

HELPFUL HINTS - a good source of information for businesses is
<http://pe.usps.com/text/dmm200/intro.htm>

1. The background color of the mailing panel may disqualify automation rates if there is not sufficient contrast between it and the barcode. Always use very light colors or white. If a darker color is necessary for the design, a knockout for the address is always best.
2. Folded letter size self-mailers need to be sealed for automation rate. The post office prefers the finished edge to be at the bottom. Piece design may require finished edges to be at the top or on the right side of the address panel. Failure to do so may incur non-standard and non-machineable charges in postage.
3. Post card rates only apply in a First Class environment. The minimum mailable size is 3 ½ x 5. Maximum Post Card is 4 1/4 x 6.
4. Standard Rate letter size pieces (formerly called BULK) can range from 3 ½ x 5" to 6 1/8 x 11 1/5" and weight up to 3.3 oz. before additional postage is required.

SIZE CLASSIFICATIONS AND REQUIREMENTS

POSTCARD

1. RECTANGULAR (ASPECT RATIO REQ)
2. MINIMUM OF 3.5" HIGH BY 5" LONG
3. MAXIMUM OF 4.25" HIGH BY 6" LONG
4. MINIMUM OF .007 THICK
5. MAXIMUM OF 0.16 THICK

LETTER

1. RECTANGULAR (ASPECT RATIO REQ)
2. MINIMUM OF 3.5" HIGH BY 5" LONG
3. MAXIMUM OF 6.12" HIGH BY 11.5" LONG
4. MINIMUM OF .007" THICK IF EQUAL TO OR LESS THAN 4.25" HIGH AND
5. MINIMUM OF .009" THICK IF MORE THAN 4.25" HIGH AND 6" LONG
6. MAXIMUM OF .25" THICK

COMMON MAILING CLASSES

FIRST CLASS

1. MAY NOT EXCEED 13 OZ. before becoming Priority mail
2. 500 PIECE MINIMUM FOR POSTAGE DISCOUNTS
3. HIGHER PER PIECE COST
4. AVERAGE 1 TO 3 DAYS DELIVERY TIME
5. CLOSED TO POSTAL INSPECTION
6. MUST BE NCOA'D OR BEAR AN ANCILLARY ENDORSEMENT FOR DISCOUNTS
7. POST-CARD SUBCLASS

PERIODICALS (FORMERLY 2ND CLASS)

1. MUST BE REGISTERED WITH POST OFFICE
2. MUST PUBLISH AT LEAST FOUR TIME ANNUALLY AT SPEC INTERVALS

3. MUST NOT CONTAIN FOR THAN 75% ANNUAL AVERAGE PAID ADVERTISING
4. 200 PIECE OR 50 LB. MINIMUM
5. MUST HAVE A GREATER THAN 50% PAID CIRCULATION

Standard Mail (FORMERLY BULK)

1. POSTAGE REMAINS THE SAME UP TO 3.3 OZ.
2. 5 TO 10 DAY DELIVERY TIME
3. OPEN TO POSTAL INSPECTION
4. 200 PC MINIMUM FOR POSTAGE DISCOUNTS
5. NON-PROFIT SUBCLASS