

5/18/2012



UNITED STATES POSTAL SERVICE MARKETING

MAILPIECE DESIGN

Bill Russell
3447 Harbor Dr.
Westridge VA 22192-1132

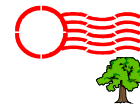


SCOTT JACKSON
1234 EAST DR
NEW BEDFORD MA 02740-3461



SALE

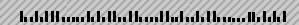
AMY JONES
4532 WEST DRIVE
SAN ANTONIO TX 78284-9623



Woods Landscaping
567 Oak St
Pinegrove GA 40834



Sally Smith
123 Main Street
Washington DC 20260-6801



FOR AUTOMATION

5/18/2012



UNITED STATES POSTAL SERVICE MARKETING

**BUSINESS MAIL ENTRY OFFICE
8101 BLUEBONNET BLVD
BATON ROUGE LA 70810-9651
MAIL PIECE DESIGN ANALYST**

**MAIL PIECE DESIGN ANALYST
PRISCILLA M. BAILEY**

MANAGER, KELVIN DANSBY

PHONE: (225) 763-3691

FAX NO: (225) 763-3815



5/18/2012



UNITED STATES POSTAL SERVICE AUTOMATION BENEFITS

Industry

 **Greater Postage Discount**

 **Faster Mail Processing**

 **Better, More Consistent Service**

5/18/2012



UNITED STATES POSTAL SERVICE AUTOMATION BENEFITS

USPS



**Increase Processing Speed
and Efficiency**



**Handles Mail Volume Increases
With Fewer Employees**



Lower Operating Costs:

- **Manual Processing** \$**29.68+** per hr per 1,000 letters
- **Automated Processing** \$ **2.16+** per hr per 1,000 letters

5/18/2012



UNITED STATES POSTAL SERVICE DESIGNING FOR AUTOMATION

Letters

Physical Characteristics

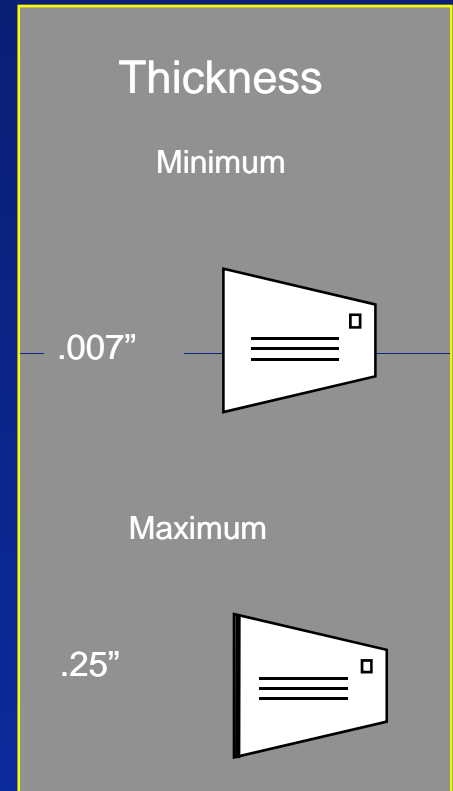
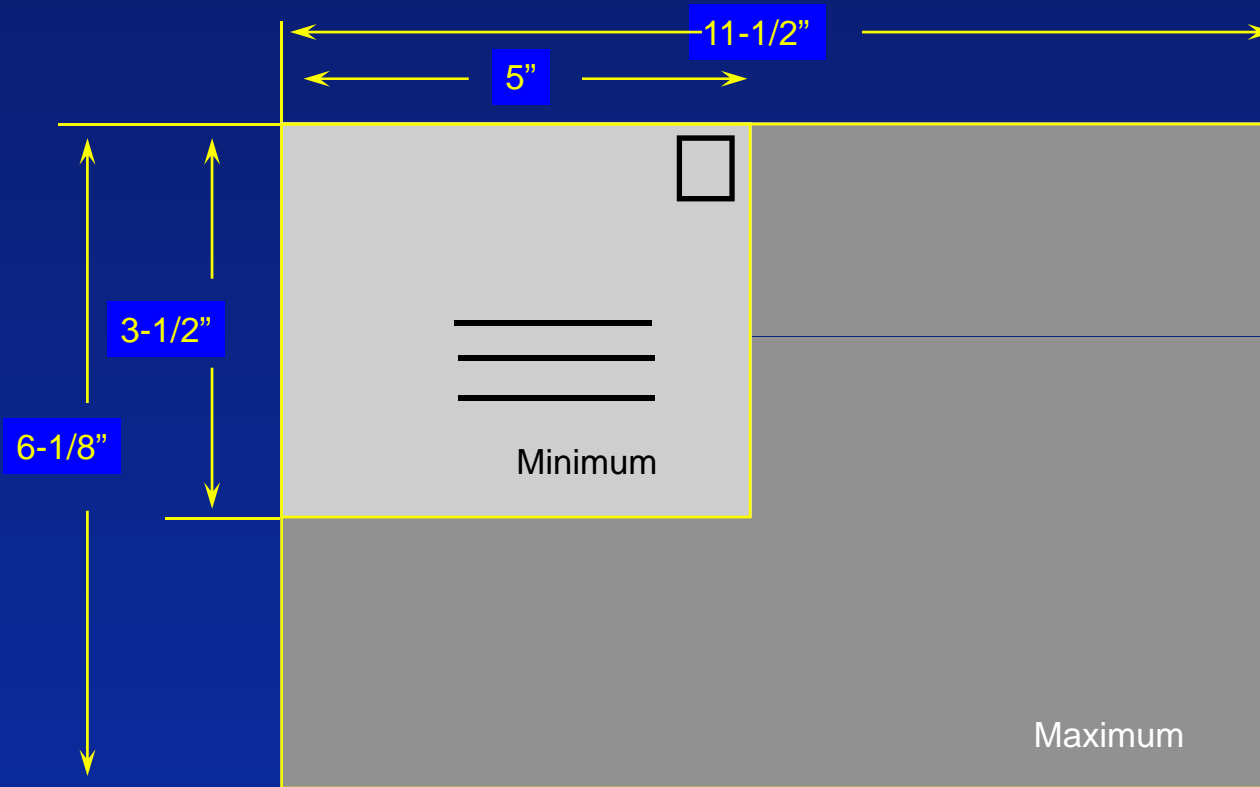
- Placement of Information
- Readability

5/18/2012



UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

Letters



Maximum Weight

2.5 oz.

