceling is the cancellation of adhesive postage, stamped envelopes or stamped cards before mailing. Precanceling may be done by the mailer under a postal permit, or mailers may purchase precanceled stamps bearing a price category from the USPS
- ★ First-Class and Standard Mail
- ★ Postcards, Letters and Flats
- ★ Adds a personalization and handcrafted element





Postage Payment Methods

Permit Imprint

- ★ Permit Imprint (Indicia) is a commonly used method without affixing postage when payment is made at the time of mailing from a permit imprint advance deposit account or from an Enterprise Payment System (EPS) electronic account established with the USPS

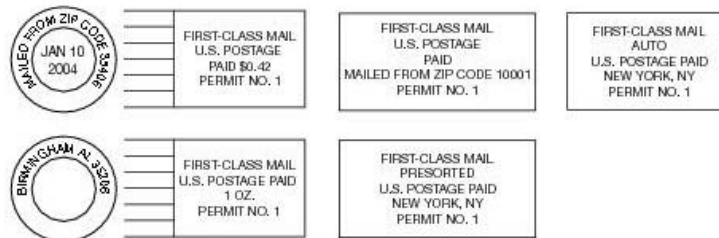




Postage Payment Methods

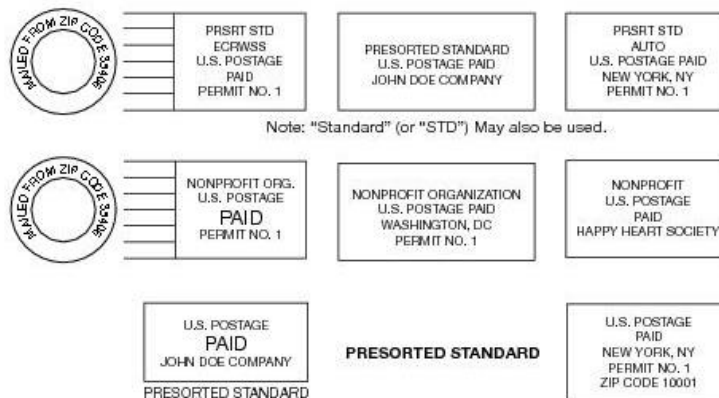
Permit Samples

First-Class Mail:



Note: These are examples; not all possible variations are shown. When not in indicia, class or price must be marked on mailpiece, directly below or to the left of the indicia.

Standard Mail:



Note: "Standard" (or "STD") May also be used.





Postage Payment Methods

Picture Permit

- ★ Picture Permit Imprint Indicia (Picture Permit) is a new offering that provides commercial mailers with the opportunity to creatively add value to their mailpiece
- ★ Customize a permit indicia by incorporating a corporate logo, brand images, or trademarks along with required information. This provides immediate recognition of a company's logo, products and brands, which could improve the effectiveness of an overall mail campaign
- ★ No black and white images allowed.





Postage Payment Methods

Picture Permit Mock-ups

FIRST-CLASS MAIL PRST
U.S. POSTAGE PAID



Green Apple

FIRST-CLASS MAIL PRST
U.S. POSTAGE PAID



Michigan

FIRST-CLASS MAIL PRST
U.S. POSTAGE PAID



HUDSON'S

JL Hudson





Postage Payment Methods

Postage Meters and PC Postage Products

- ★ Postage meters and PC Postage products are collectively identified as “postage evidencing systems.” A postage evidencing system is a device or system of components a customer uses to print evidence that postage required for mailing has been paid. Postage evidencing systems print indicia, such as meter imprints or information-based indicia (IBI), to indicate postage payment. Mailers print indicia directly on a mailpiece or on a label that is affixed to a mailpiece. Mailers must place indicia in the upper-right corner of the mailpiece or label
- ★ Postage meters and PC Postage may be used on any class of mail except Periodicals and Bound Printed Matter
- ★ Costs involved in leasing a Postage meter





Business Reply Mail (BRM)

First-Class Mail®

- ★ For an annual permit fee, a Business Reply Mail (BRM) permit is available for distributing business reply cards, envelopes, self-mailers, cartons, and labels.
- ★ BRM allows the permit holder to receive First-Class Mail and Priority Mail back from customers by paying postage and fees only on the mail returned.
- ★ The BRM permit holder guarantees payment of First-Class Mail postage plus a per piece charge for pieces returned by the USPS
- ★ Handling charge in addition to postage for BRM pieces
- ★ Requires to use of a dedicated ZIP Code

