

Direct Mail Guide

Updated February, 2019

Classes of Mailing

- ▶ **First Class**
 - ▶ Stamps or permit indicia
 - ▶ If using indicia, must be greater than 200 pieces
 - ▶ Delivers in 1-3 business days
- ▶ **First Class Presort**
 - ▶ Permit Indicia or precancelled stamps
 - ▶ Must be greater than 500 pieces
 - ▶ Delivers in 1-3 business days
- ▶ **Standard Presort**
 - ▶ Permit Indicia or precancelled stamps
 - ▶ Must be greater than 200 pieces
 - ▶ No guaranteed delivery time
 - ▶ Usually 1-4 days local & 7 days - 3 weeks national
- ▶ **Non Profit Standard Presort**
 - ▶ Same standard presort but a more discounted rate
- ▶ **Every Door Direct Mail (EDDM)**

First Class - Non Presort - Stamps

► Postcard Requirements

- Height: 3.5" - 4.25"
- Width: 5" - 6"
- Thickness: 0.007" - 0.016"

► Letters

- Height: 3.5" - 6.125"
- Width: 5" - 11.5"
- Thickness: 0.007" - .25"
- Weight: Less than or equal to 3.5oz (price varies by oz.)

► Large Envelopes (Flats)

- Height: 6.125" - 12"
- Width: 11.5" - 15"
- Thickness: .25" - .75"
- Weight: Less than or equal to 13oz (price varies by oz.)

► Non-Machinable Surcharge (Applies on to letters)

- For pieces that do not conform to the machinable letters standard as mentioned above
- Additional \$0.21 per piece
- Specific criteria are listed in the USPS DMM 101.1.2

First Class- Presort (Pre-cancelled stamps or indicia)

► Machinable Letters (Envelopes)

- Height: 3.5" - 6.125"
- Width: 5" - 11.5"
- Thickness: 0.007" - .25"
- Weight: < 3.5oz

► Machinable Letters FSM (single or multiple bound sheets that are folded and sealed to form a letter size mailpiece)

- Height: 3.5" - 6"
- Width: 5" - 10.5"
- Thickness: 0.007" - .25"
- Weight: < 3oz

► Machinable Flats (Large flexible envelopes and other rectangle pieces)

- Height: 5" - 12"
- Width: 6" - 15"
- Thickness: 0.009" - .75"
- Weight: < 13oz
- Flats must exceed one of the maximum dimensions(width,height,thickness) for letters

► Machinable Postcards (Single)

- Height: 3.5" - 4.25"
- Width: 5" - 6"
- Thickness: 0.007" - 0.016"
- Weight: N/A

First Class- Presort (continued)

(Pre-cancelled stamps or indicia)

► Machinable Postcards (Double)

- Height: 3.5" - 4.25"
- Width: 5" - 6"
- Thickness: 0.014" - 0.032"
- Weight: N/A

► Non-Machinable Letters (Envelopes that can't be processed on postal equipment)

- Height: 3.5" - 6.125"
- Width: 5" - 11.5"
- Thickness: 0.007" - .25"
- Weight: < 13oz

► Non-Machinable Flats (Large Envelopes that can't be processed on postal equipment)

- Height: 4" - 12"
- Width: 4" - 15"
- Thickness: 0.007" - .75"
- Weight: < 13oz
- Flats must exceed one of the maximum dimensions(width,height,thickness) for letters

Marketing Mail

(Pre-cancelled stamps or indicia)

► Machinable Letters (Envelopes)

- Height: 3.5" - 6.125"
- Width: 5" - 11.5"
- Thickness: 0.007" - .25"
- Weight: < 3.5oz

► Machinable Letters FSM (Folded Self Mailer)

- Height: 3.5" - 6"
- Width: 5" - 10.5"
- Thickness: 0.007" - .25"
- Weight: < 3oz
- *Same pricing as letters

► Machinable Flats

- Height: 5" - 12"
- Width: 6" - 15"
- Thickness: 0.009" - .75"
- Weight: < 15.994oz
- Flats must exceed one of the maximum dimensions(width,height,thickness) for letters