ZIP+4

3.4383
oz. *

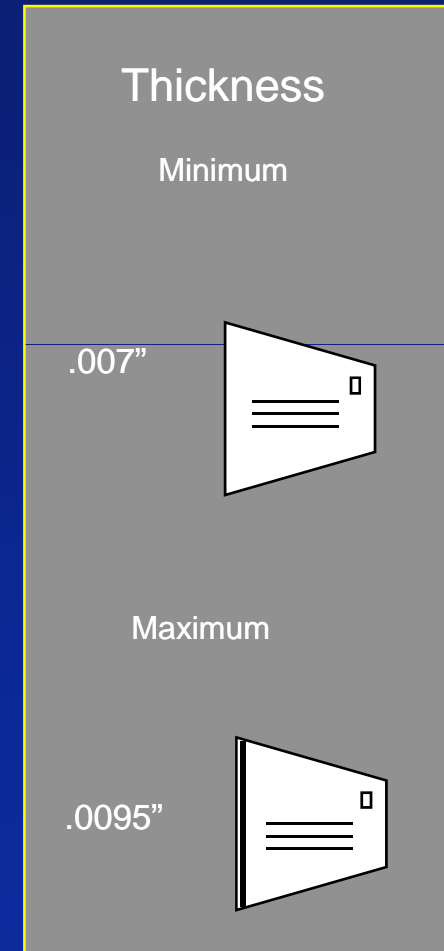
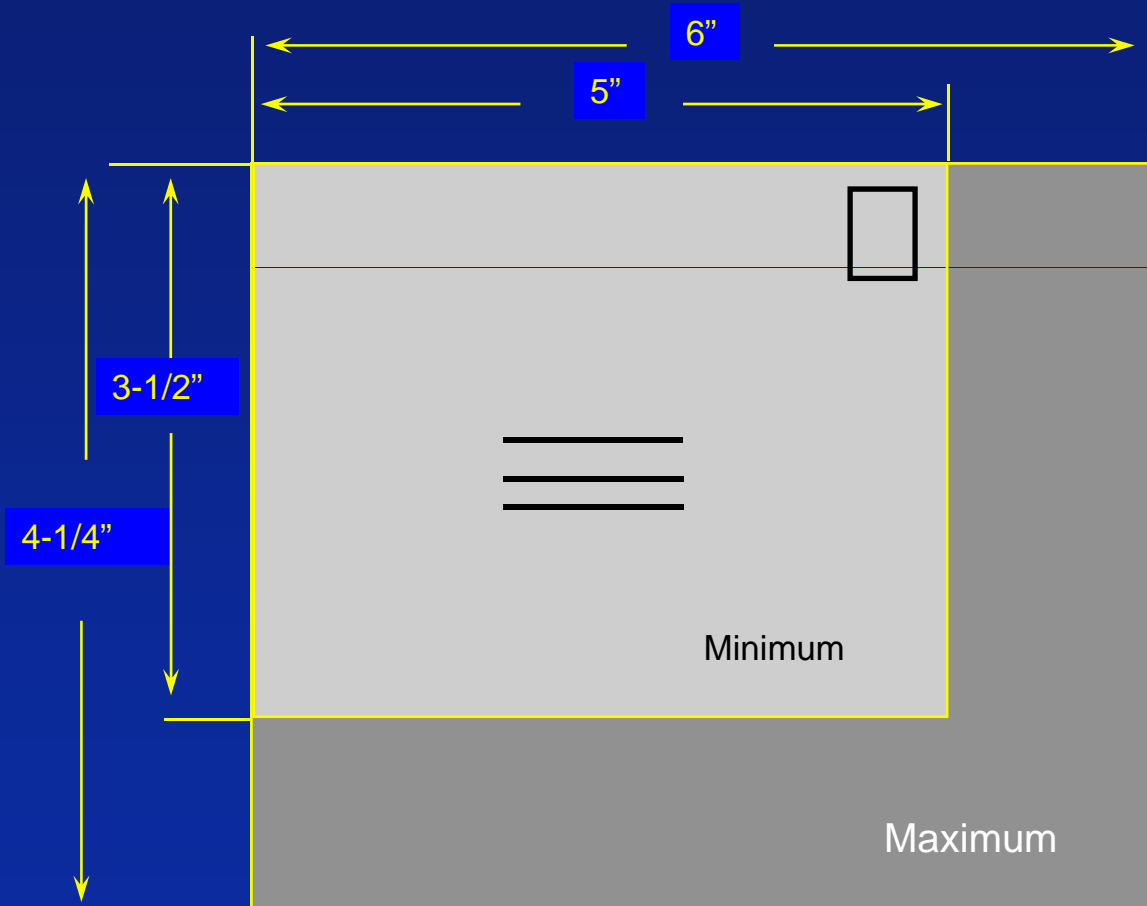
Barcoded

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UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

Cards



5/18/2012

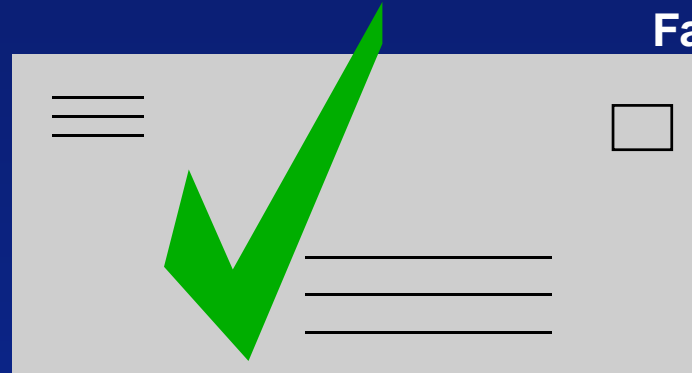


UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

Shapes

- Rectangular

Height

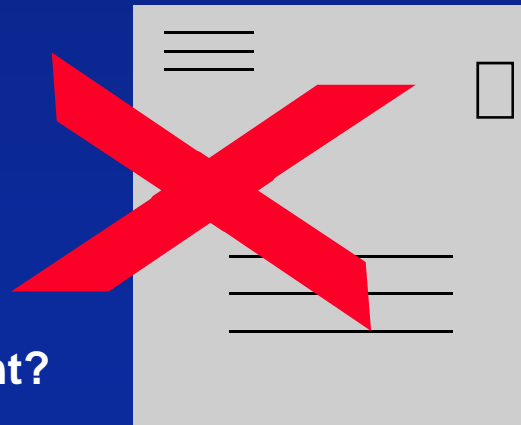


Facing Issue

Length

- Square

Height?



Length?

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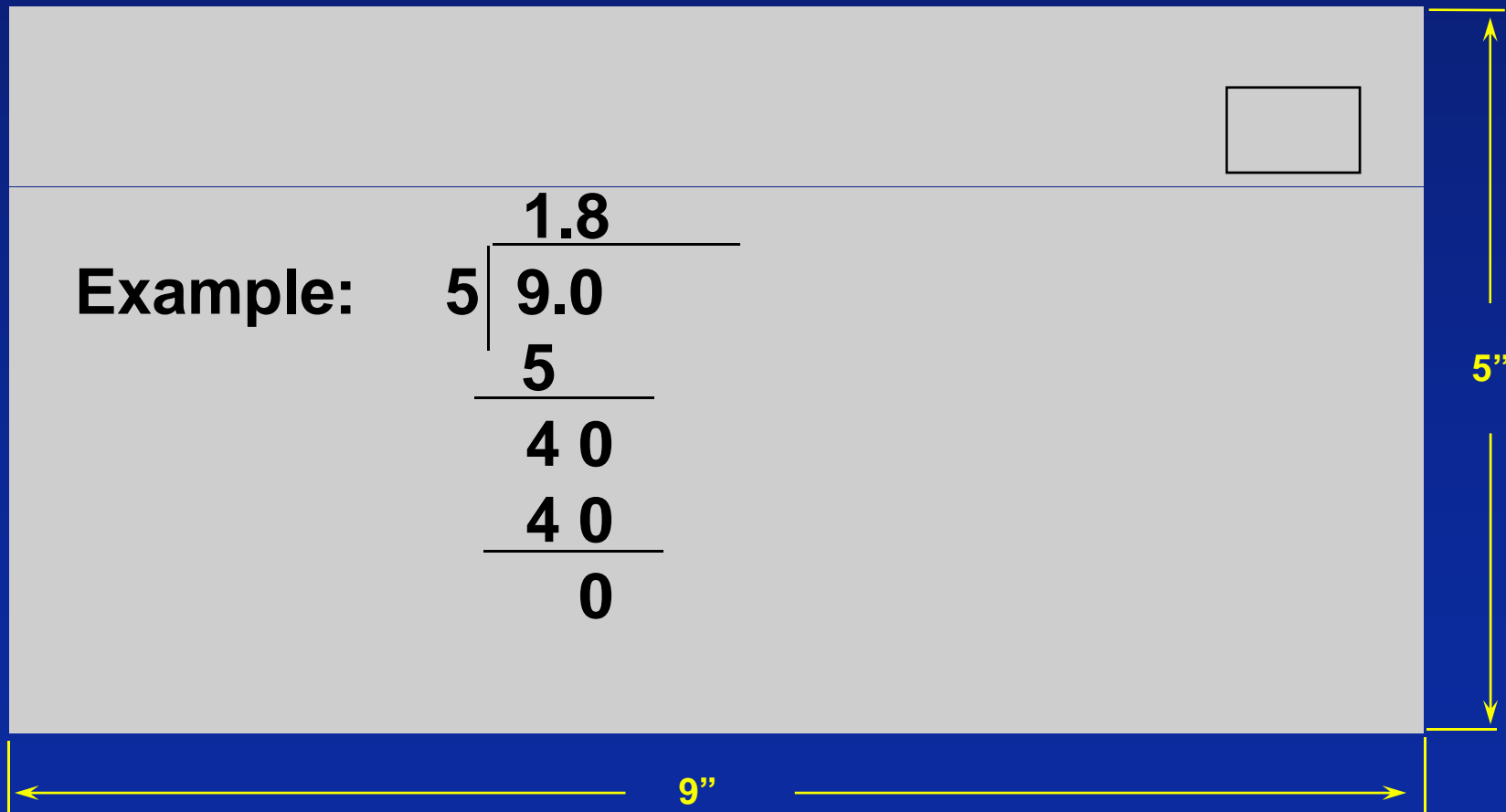
UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

Aspect Ratio

$$\text{Length} \div \text{Height} = 1.3 \text{ to } 2.5$$

Example:

$$\begin{array}{r} 1.8 \\ 5 \overline{) 9.0} \\ \underline{5} \\ 40 \\ \underline{40} \\ 0 \end{array}$$



