

# Mailpiece Design With Pricing in Mind

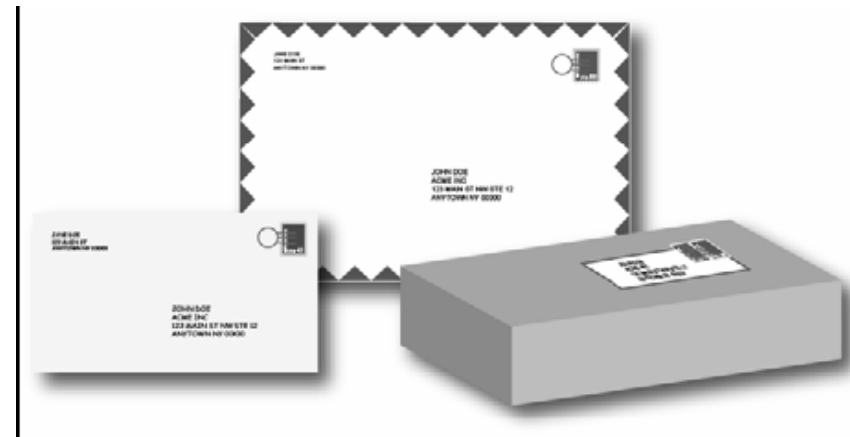
AUGUST 21, 2014



**GREATER PORTLAND POSTAL CUSTOMER COUNCIL  
2014 MAILER'S CONFERENCE AND EXPO  
Presented by Mary Hoppe WA MDA**

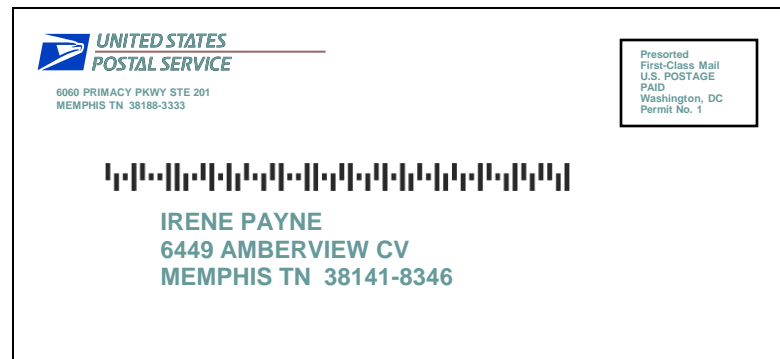
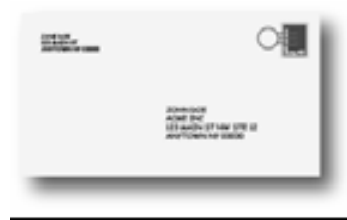
The Postal Service separates all mail into four size categories:

- Postcards
- Letters
- Large envelopes and "flats"
- Parcels



## Categories of Mail

- Machinable
- Nonmachinable
- Automation



## POSTCARDS - APPLIES TO FIRST-CLASS ONLY

### Minimum Size

- 3-1/2" x 5"
- .007" thick

### Maximum Size

- 4-1/4" x 6"
- .016" thick

## Two Format Options

- Vertical option with or without rule
- Right half of card dedicated to address and postal information.
- Text and copy can extend to the right side above the delivery address.

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Presorted  
First-Class Mail  
U.S. Postage  
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4-3/4 X 5/8"

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**FIRST ACUPUNCTURE TREATMENT**

With this postcard. Expires in 30 days.

## What do *you* do for a warm fire?



### Newtown Square Gas Fireplace & Stove

### Get warm & cozy easily this winter.

Call Newtown Square Heating & Air Conditioning to install your energy efficient gas log fireplace. It will add beauty and comfort to your home while you **BEAT THE HIGH COST OF HOME HEATING with 99% heat efficient vent-free gas logs.**

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**ACT NOW!**

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**610-356-KOOL**

Complete Heat & AC Solutions

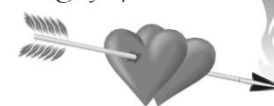
Newtown Square  
Heating & Air Conditioning  
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Havertown, PA 19083

ACT NOW **610-909-1699** FOR A

**\$150 OFF or  
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Through this month only!  
new installs only

*Warm your sweetie's heart with a  
gas fireplace or stove*



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# Design Tip

➔ **Indicia may be in the upper right corner of the mail piece or of the address area**