Marketing Mail (continued)

(Pre-cancelled stamps or indicia)

► Non-Machinable Letters

- Height: 3.5" - 6.125"
- Width: 5" - 11.5"
- Thickness: 0.007" - .25"
- Weight: < 16oz

► Non-Machinable Flats

- Height: 4" - 12"
- Width: 4" - 15"
- Thickness: 0.007" - .75"
- Weight: < 15.994oz
- Flats must exceed one of the maximum dimensions(width,height,thickness) for letters

Every Door Direct Mail (EDDM)

To qualify for EDDM Mail piece must be:

- ▶ At Minimum: More than 10.5” in Length OR 6.125” in Height OR .25” Thick
- ▶ At Maximum: 15” in Length AND 12” High, AND .75” Thick
- ▶ Maximum Weight: 3.3 oz.

****Note:** To qualify the mail piece must exceed only one of the minimum dimensions but must be within all of the maximum dimensions.

Types of Postage

▶ Stamps

- ▶ Traditional stamps purchased from the post office for First Class mail

▶ Permit Imprint

- ▶ Printed indicia on mail piece or envelope
- ▶ Tells the post office which mail permit to bill postage

▶ Precancelled Stamps

- ▶ Special stamps that come in smaller denominations
- ▶ Lower postage denominations are applied to the mail piece and the difference in postage is paid with a mail permit
- ▶ Used only for: Presort First Class, Presort First Class Postcards, Marketing mail, & Non Profit Marketing Mail

▶ Metered

- ▶ Prints the postage indicia directly onto the mail piece
- ▶ Also referred to as “postage evidencing”
- ▶ Third party equipment in which postage is paid to the vendor for the postage printed on the mail piece

Considerations for Folded Self Mailers

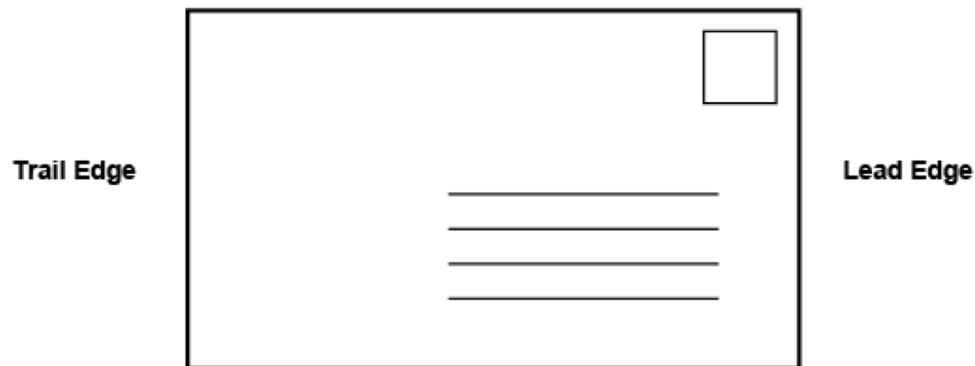
- ▶ If the fold is on the short edge of the mail piece, the fold must be on the right of the mailing panel
 - ▶ The right edge of the mail piece is always the leading edge
- ▶ If the fold is on the long edge of the mail piece, the fold must be on the bottom of the mailing panel
- ▶ Can be no more than 12 panels
- ▶ Paper requirements:
 - ▶ Must be between 40lb and 80lb book or equivalent
- ▶ Tabbing Requirements
 - ▶ Tabs cannot be perforated
 - ▶ Minimum of 2 tabs
 - ▶ 1.5” tab

Considerations for Booklets

- ▶ If the spine is on the short edge of the mail piece, the spine must be on the right of the mailing panel
 - ▶ The right edge of the mail piece is always the leading edge
- ▶ If the spine is on the long edge of the mail piece, the spine must be on the bottom of the mailing panel
- ▶ Paper requirements:
 - ▶ <1 oz = at least 70lb book or equivalent
 - ▶ >1 oz.= at least 80lb book or equivalent
- ▶ Tabbing Requirements
 - ▶ Tabs cannot be perforated
 - ▶ Minimum of 2 tabs
 - ▶ 1.5” tab