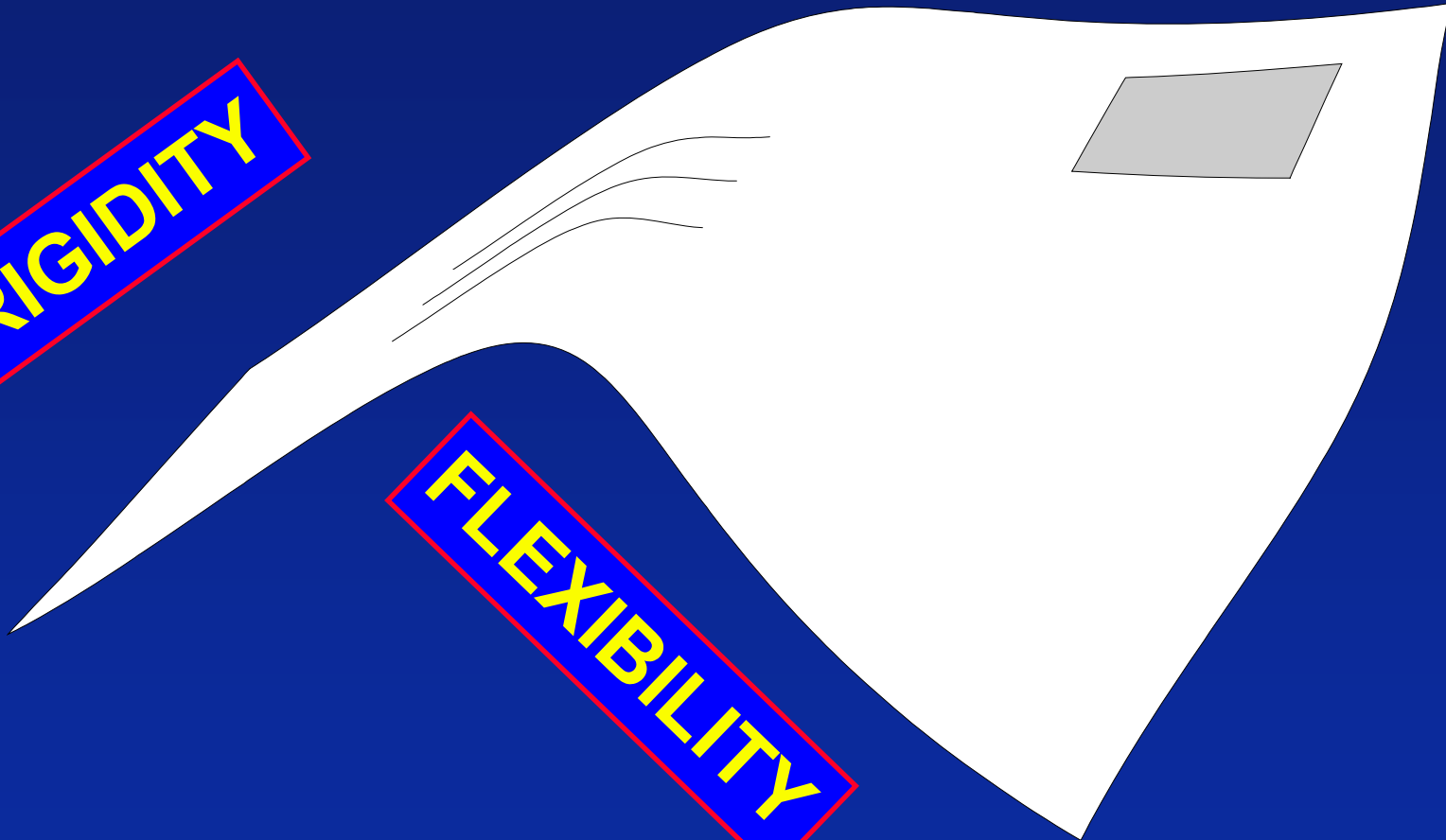
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UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

RIGIDITY

FLEXIBILITY



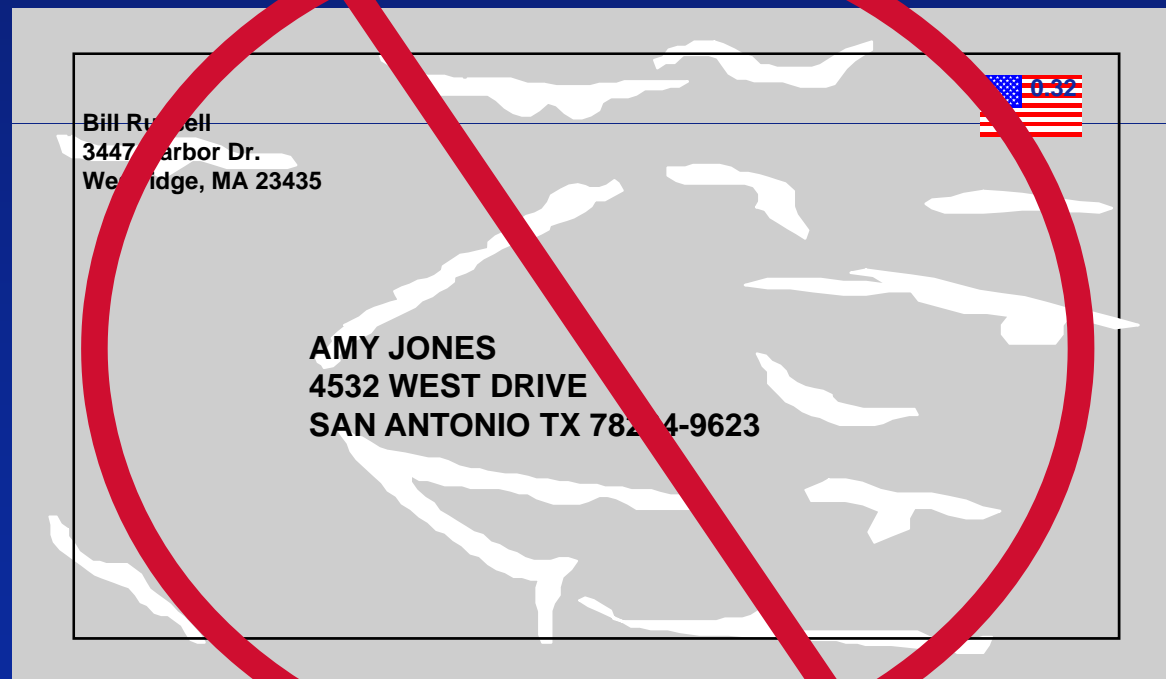
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UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

Polywrap, Polybag, Shrink-wrap

**Don't
even
think
about
it!**



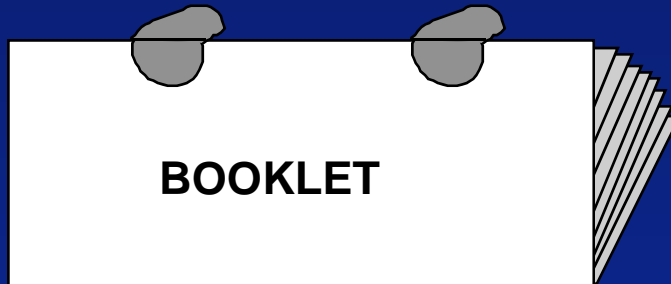
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UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

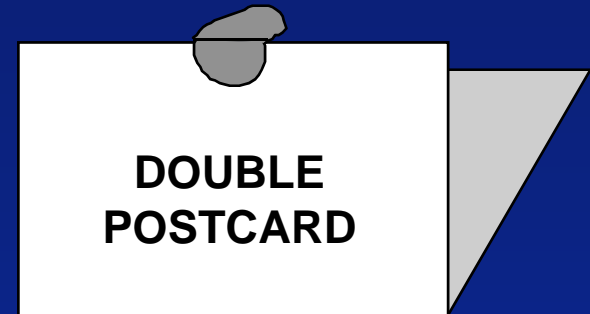
Tabbing

SELF-MAILERS



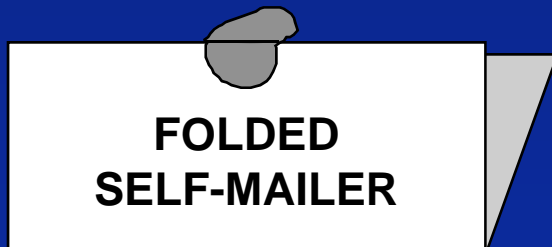
BOOKLET

20 lbs.