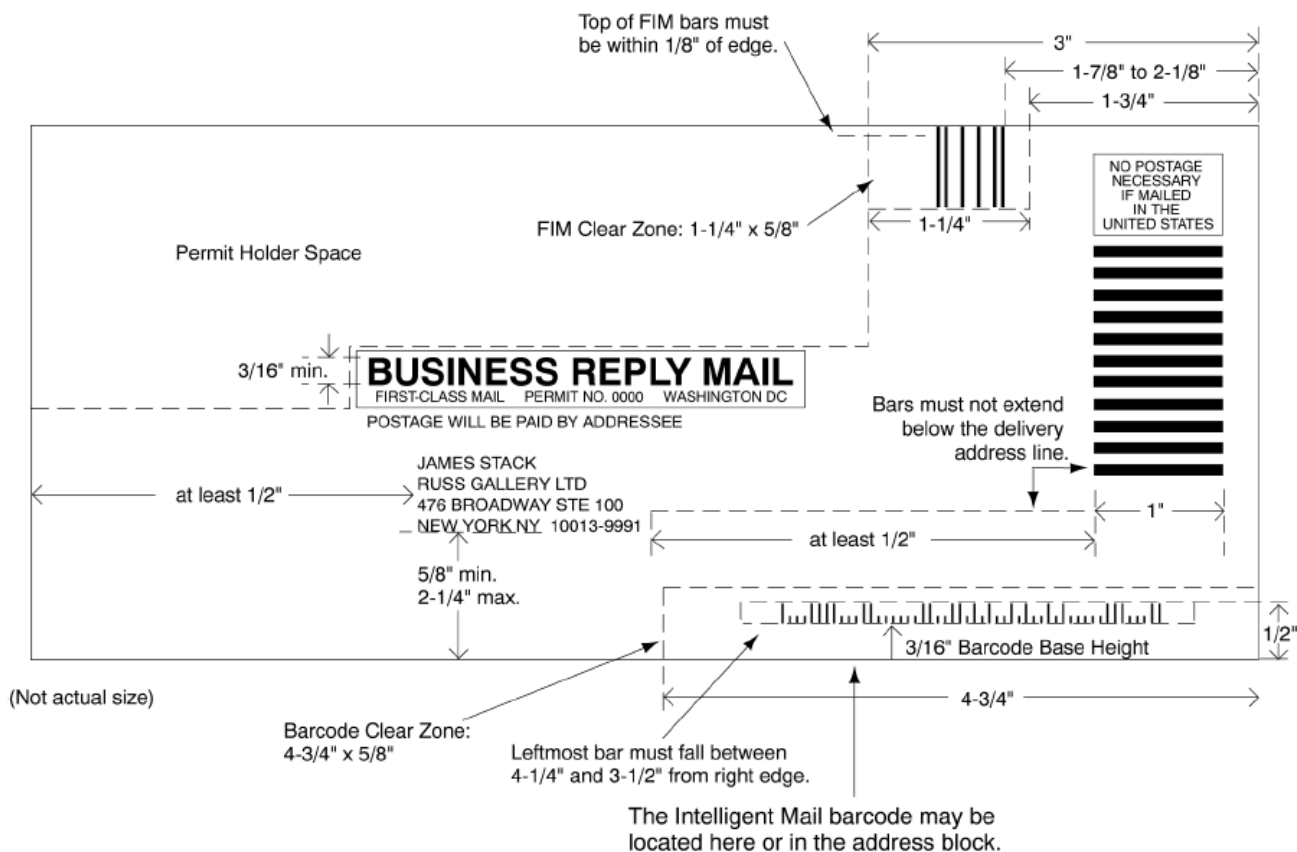




Business Reply Mail

First-Class Mail® -

- ★ Use FIM “C” on all barcoded meter reply mail postcards and letter-size mail pieces