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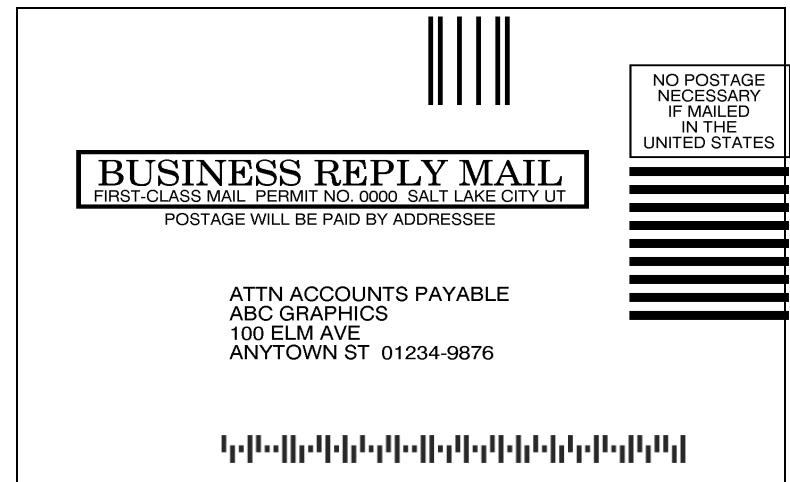
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PostcardMania  
33756

Indicia Here

**919-467-2203**

## Double Postcard – applies to First-Class only

- Consists of two attached cards, one of which is designed to be detached by the recipient and returned by mail as a single card; DMM 201.1.2.8.
- The outgoing double postcard mails at the postcard rate.
- Incoming reply postcard receives the postcard rate.

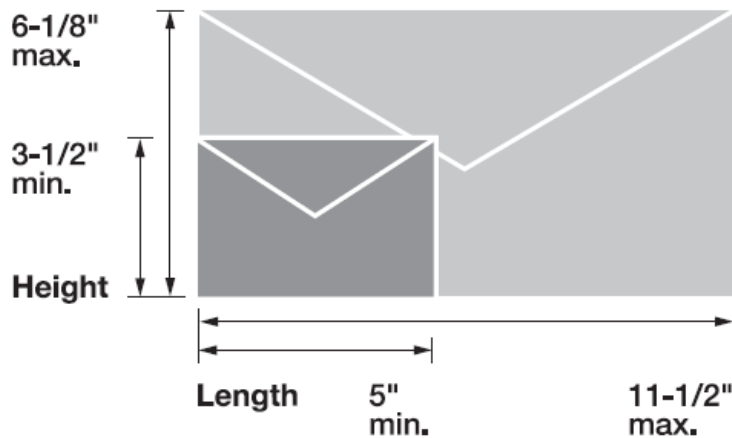


- Postcards and letter-size mailpieces made of cardstock and flat-size mailpieces may have finished corners that do not exceed a radius of 0.125 inch (1/8 inch).



# Physical Standards for Letters

## Letter Dimensions



Length  
Height  
Thickness

Minimum  
5 inches  
3-1/2 inches  
0.007 inch

Maximum  
11-1/2 inches  
6-1/8 inches  
1/4 inch

# Address Placement on Letters

Determines which side is length & which is width  
The length is the side parallel to the address

