

Mailing Requirements Brochures, Flyers, Menus, Pamphlets, Posters

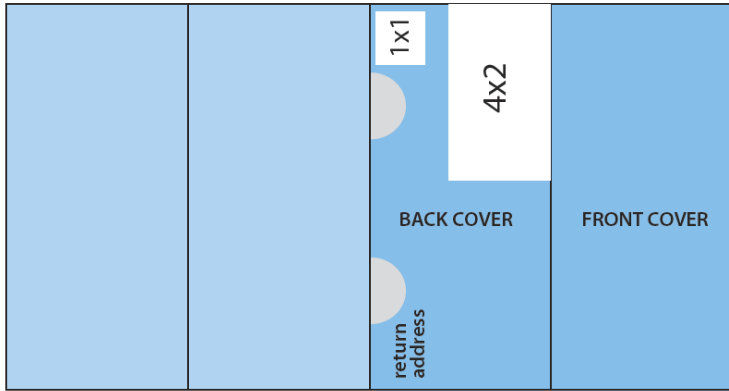
Before you design your direct mail piece, make sure that it follows all the guidelines to mail at the rate of your choice. Find your product below, then read the details for designing it to correctly fit mailing specifications.

Printed pieces are eligible to mail for Letter or Flat Rates based on final folded dimensions.

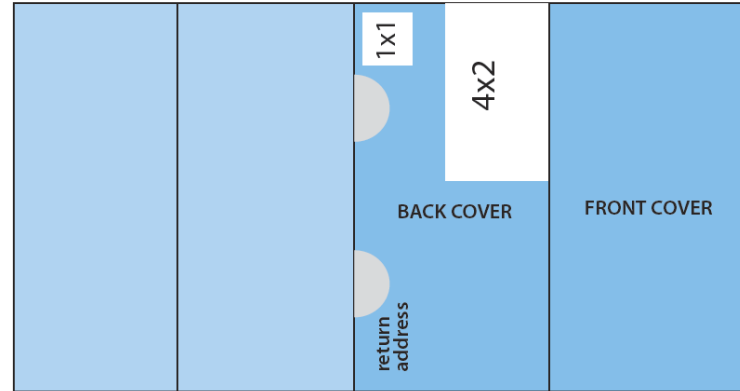
	Automated First Class Letter Rate	Automated Standard Letter Rate	Automated Standard Flat Rate	Automated First Class Flat Rate
Average:	\$.445 each, with min. of 500 pieces	\$.303 each with min. of 200 pieces	\$.617 each with min. of 200 pieces	Starts at \$.805 each with min. of 500 pieces weighing under 1oz each
Size:	Final folded size min. 5" wide x 3.5" tall, max. 10.5" wide x 6" tall	Min. 5" wide x 3.5" tall, max. 10.5" wide x 6" high	Min. 6" wide x 5" tall, max. 15" wide x 12" tall	Min. 6" wide x 5" tall, max. 15" wide x 12" tall
Weight:	Less than 2oz	Less than 3oz	Less than 16oz, over 3oz	Less than 16oz
Tabbing:	Must be double tabbed on top with the mail panel created on the back cover and with the folded edge at bottom	For automated postal rates, folded pieces must be tabbed closed. All folded pieces require a min. of two tabs at the top of the piece. Some French fold pieces may require triple tabs. The mailing panel must be created on the back cover and with the folded edge at the bottom.	Tabbing optional	Tabbing optional
Design:	4" wide x 2" tall unprinted area in bottom right corner of mailing panel, 1" wide x 1" tall blank indicia space	4" wide x 2" tall unprinted area in bottom right corner of mailing panel, 1" wide x 1" tall blank indicia space	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	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
Coating:	No UV coating on mailing side	No UV coating on mailing side	No UV coating on mailing side	No UV coating on mailing side
Shape:	Rectangle with an aspect ratio within 1.3 - 2.5 (length divided by width)	Rectangle with an aspect ratio within 1.3 - 2.5 (length divided by width)		