Tabbing Requirements

- ▶ Cannot interfere with any necessary postage or mailing graphics
- ▶ Must be 1.5” non-perforated wafers
- ▶ Lead Edge vs Trail Edge:

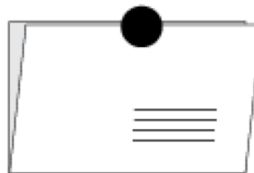


- ▶ See following pages for proper wafer seal placement

Folded Self Mailers

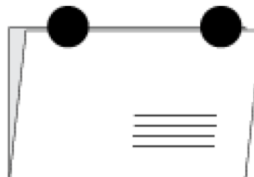
Double Postcard

Tabs 1
Placement Top Middle
Folded Edge Bottom



Folded Self Maier - Bifold

Tabs 2
Placement Top - $\leq 1"$ From Left & Right Edge
OR
Left & Right - $\leq 1"$ From Top Edge
Folded Edge Bottom



OR



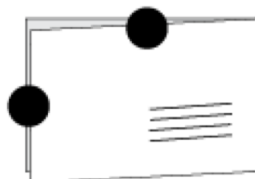
Folded Self Maier - Trifold & Multifold

Tabs 3
Placement 2 on Lead Edge - $\leq 1"$ from top & bottom
1 on Trail Edge - $\leq 1"$ from top
Folded Edge Bottom

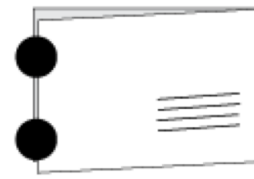


Folded Self Maier - Oblong

Tabs 2
Placement Top Center & Trail Edge Center
OR
Trail Edge - $\leq 1"$ From Top & Bottom
Folded Edge Lead Edge



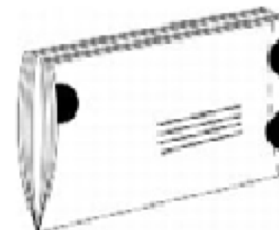
OR



Booklets

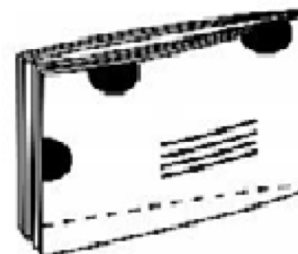
Booklet - Simple Spine (Spine is the bottom edge)

Tabs	3
Placement	2 on Lead Edge - $\leq 1"$ from top & bottom 1 on Trail Edge - $\leq 1"$ from top
Folded Edge	Bottom



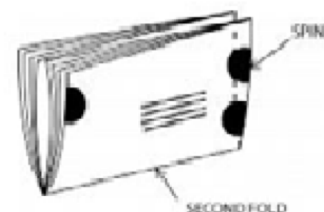
Booklet - Oblong (Spine is the lead edge)

Tabs	3
Placement	2 on Top Edge - $\leq 1"$ from lead & trail edge 1 on Trail Edge - centered
Folded Edge	Bottom



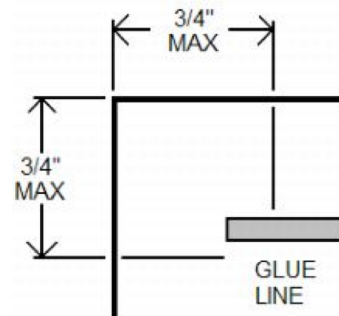
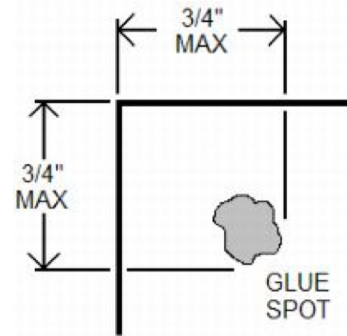
Booklet - Folded (Bound & folded to letter size)

Tabs	3
Placement	2 on Lead Edge - $\leq 1"$ from top & bottom 1 on Trail Edge - $\leq 1"$ from top
Folded Edge	Bottom

