

### Mailing Requirements Half-fold and Trifold Postcards

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.

Folded postcards are eligible to mail at Letter or Flat Rates, depending on the final/folded dimensions and tabbing requirements:

	Automated First Class Letter Rate	Automated Standard Letter Rate	Automated Standard Flat Rate	Automated First Class Flat Rate
<b>Average:</b>	\$.445 each, min. of 500 pieces if each weighs under 2oz	\$.303 each, min. of 200 pieces	\$.617 each, min. of 200 pieces	Price varies by weight starting at 1oz at \$0.805
<b>Size:</b>	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" tall	Min 6" wide x 5" tall, max 15" wide x 12" tall	Min 6" wide x 5" tall, max 15" wide x 12" tall
<b>Weight:</b>	Less than 3oz	Less than 3oz	Less than 3oz	
<b>Design:</b>	4" wide x 2" tall unprinted area in bottom right corner of mailing panel with the folded edge at the bottom, 1" wide x 1" tall blank indicia space	4" wide x 2" tall unprinted area in bottom right corner of mailing panel with the folded edge at the bottom, 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
<b>Coating:</b>	No UV coating on mailing side	No UV coating on mailing side	No UV coating on mailing side	No UV coating on mailing side
<b>Tabbing:</b>	For automated postal rates, folded postcards must be tabbed closed. All pieces must double tab.	For automated postal rates, folded postcards must be tabbed closed. All pieces must double tab.	Not required for Flat Rate	Not required for Flat Rate
<b>Shape:</b>	Rectangle with an aspect ratio within 1.3" – 2.5" (length divided by height)	Rectangle with an aspect ratio within 1.3" – 2.5" (length divided by height)		

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