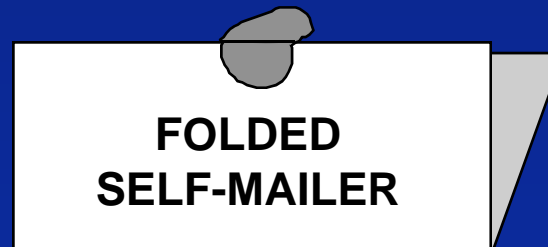
**DOUBLE
POSTCARD**

75 lbs.



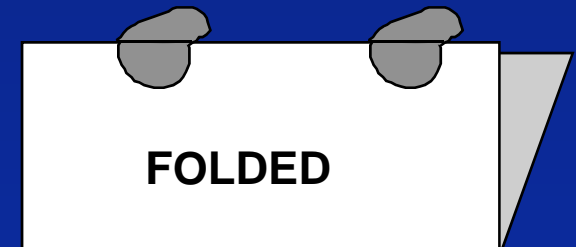
**FOLDED
SELF-MAILER**

28 lbs.



**FOLDED
SELF-MAILER**

24 lbs.



FOLDED

20 lbs.

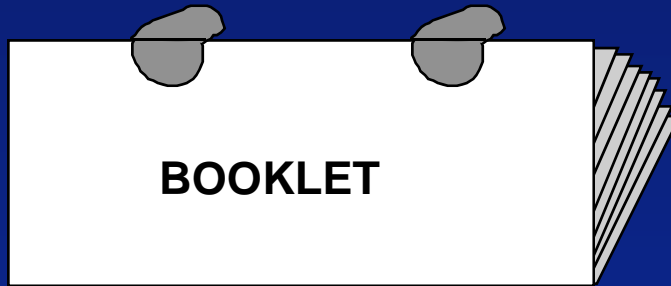
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UNITED STATES POSTAL SERVICE PHYSICAL CHARACTERISTICS

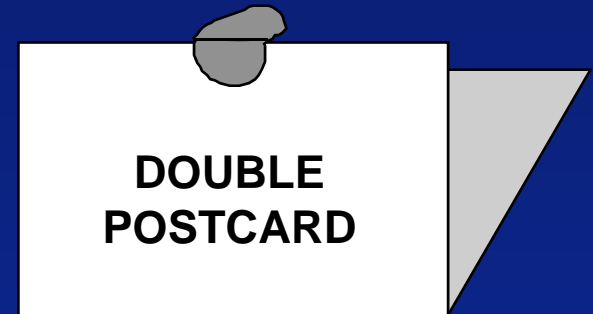
Tabbing

BOOKLETS



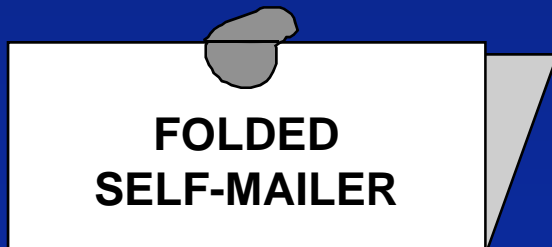
BOOKLET

20 lbs.



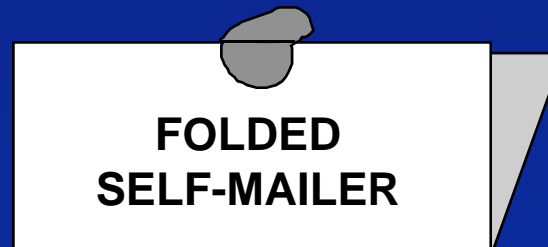
DOUBLE
POSTCARD

75 lbs.



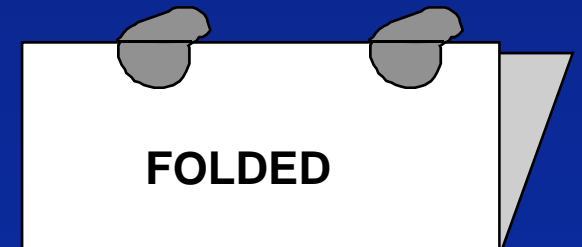
FOLDED
SELF-MAILER

28 lbs.



FOLDED
SELF-MAILER

24 lbs.



FOLDED

20 lbs.


5/18/2012



UNITED STATES POSTAL SERVICE

DESIGNING FOR AUTOMATION

Letters

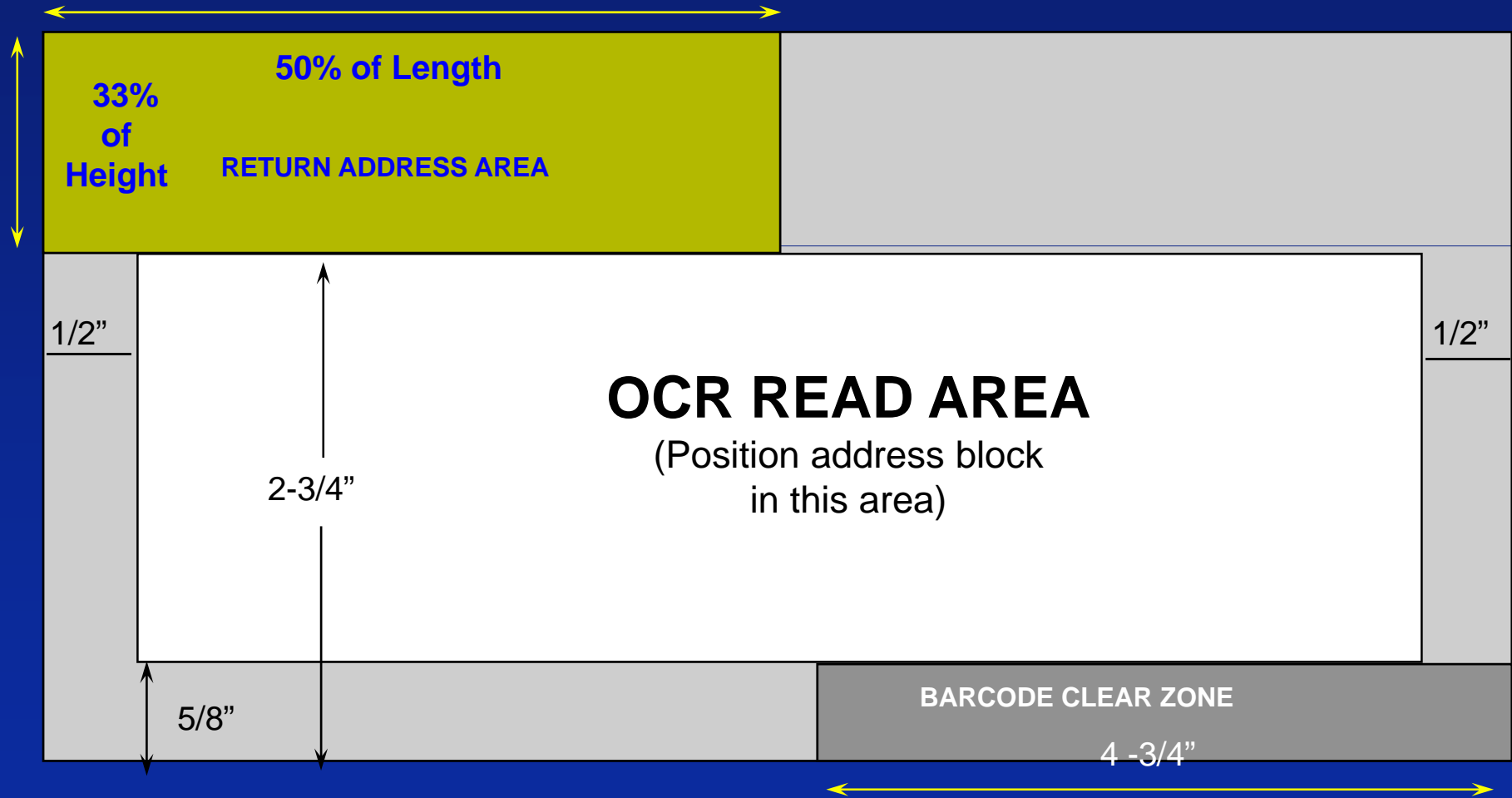
- **Physical Characteristics**
-  **Placement of information**
- **Readability**