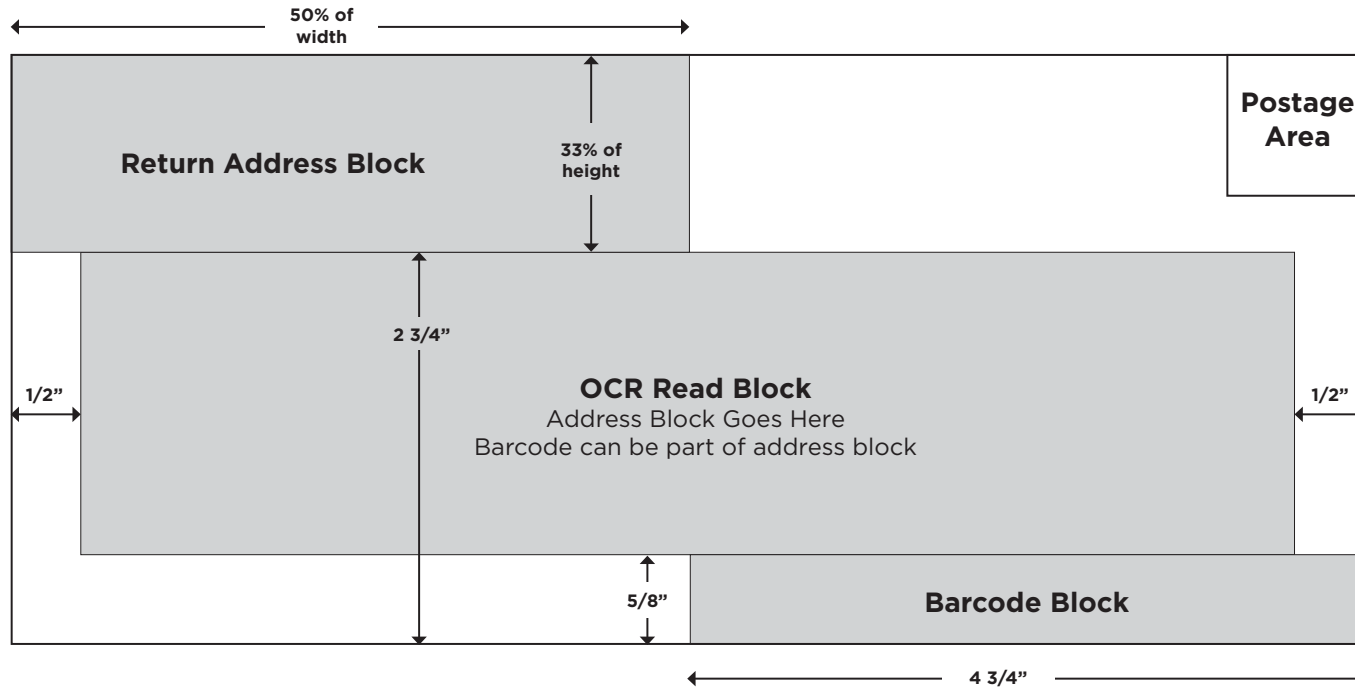


Gluing Requirements

- ▶ Can be places as spots or in a line
- ▶ Glue Spots:
 - ▶ Cannot be more than .75" from edge
 - ▶ Rule of thumb: One more glue spot is required than the number of tabs required
- ▶ Glue Lines:
 - ▶ Must span entire edge
 - ▶ No more than .75" from open edge
 - ▶ Thickness can be 1/8" or 1/4"
 - ▶ Not an option for booklets



Basic Mail Piece Design



First Class - Non Presort

Postage Pricing - (2019 USPS Prices)

Letters (Stamped)^{1,4}

Weight Not Over (oz.)	
1	\$0.55
2	0.70
3	0.85
3.5 ³	1.00

Letters (Metered)^{1,4}

Weight Not Over (oz.)	
1	\$0.50
2	0.65
3	0.80
3.5 ³	0.95

Large Envelopes (Flats)²

Weight Not Over (oz.)	
1	\$1.00
2	1.15
3	1.30
4	1.45
5	1.60
6	1.75
7	1.90
8	2.05
9	2.20
10	2.35
11	2.50
12	2.65
13	2.80

Postcards³

	\$0.35
--	--------

EDDM—Retail

Flats up to 3.3 oz.	\$0.187
---------------------	---------

Semipostal Stamps

Breast Cancer Research, etc.	\$0.65
------------------------------	--------

1. Letters that meet one or more of the nonmachinable characteristics in DMM 101.1.2 are subject to the \$0.21 nonmachinable surcharge.