JEAN PETERSEN  
123 BEAUTY LN  
PAGEANT

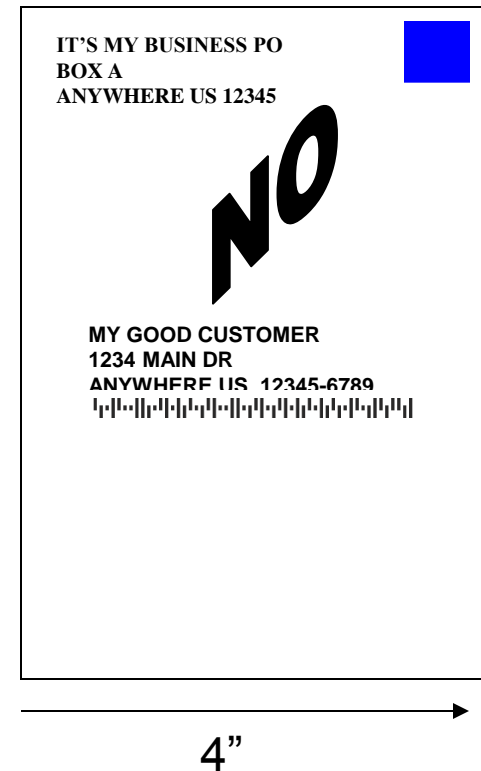
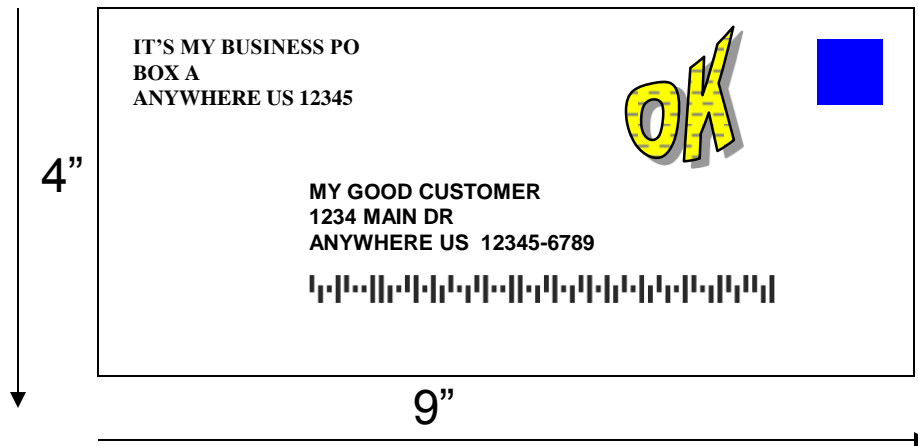


MS IONA HAUSELINGFYRMM  
WADDABUNCH REALTORS INC  
735 SELDEMHOMES AVE  
SALT LAKE CITY UT 84101



MR IGOT GADGETS  
234 GIZMO ST  
SALT LAKE CITY UT 84115

## Minimum length is 5" based on orientation of the delivery address



## Nonmachinable Criteria – DMM 101.1.2

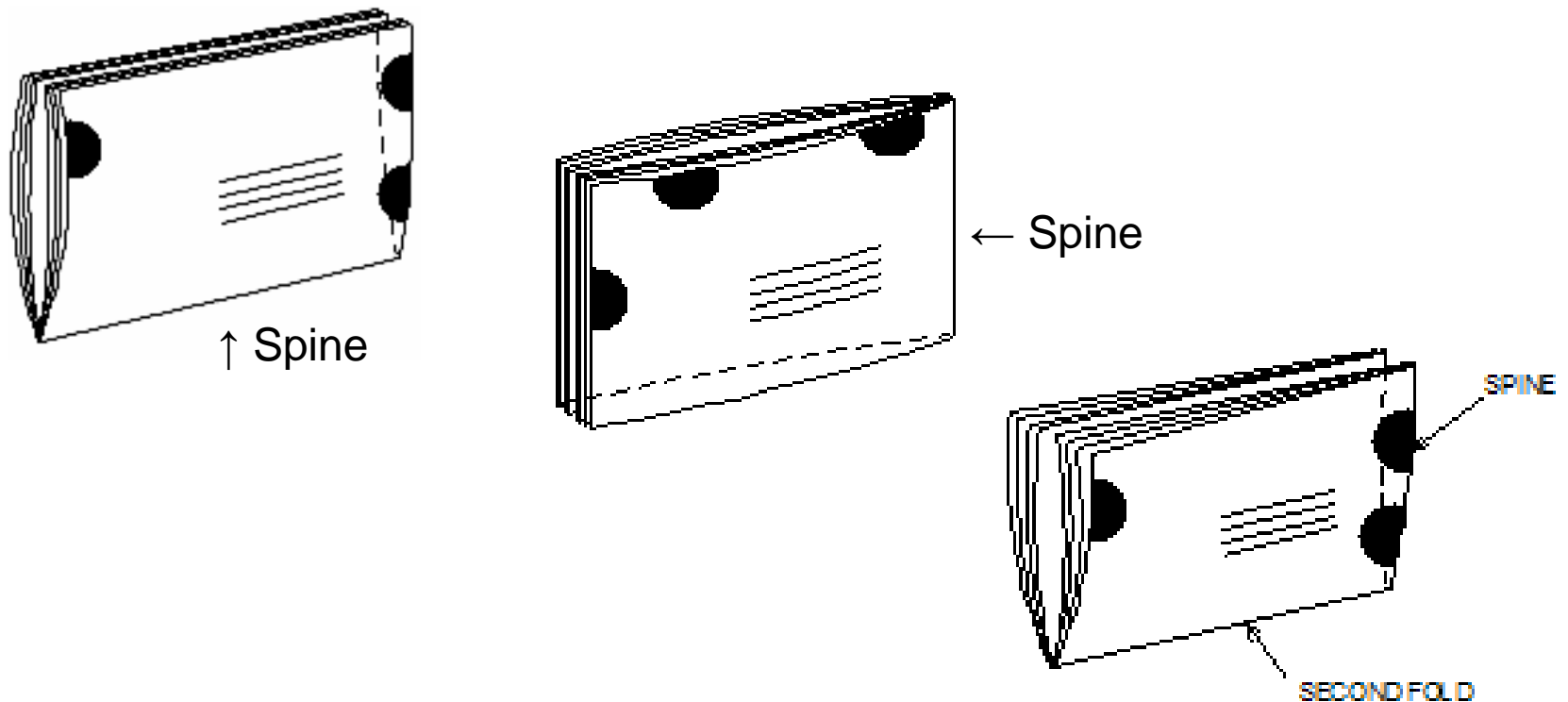
- Has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5.
- Is polybagged, polywrapped, or enclosed in any plastic material. or has an exterior surface made of a material that is not paper. Windows in envelopes made of paper do not make mailpieces nonmachinable. Attachments allowable under applicable eligibility standards do not make mailpieces nonmachinable. **201.3.13.** **(labels, stickers, release cards or perforated pockets)**
- Has clasps, strings, buttons, or similar closure devices.
- Is too rigid (does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn).