5/18/2012



UNITED STATES POSTAL SERVICE ADDRESS BLOCK

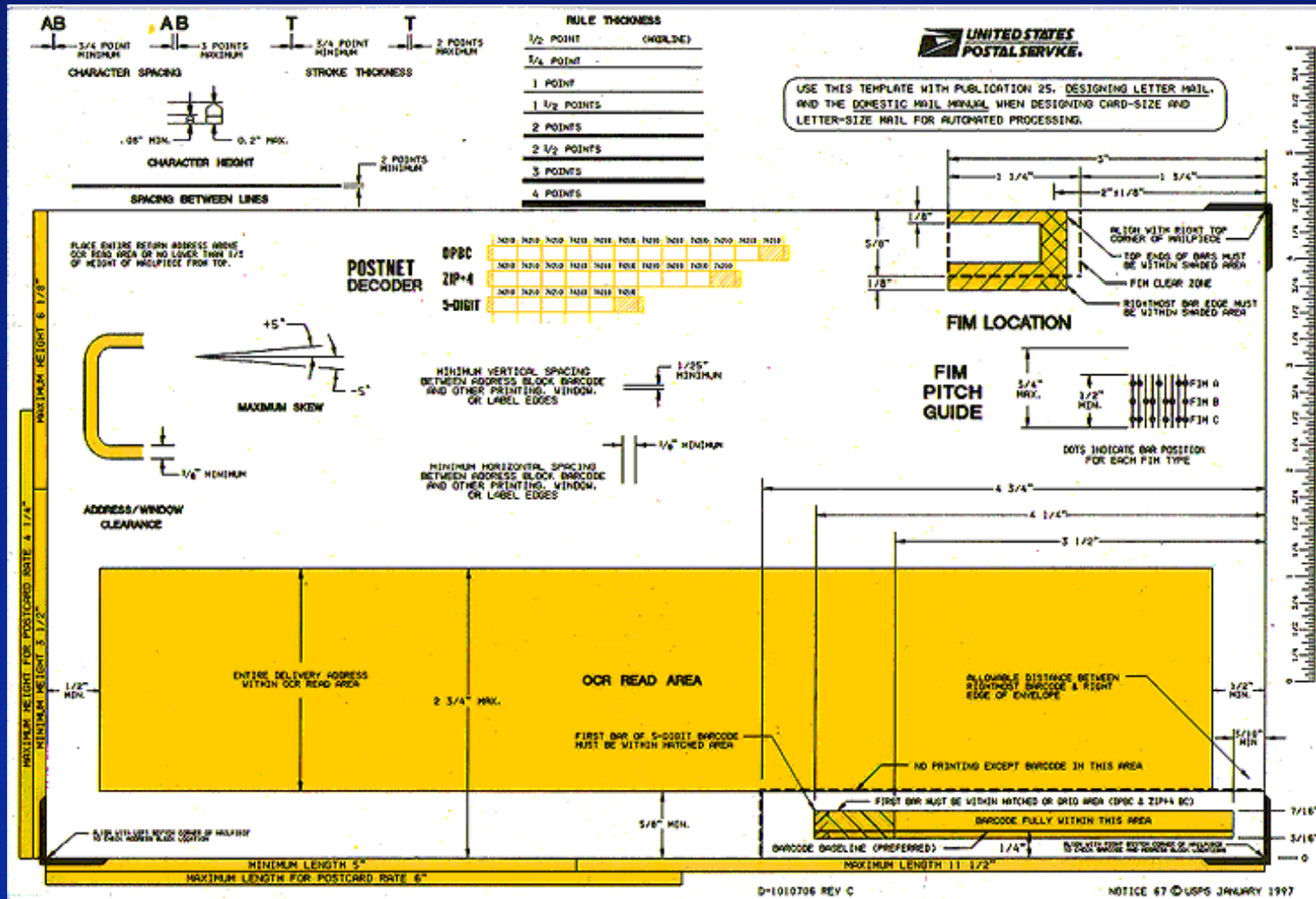
Letters



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UNITED STATES POSTAL SERVICE NOTICE 67

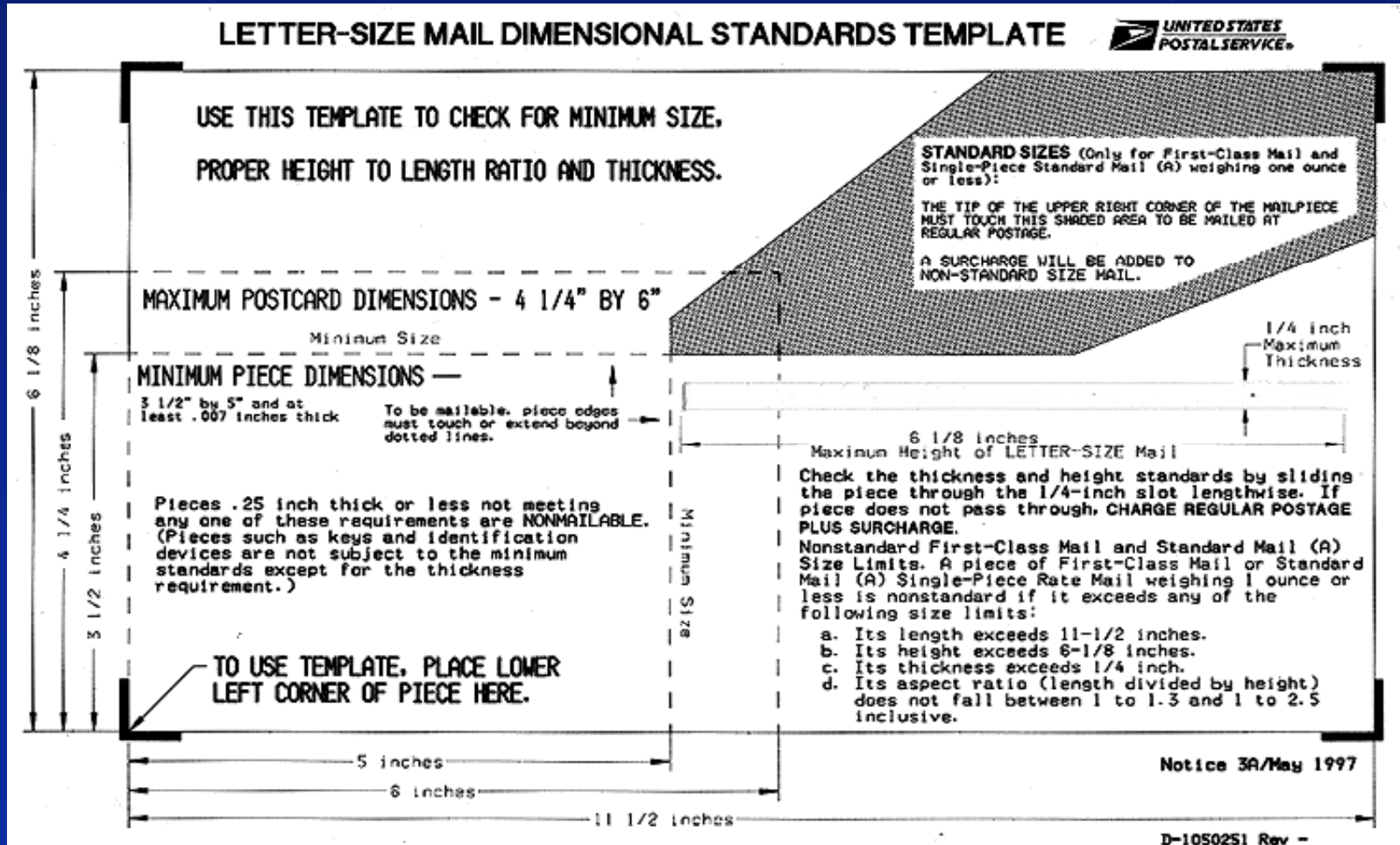


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UNITED STATES POSTAL SERVICE