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

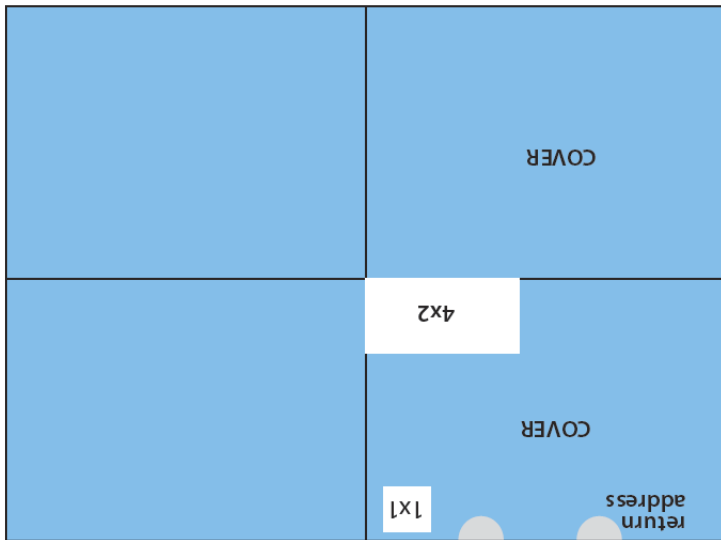
DOUBLE PARALLEL - FOLD // Two Tabs Required
 // 4x2 White space MUST be against the bottom folded edge.



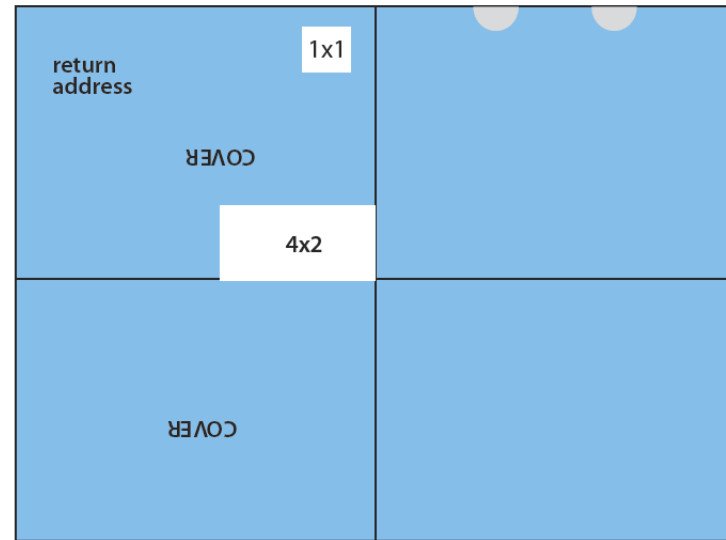
ROLL FOLD // Two Tabs Required //
 4x2 White space MUST be against the bottom folded edge.



FRENCH FOLD // 4x2 White space MUST be against the bottom folded edge.

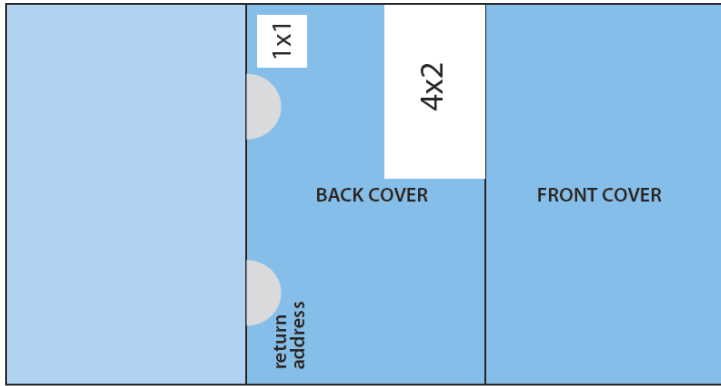


Over 1oz it requires 3 tabs.

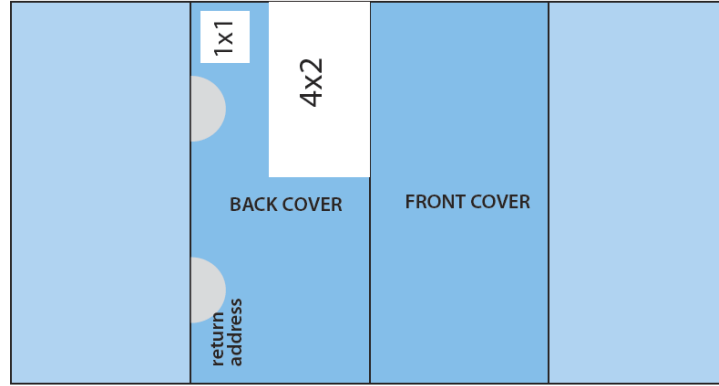


Over 1oz it requires 3 tabs.

TRI-FOLD // Two Tabs Required // 4x2 White space MUST be against the bottom folded edge.



DOUBLE GATE FOLD // 4x2 White space MUST be against the bottom folded edge.



TRI-FOLD + HALF FOLD // 4x2 White space MUST be against the bottom folded edge.