## **Nonmachinable Criteria – DMM 101.1**

- For pieces more than 4-1/4 inches high or 6 inches long, the thickness is less than .009 inch.
- Has a delivery address that is parallel to the shorter dimension of the mailpiece.
- Contains odd shaped items such as pens, pencils, keys or coins.
- Self-mailer that is not prepared according to **201.3.14.**
- Booklet that is not prepared according to **201.3.15.**

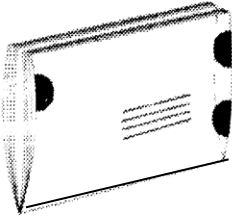


- Booklets may be designed with the spine or final fold at the bottom or on the leading edge.



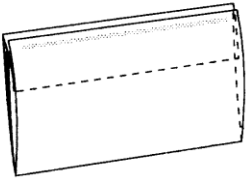
## Simple-Spine Booklet: DMM 201.3.16.5

- Spine on bottom (longer) edge
- Place two tabs on leading edge and one on trailing edge:
  - **Position lower leading tab 0.5 inch from bottom edge**
  - **Position upper tabs 1 inch from top edge**
- May use 50-pound – 5" to 9"; 60-pound paper recommended
- *Must* use 60-pound on pieces over 9" up to 10.5" long

	Spine or fold on the bottom (longer) edge	5" to 9" long	50-pound	Three 1.5" non-perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
		Over 9", up to 10.5" long	60-pound		

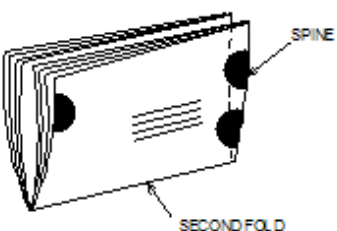
## Perfect Bound Booklet

- Spine on bottom (longer) edge; non-perforated inner flap on top (upper edge)
- Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1" glue spots acceptable if placed within  $\frac{3}{4}$ " of right and left edges:
- *Must* use 80-pound paper

	Spine on bottom (longer) edge, non-perforated inner flap on top (upper) edge	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1inch glue spots acceptable if placed within $\frac{3}{4}$ inch of right and left edges.
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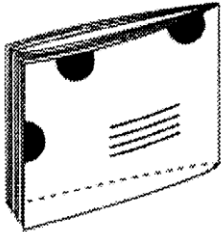
## Folded Booklet (“Quarter-Fold”) Exhibit DMM 201.3.16.8

- Final fold on bottom (longer) edge; spine folded on leading edge
- Place two tabs on leading edge and one on trailing edge:
  - **Position lower leading tab 0.5 inch from bottom edge**
  - **Position upper tabs 1 inch from top edge**
- May use 40-pound; 50-pound paper recommended

	Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge	5" to 10.5" long	40-pound	Three 1.5" non-perforated tabs	Folded Booklet Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
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## Spine-Right Booklet (Oblong) DMM 201.3.16.7