NOTICE 3A

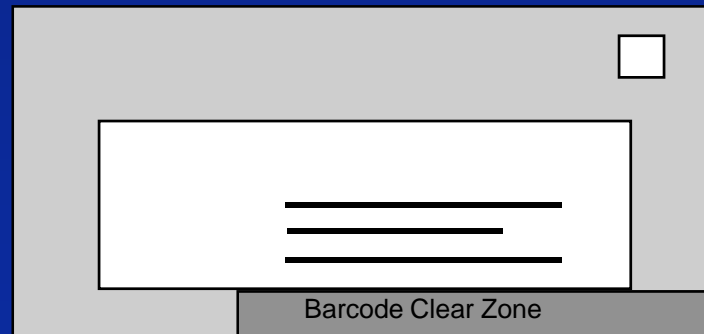
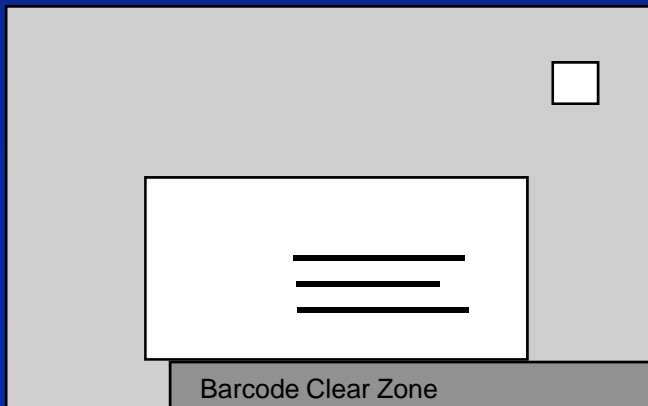
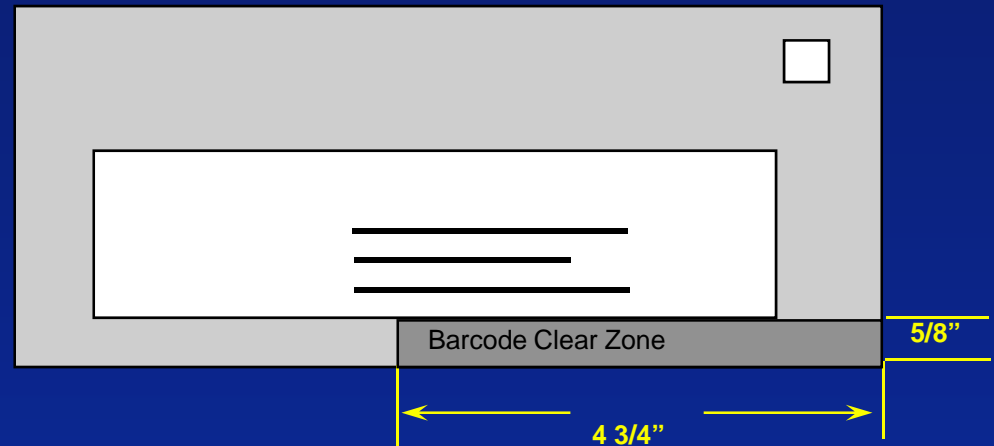
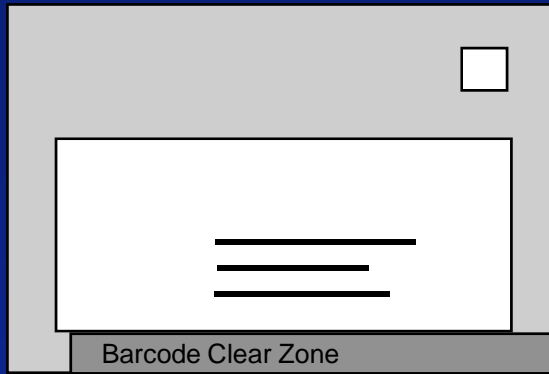


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UNITED STATES POSTAL SERVICE BARCODE CLEAR ZONE

Postal Applied Barcodes



5/18/2012



UNITED STATES POSTAL SERVICE PLACEMENT OF INFORMATION

Return Address and Endorsement



Top
Third

APPLETREE POINT
123 MAPLE ST.
WASHINGTON DC 20260-6801



ADDRESS SERVICE REQUESTED 3

Postage

ADDRESS SERVICE REQUESTED 1

ADDRESS SERVICE REQUESTED 4

ADDRESS SERVICE REQUESTED 2



DEBBIE DOOLE
1234 SPURS ST
SAN ANTONIO TX 78284-9623

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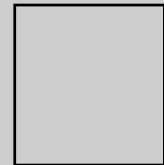


UNITED STATES POSTAL SERVICE PLACEMENT OF INFORMATION

Logos and Teaser Copy



APPLETREE POINT
123 MAPLE ST.
WASHINGTON DC 20260-6801
RETURN POSTAGE GUARANTEED



Limited Time Offer

DEBBIE DOODLE
1234 SPURS ST
SAN ANTONIO TX 78284-9623




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UNITED STATES POSTAL SERVICE DESIGNING FOR AUTOMATION

Letters

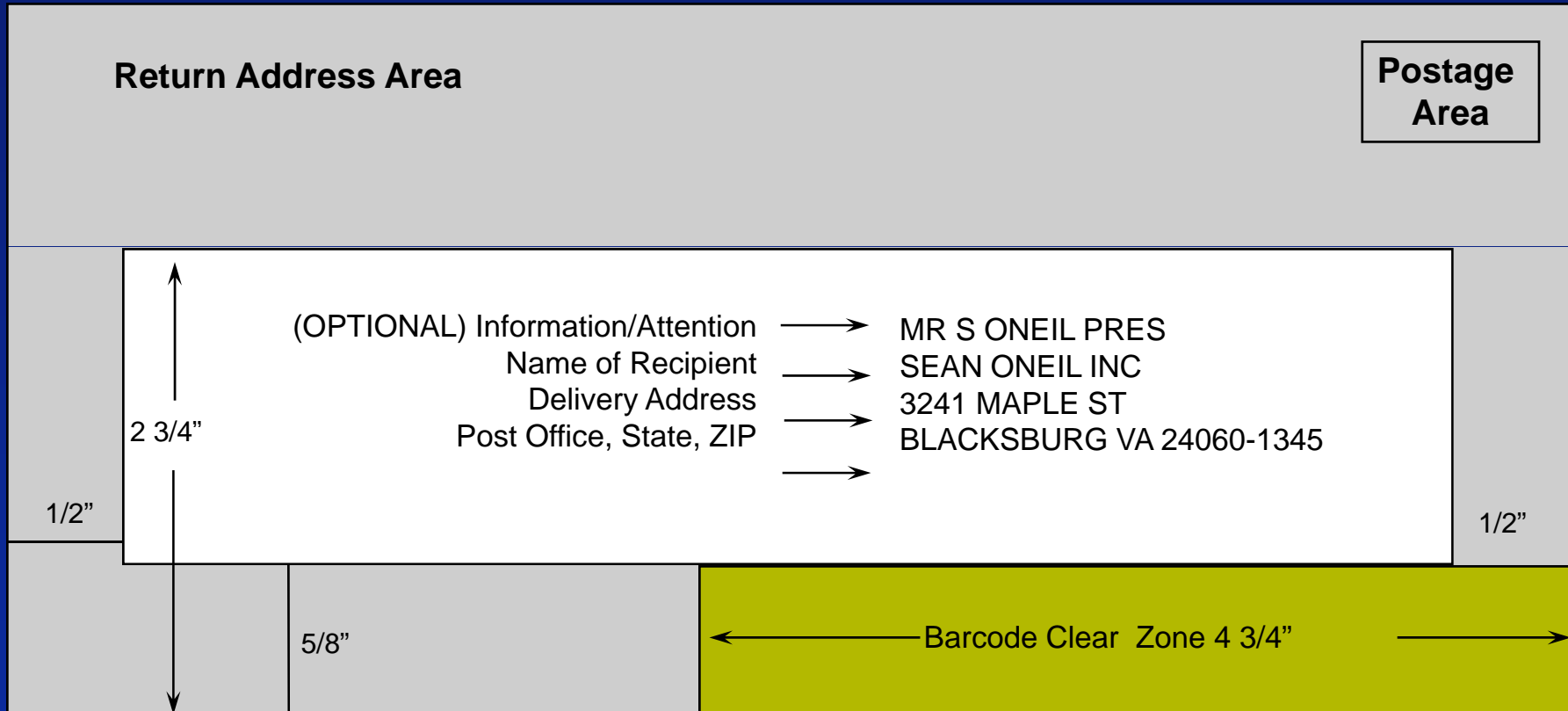
- **Physical Characteristics**
- **Placement of Information**
-  **Readability**

5/18/2012



UNITED STATES POSTAL SERVICE ADDRESS INFORMATION

Readability



5/18/2012



UNITED STATES POSTAL SERVICE

AUTOMATED PROCESSING

OCR Readable Type Fonts

CENTURY

ALL BUT THE KITCHEN SINK INC.
1234 EAST DR
NEW BEDFORD MA 02740-3461

ARIAL

ALL BUT THE KITCHEN SINK INC.
1234 EAST DR
NEW BEDFORD MA 02740-3461

TRADE GOTHIC

ALL BUT THE KITCHEN SINK INC.
1234 EAST DR
NEW BEDFORD MA 02740-3461

UNIVERS

ALL BUT THE KITCHEN SINK INC.
1234 EAST DR
NEW BEDFORD MA 02740-3461

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UNITED STATES POSTAL SERVICE