2. Large envelope-sized pieces that are rigid, nonrectangular, or not uniformly thick pay parcel prices.

3. The card price applies to each single or double postcard when originally mailed; reply half of double postcard must be designed for reply mail purposes only.

4. For weights over 3.5 ounces, see Large Envelopes prices.

First Class - Presort

Postage Pricing - (2019 USPS Prices)

Class	Machinable	Nonmachinable
Postcard	\$0.274	N/A
Letter & FSM	\$0.459	\$0.609
Large Envelopes(Flat) < 1oz.	\$0.727	\$0.799
Large Envelopes(Flat) < 2oz.	\$0.877	\$0.949
Large Envelopes(Flat) < 3oz.	\$1.027	\$1.099
Large Envelopes(Flat) < 4oz.	\$1.177	\$1.249
Large Envelopes(Flat) < 5oz.	\$1.327	\$1.399
Large Envelopes(Flat) < 6oz.	\$1.477	\$1.549
Large Envelopes(Flat) < 7oz.	\$1.627	\$1.699
Large Envelopes(Flat) < 8oz.	\$1.777	\$1.849
Large Envelopes(Flat) < 9oz.	\$1.927	\$1.999
Large Envelopes(Flat) < 10oz.	\$2.077	\$2.149
Large Envelopes(Flat) < 11oz.	\$2.227	\$2.299
Large Envelopes(Flat) < 12oz.	\$2.377	\$2.449
Large Envelopes(Flat) < 13oz.	\$2.527	\$2.599

** Machinable prices are based on Mixed AADC Automation pricing, additional discounts may apply. Use only as reference for estimates. Final postage amount is determined after the list is processed.

Marketing Mail - Presort

Postage Pricing - (2019 USPS Prices)

Class	Machinable	Nonmachinable
Letters & FSM	\$0.291	\$0.302
Letters & FSM >3.5 oz. & <=4oz.	N/A	\$0.668
Letters & FSM >4oz.	N/A	\$0.425/piece + (\$0.907 * # of pounds of mailing)
Nonprofit Letters & FSM	\$0.173	\$0.184
Nonprofit Letters & FSM >3.5 oz. & <=4oz.	N/A	\$0.550
Nonprofit Letters & FSM >4oz.	N/A	\$0.284/piece + (\$0.775 * # of pounds of mailing)
Large Envelopes(Flats) <= 4oz.	\$0.632	\$0.652
Large Envelopes(Flats) > 4oz.	\$0.405/piece + (\$0.907 * # of pounds of mailing)	\$0.425/piece + (\$0.907 * # of pounds of mailing)
Nonprofit Large Envelopes(Flats) <= 4oz.	\$0.458	\$0.478
Nonprofit Large Envelopes(Flats) > 4oz.	\$0.264/piece + (\$0.775 * # of pounds of mailing)	\$0.284/piece + (\$0.775 * # of pounds of mailing)

** Machinable prices are based on Mixed AADC Automation pricing, additional discounts may apply. Use only as reference for estimates. Final postage amount is determined after the list is processed.

