

Mailing Requirements Booklets, Calendars, Catalogs, Magazines, Newsletters

Before you design your direct mail piece, make sure that it follows all the guidelines to mail at the rate of your choice. Find your product below, then read the details for designing it to correctly fit mailing specifications.

	Automated Letter Rate	Automated Flat Rate
Size:	Final page or folded size can be our 5.5 x 8.5, 6 x 9, or 6 x 10.5 size	All sizes, 5.5 x 8.5 – 9 x 12
Thickness:		Max. 3/4" thickness
Weight:	Max. of 3oz for Automated Standard Letter rate, Max. of 2oz for Automated First Class Letter rate, heavier pieces may mail under Flat rates	Weight max. of 3oz for Automated Standard Flat Rate of \$0.617, Automated First Class Flat Rate varies by weight starting at 1oz at \$0.805
Tabs:	Must be triple tabbed with 1 tab on left edge and 2 tabs on right edge of mailing panel; 1.5", non-perforated tabs required	Tabs are not required
Design:	Back cover with bound edge at the bottom of landscape or horizontal orientation, 4" wide x 2" tall unprinted area for addressing should be included and 1" wide x 1" tall blank indicia space in top right corner	When viewed in portrait position, 4" wide x 2" tall unprinted addressing area in top half of page toward right side, and 1" wide x 1" tall blank indicia space in top right corner of mailing panel
Shape:	Must be rectangle-shaped and maintain an "aspect ratio" within 1.3" - 2.5" (length divided by height)	
Quantity:	Min. of 200 pieces for Automated Standard Letter Rate of \$0.303 per piece, Min. of 500 for Automated First Class Letter Rate of \$0.445 per piece	
Finish:	Back cover with mailing panel cannot have UV coating	Outside cover cannot have UV coating

Weight examples per paper type and page count:

	5.5 x 8.5, 80# gloss text pages and cover	8.5 x 11, 80# gloss text plus 10pt cover	8.5 x 11, 100# gloss text pages and cover	8.5 x 11, 100# gloss text pages plus 10pt cover
Pages:	48 pgs.	40 pgs.	32 pgs.	28 pgs.
Weight:	3.07 oz.	5.60 oz.	5.02 oz.	4.76 oz.
First Class:	Starts at 1.457	Starts at 1.893	Starts at 1.893	Starts at 1.675
Standard:	Starts at \$0.692	Starts at \$0.788	Starts at \$0.788	Starts at \$0.739

Please note that all postage transactions are subject to a 5% administrative and handling fee.

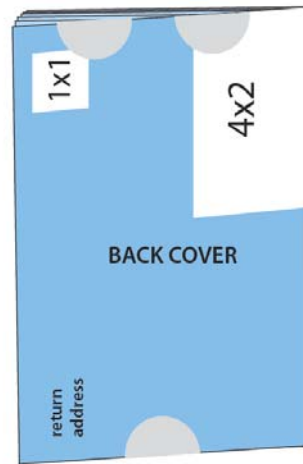
BOOKS NO LARGER THAN 6" x 10.5"

3 Tabs Required // 4x2 White space MUST be against the bottom folded edge.

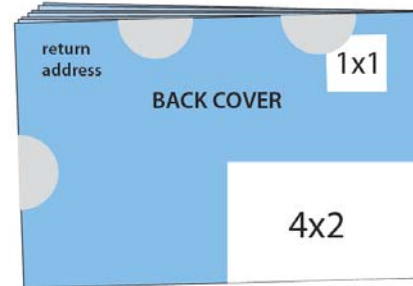
Includes books that are half folded to a size smaller than 6x10.5.

For Booklet Sizes:

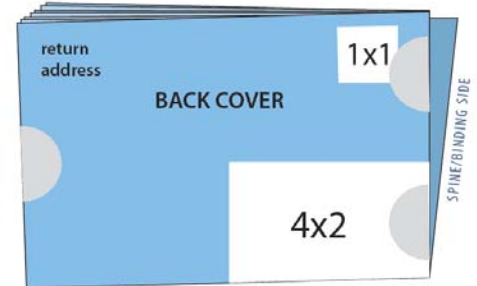
6x10.5 | 6x9 | 5.5x8.5



PORTRAIT



LANDSCAPE



HALF-FOLD BOOKLET

BOOKS LARGER THAN 6" x 10.5"

NO Tabs Required on FLAT RATE pieces
4x2 White space MUST be at least half way up the back-cover page.

For Booklet Sizes:

11x8.5 | 12x9 | 12x12