Address Format

Non-Address Data	→	FELO 1225-66H
Information/Attention	→	KAREN MAGAZINO
Name of Recipient	→	NATIONAL POSTAL FORUM
Delivery Address	→	801 MOUNT VERNON PLACE NW
City, State, ZIP+4	→	WASHINGTON DC 20001-3614

Dual Delivery Addresses:

Mail will be delivered to

→ **GRAND PRODUCTS INC**
100 MAJOR ST
PO BOX 200
NEW YORK NY 10001-0200

5/18/2012



UNITED STATES POSTAL SERVICE READABILITY

Insert Shift

A diagram illustrating a correct postage meter stamp placement. A large green checkmark is on the left. A blue triangle is drawn around the stamp, with two blue boxes labeled "1/8" indicating the height of the stamp's top and bottom edges. The stamp is rectangular and contains the following text:

MATT HELM
67 THUNDER LN
CANOGA PARK CA 91309-7922

FIRST CLASS
ZIP+4
US POSTAGE PAID
CANOGA PARK CA
PERMIT NO 1

SALLY SMITH
123 MAIN STREET
WASHINGTON DC 20260-6801

A diagram illustrating an incorrect postage meter stamp placement. A large red 'X' is overlaid on the stamp area. The stamp is rectangular and contains the following text:

MATT HELM
67 THUNDER LN
CANOGA PARK CA 91309-7922

FIRST CLASS
ZIP+4
US POSTAGE PAID
CANOGA PARK CA
PERMIT NO 1

MAX SMART
86 K ST SE
WASHINGTON DC 20001

5/18/2012

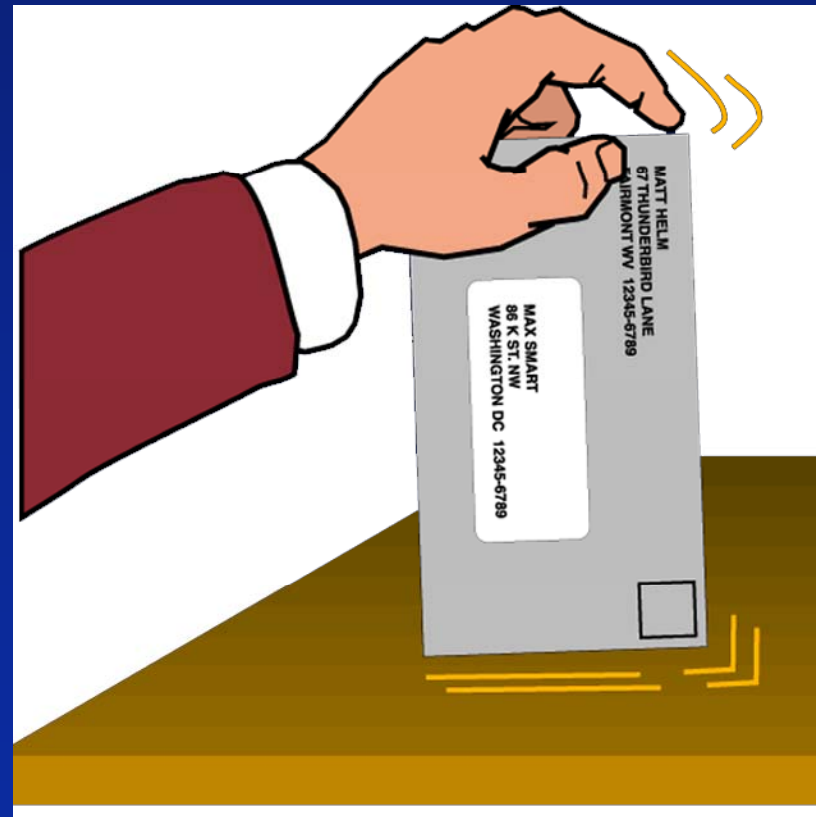
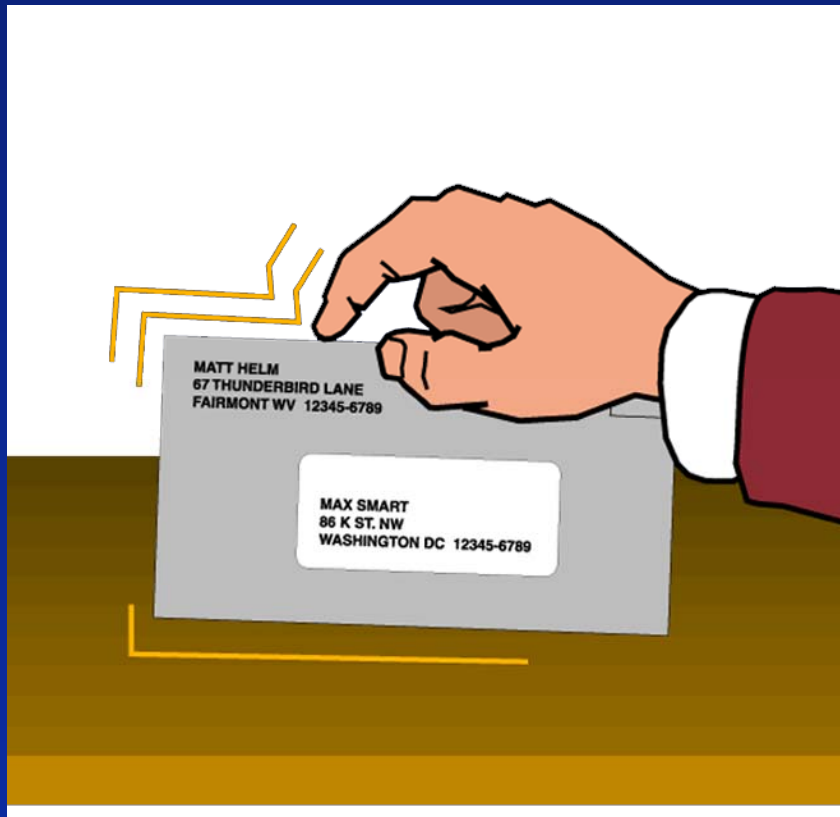


UNITED STATES POSTAL SERVICE

Tap Test

2 taps on bottom

Then 2 taps. on each end



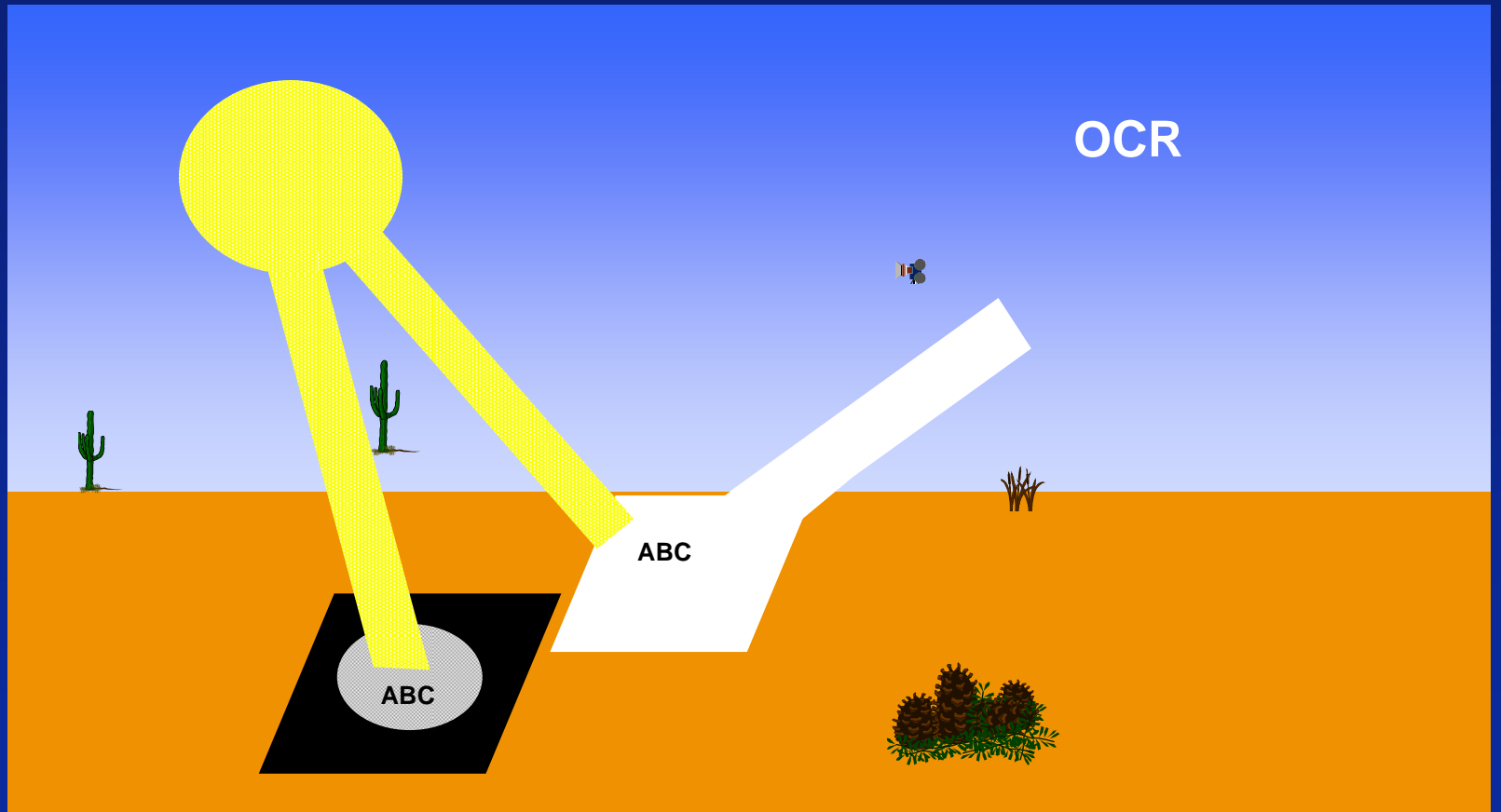
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UNITED STATES POSTAL SERVICE

