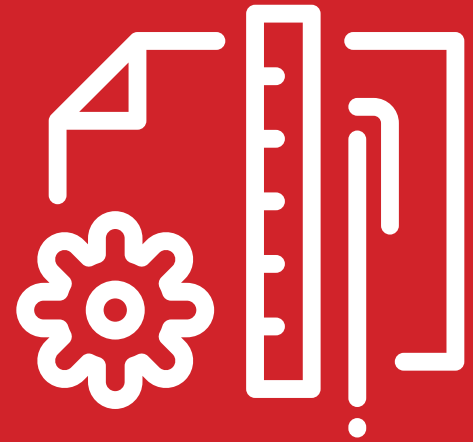


USPS Direct Mail Specifications

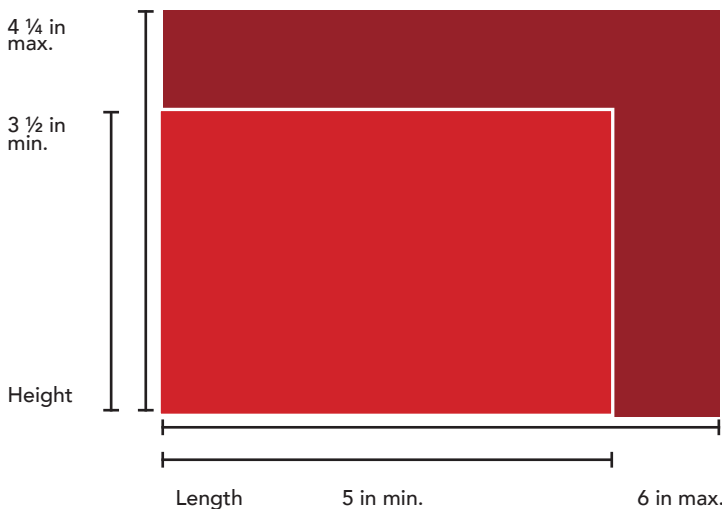
COMMERCIAL MAIL

Proper direct mail piece designs that follows USPS specifications, can save you money.

Admittedly, knowing these guidelines can sometimes be tricky. The following is designed to help you understand the difference between the different classes of mail; letters, postcards and flats. If you have questions or need help with your mail piece design, do not hesitate to contact your sales representative.



Standard Postcards



Standard Postcard Specifications

If you are looking for an effective, low cost way to get your message out, you should consider a “standard postcard”. It’s the perfect option. Standard postcards are affordable to print and best of all you get all the benefits of forwarding and return that come with First-Class Mail. Note: You may think that your mail piece is a “postcard” because it’s a self-mailer on heavy card stock, however; to qualify as a Standard Postcard and enjoy the benefits of First-Class Postcard rates, it must be:

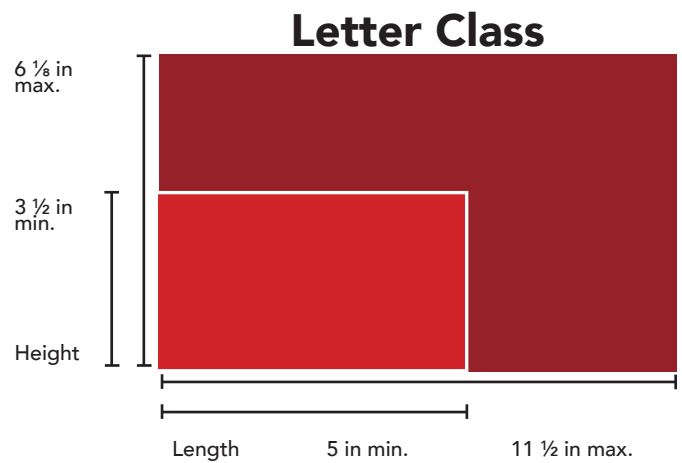
- Rectangular
- At least 3 1/2 inches high x 5 inches long x 0.007 inch thick
- No more than 4 1/4 inches high x 6 inches long x 0.016 inches thick

	Minimum	Maximum
Height	3 1/2 in	4 1/4 in
Length	5 in	6 in
Thickness	0.007 in	0.016 in

Is It Or Is It Not, A Letter?

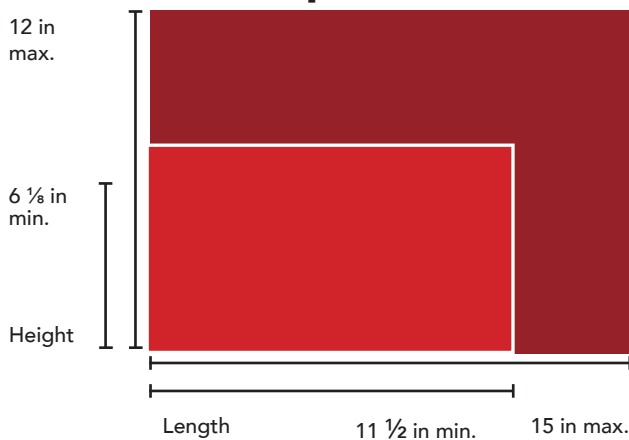
Most of us would agree that a letter is typically some printed information on paper that comes neatly folded into an envelope. The USPS standards and definition define "Letter Class" a little differently. It can be a brochure or a self-mailer, a postcard and of course a letter in an envelope. As long as the dimensions are not smaller than 4¼" x 6," which is considered a postcard or larger than 6 ⅞"x11½" which would be classified as a flat.

The maximum for letters and other cards is 11½" long, 6 ⅞" high, and ¼" thick. Rectangular, with four square corners and parallel opposite sides. Letter-size, card-type mail pieces made of card stock may have finished corners that do not exceed a radius of ⅛."



	Minimum	Maximum
Height	3 ½ in	6 ⅞ in
Length	5 in	11 ½ in
Thickness	0.007 in	¼ in

Compatible Flats



	Minimum	Maximum
Height	6 ⅞ in	12 in
Length	11 ½ in	15 in
Thickness	¼ in	¾ in

Flat Size Mail Pieces

Flat size mailers or "Flats" are described as a rectangular and smooth piece of mail that is too big in at least one direction to be a letter. The Postal Service uses the word "flats" to refer to large envelopes, newsletters, and magazines. The words large envelopes and flats are used interchangeably. The length of a flat size mail piece is the longest dimension. The height is the dimension perpendicular to the length. Whatever you call them, flats must:

- Have one dimension that is greater than 6 ⅞ inches high OR 11 ½ inches long OR ¼ inch thick.
- Be no more than 12 inches high x 15 inches long x ¾ inch thick.

Postage cost for bulk mail can vary depending on the density of your mailing list in addition to the size and specifications of the mailer itself.

In order to achieve reduced postage "bulk mail / automation rate" you must mail a minimum of between 200 to 500 pieces and have your mailing list postal presorted. Our letter shop specialists will guide you through the process of getting your commercial mail processed in the manner that will give you the lowest possible postage rates.