- Spine on leading (shorter) edge
- Place two tabs on top edge and one on trailing edge:
  - **Position top tabs no more than 1 inch from left and right edge**
  - **Position trailing tab no lower than the middle**
- May use 60-pound; 70-pound paper recommended
- *Must* use 70-pound on pieces over 9 inches long

	Spine on the leading (shorter) edge	5" to 9" long	60-pound	Three 1.5" non-perforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.
		Over 9", up to 10.5" long	70-pound		

- When prepared correctly, postage for CDs and DVDs can be reduced from nonmachinable letters or flats prices to automation-letter prices!
- Single disc
- Position at vertical center line and near top edge
- Secure disc to prevent shifting
- Dimensional standards (max. 4.7" x .08" thick)
- DMM 201.3.4

Dimension	Min.	Max.	Recommend
Height	5.5"	6"	
Length	7.25"	9.75"	
Thickness	.009"	.25"	.125"
Weight		3 ounces	1-ounce



## A Creative Tool for Advertisers & Marketers



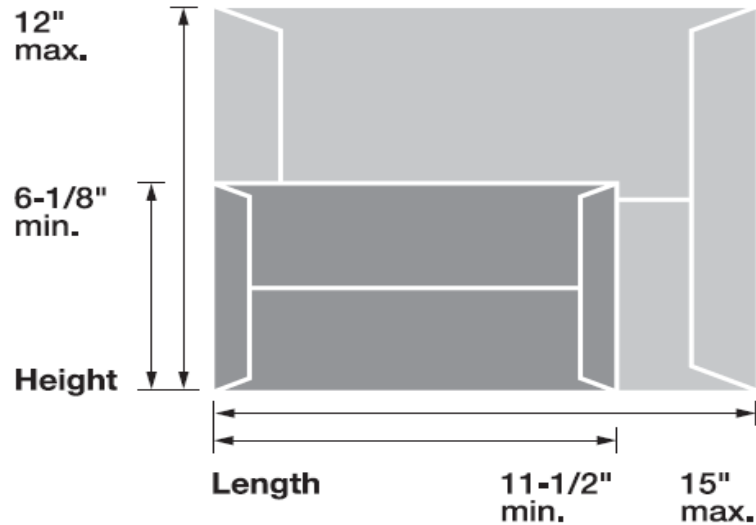
***High-Impact Design***



**Relevant Offer**

Innovative Customized *MarketMail* pieces help advertisers and direct marketers break through the *mailbox clutter* and enhance response rates

## Flat Dimensions



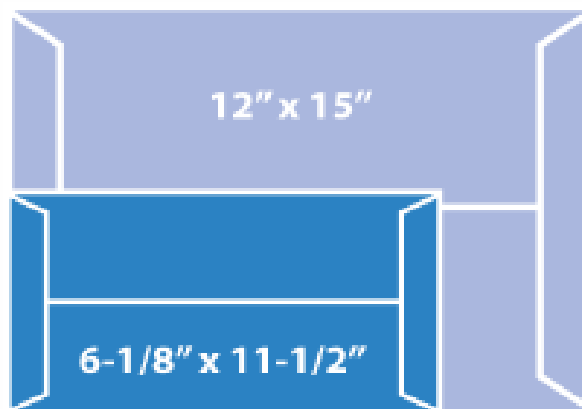
	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

\* Flats exceed at least one of these dimensions

- All flats must be flexible, uniformly thick, and rectangular in shape.
- The longest dimension is the length on a flat
- May have finished corners not exceeding radius of 0.125 (1/8")
- Flats don't require tabbing.



Auto Flats - Must be  
Rectangular in Shape &  
Uniform in Thickness  
(Max. –  $\frac{3}{4}$ " )



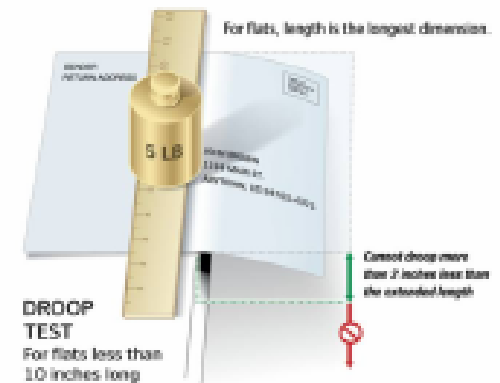
Automated flat-sized  
mailpieces must have a  
smooth & regular shape.