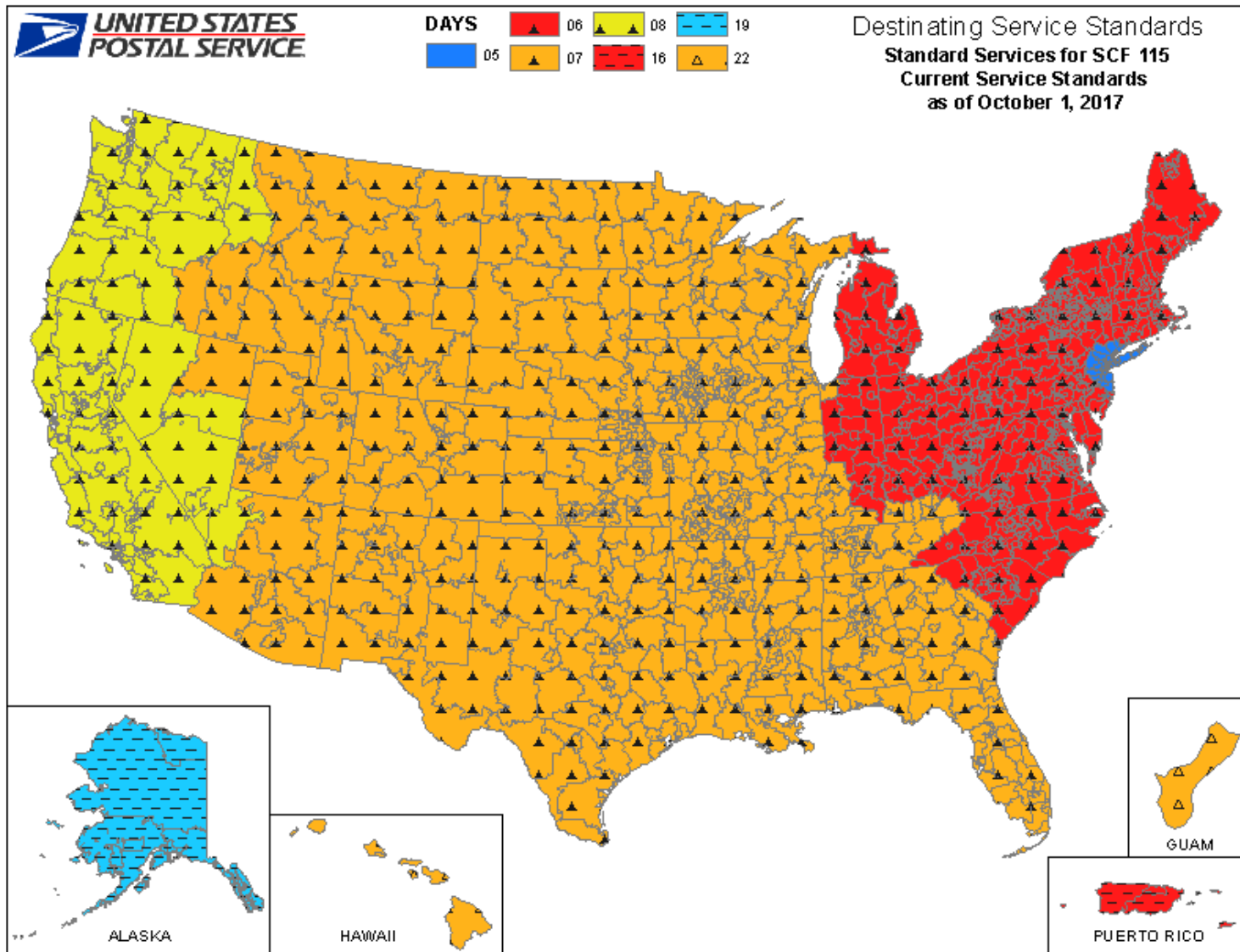
EDDM - Commercial Rates

Postage Pricing - (2019 USPS Prices)

Class	Cost
Large Envelopes(Flats) <= 4oz.	\$0.225
Large Envelopes(Flats) > 4oz.	\$0.073/piece + (\$0.609 * # of pounds of mailing)
Nonprofit Large Envelopes(Flats) <= 4oz.	\$0.137
Nonprofit Large Envelopes(Flats) > 4oz.	\$0.028/piece + (\$0.436 * # of pounds of mailing)

** Use only as reference for estimates.
Final postage amount is determined after the list is processed.

USPS Marketing Mail Delivery Map



USPS First Class Mail Delivery Map