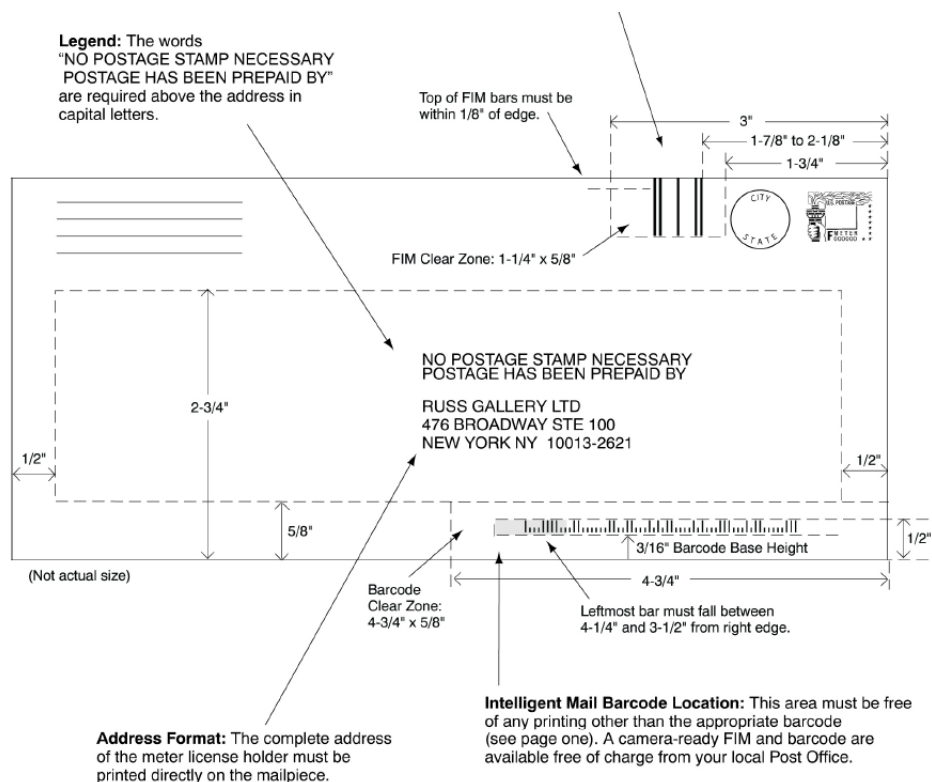




Meter Reply Mail

First-Class Mail® - May also be used for Media and Library rate mail.

- ★ Use FIM “A” on all barcoded meter reply mail postcards and letter-size mail pieces

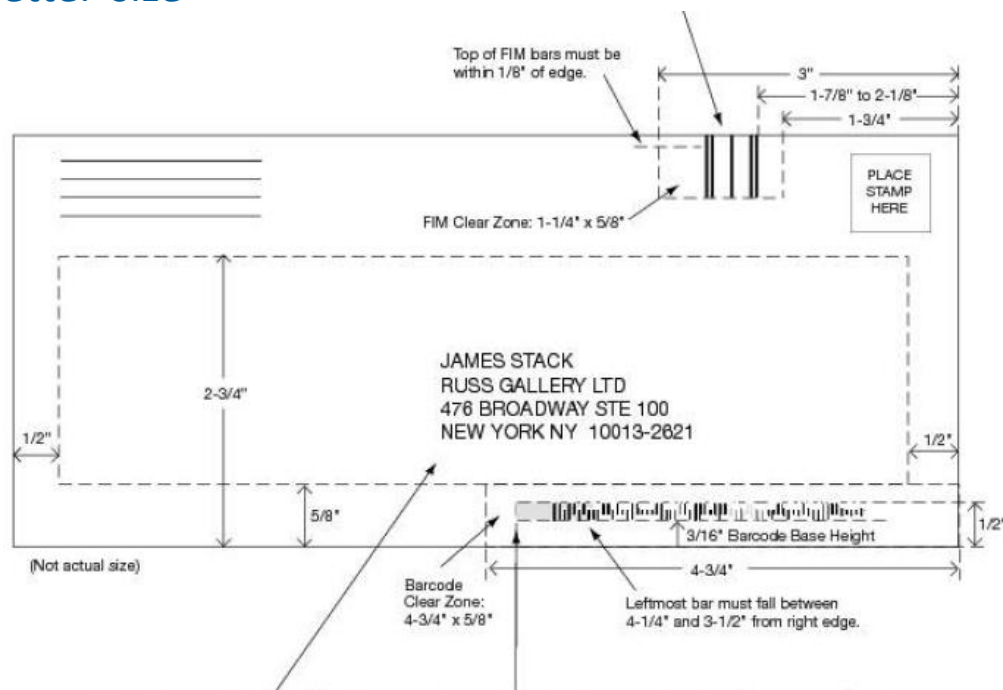




Courtesy Reply Mail

First-Class Mail® - With or without prepayment of postage

- ★ Use FIM “A” on all barcoded courtesy reply mail postcards and letter-size mail pieces



Address Format: The complete address, including the name of the sender (company or individual), must be printed directly on the mailpiece.

Barcode Location: This area must be free of any printing other than the appropriate barcode (see reverse). A camera-ready barcode positive may be obtained from your local Post Office.





BRM

Automated Business Reply Mail®

- ★ Automated Business Reply Mail® (ABRM) application is a web-based, self-service tool to assist Reply Mail customers in creating domestic Courtesy Reply Mail (CRM)[™], Business Reply Mail (BRM) ®, and Qualified Business Reply Mail (QBRM)[™] artwork for card and letter-size mailpieces.
- ★ The ABRM tool allows customers to design and create approved USPS camera-ready artwork with an Intelligent Mail barcode (IMb)





Recommendations on submitting proofs to the MDA support center

- ★ Submit as a PDF – Image files generally do not scale correctly
- ★ Include crop marks or lines to determine the edges of the piece
- ★ Provide the piece size in the body of your email
- ★ Provide any pertinent details such as placement of any folds or bindings
- ★ Include on the proof the delivery address and postage payment method to be used
- ★ Keep file size less than 6 MB



Resources

- ★ Mailpiece Design Analysts (MDAs) Support Center and the Mailing and Shipping Solutions (MSSC) Support Center
- ★ Reached at the same phone number (877)672-0007
 - MDA Support Center: Option 2, then Option 2 or mda@usps.gov
 - MSSC Support Center: Option 2, then Option 1 or mssc@usps.gov
- ★ Postal Explorer
 - Domestic Mail Manual, Quick Service Guides, Price List, Postage Statements, Zone Charts <http://pe.usps.com/>
- ★ PostalPro™ - <https://postalpro.usps.com/>