Commercial Flats  
Must be Flexible



Flat-sized mailpiece is  
flexible if it can bend at  
least 1-inch vertically  
without being damaged  
and it does not contain a  
rigid inset.

But Not Too  
Flexible

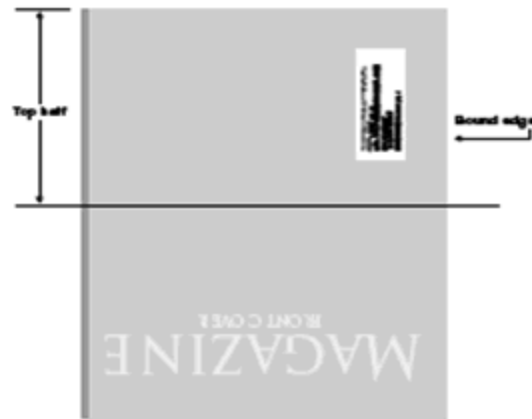


Flat-sized mailpieces  
cannot droop too much.  
Commercial flat-sized  
mailpieces must pass  
deflection standards.

## The delivery address must be in the top half of the mailpiece

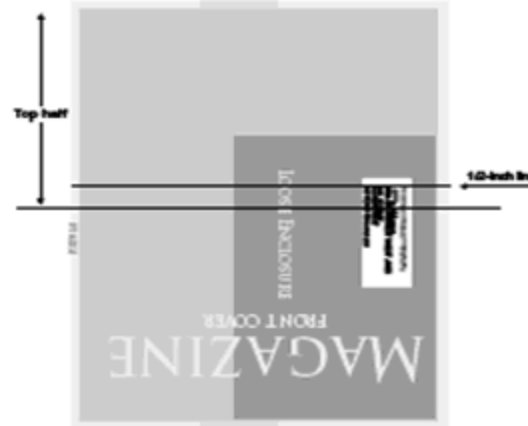
### Magazine

Usually addressed on front cover



### Magazine in Polywrap

Addressed on loose enclosure



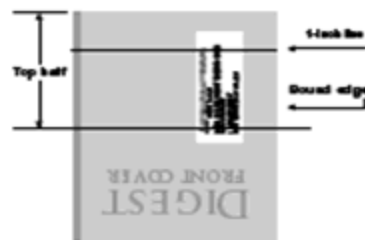
### Catalog

Usually addressed on back cover



### Small Digest

"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge

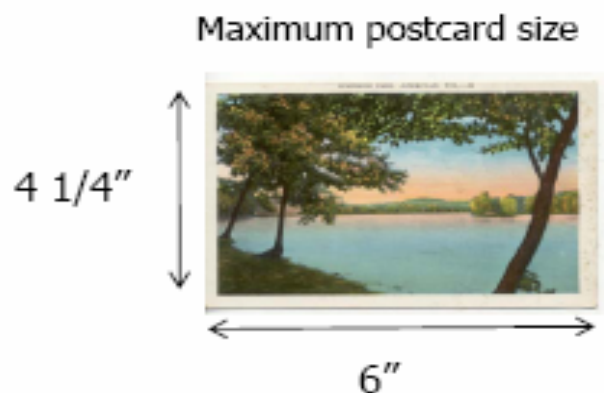


### Large Envelopes

Horizontal format is fine — "top" is left or right edge



# Consider Postcard-size vs. Letter-size



**\$mart Choice!**

# Converting Flat-sized Mailpieces to Letter-sized Mailpieces

**NOW  
\$1.19**



**NOW  
\$0.70**



**\$ave 41%**

E

First-Class Mail 2-ounce Single-piece Price



## Nonmachinable Designs and Prices!

Design letter-size mailpieces to avoid  
higher nonmachinable prices.



**\$mart Choice!**

## Automated letter vs. Nonmachinable

- Postage for qualifying letter-size mailpieces mailed at Standard Mail automation AADC prices are \$0.279.
- Postage for letter-size pieces that do not comply with machinable criteria are \$0.576, NONMACHINABLE ADC.
- More than 100% increase in postage!

## ***DMM Advisory***

***Pricing and Classification*** — keeping you informed about the prices and mailing standards of the United States Postal Service.

To subscribe to the DMM Advisory, send an e-mail to [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com). Simply indicate "subscribe" in the subject line.



# MDA Support Center

## Contact Information

● by phone **855-593-6093**

**OR**

● by email

**MDA@USPS.GOV**

**MONDAY – FRIDAY, 7am – 5pm CST**





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