READABILITY

Reflectance



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UNITED STATES POSTAL SERVICE

Print Contrast



National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

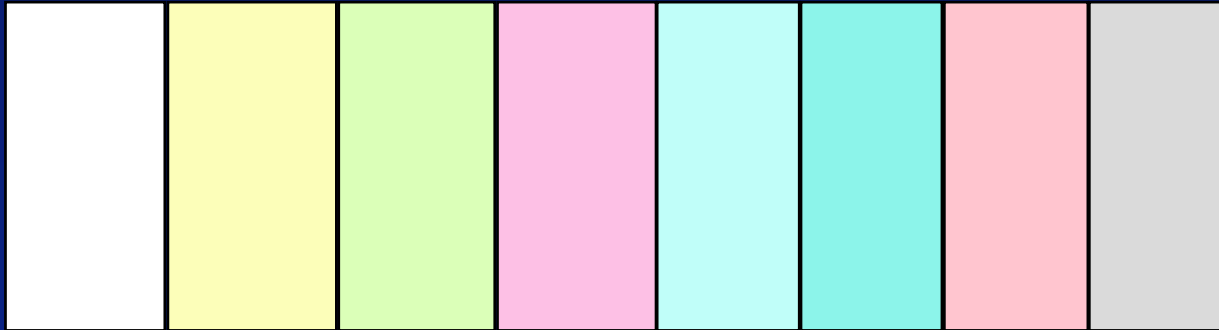
National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614

5/18/2012

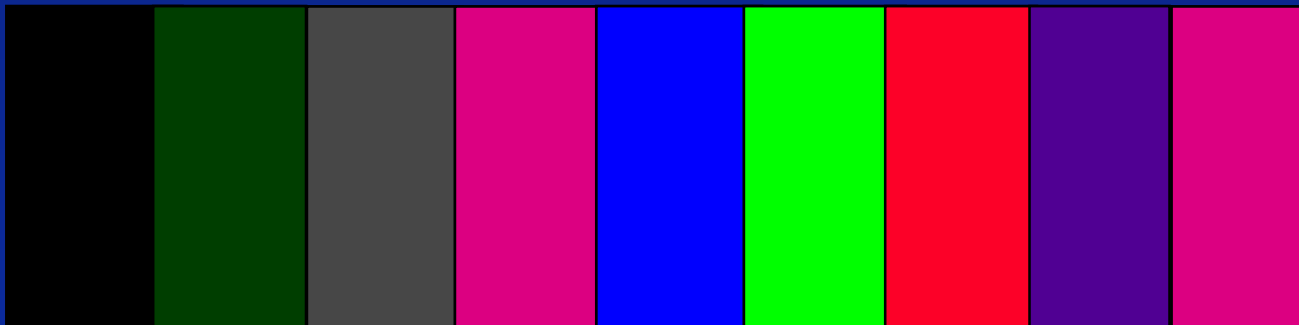


UNITED STATES POSTAL SERVICE

Paper Color



RECOMMENDED: light pastels or neutrals



NOT RECOMMENDED: dark, bright, black, fluorescents

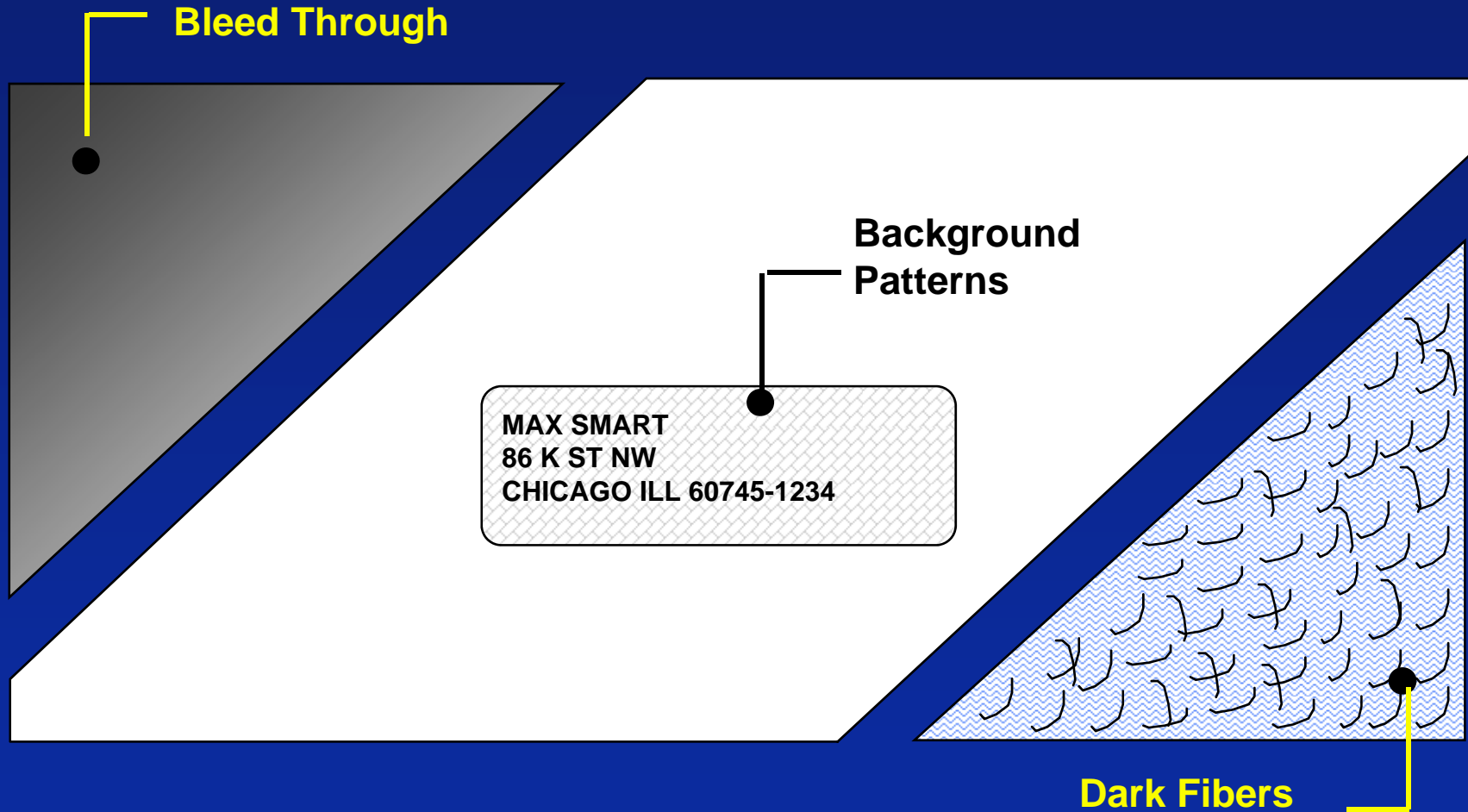
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UNITED STATES POSTAL SERVICE

READABILITY

Background Interference



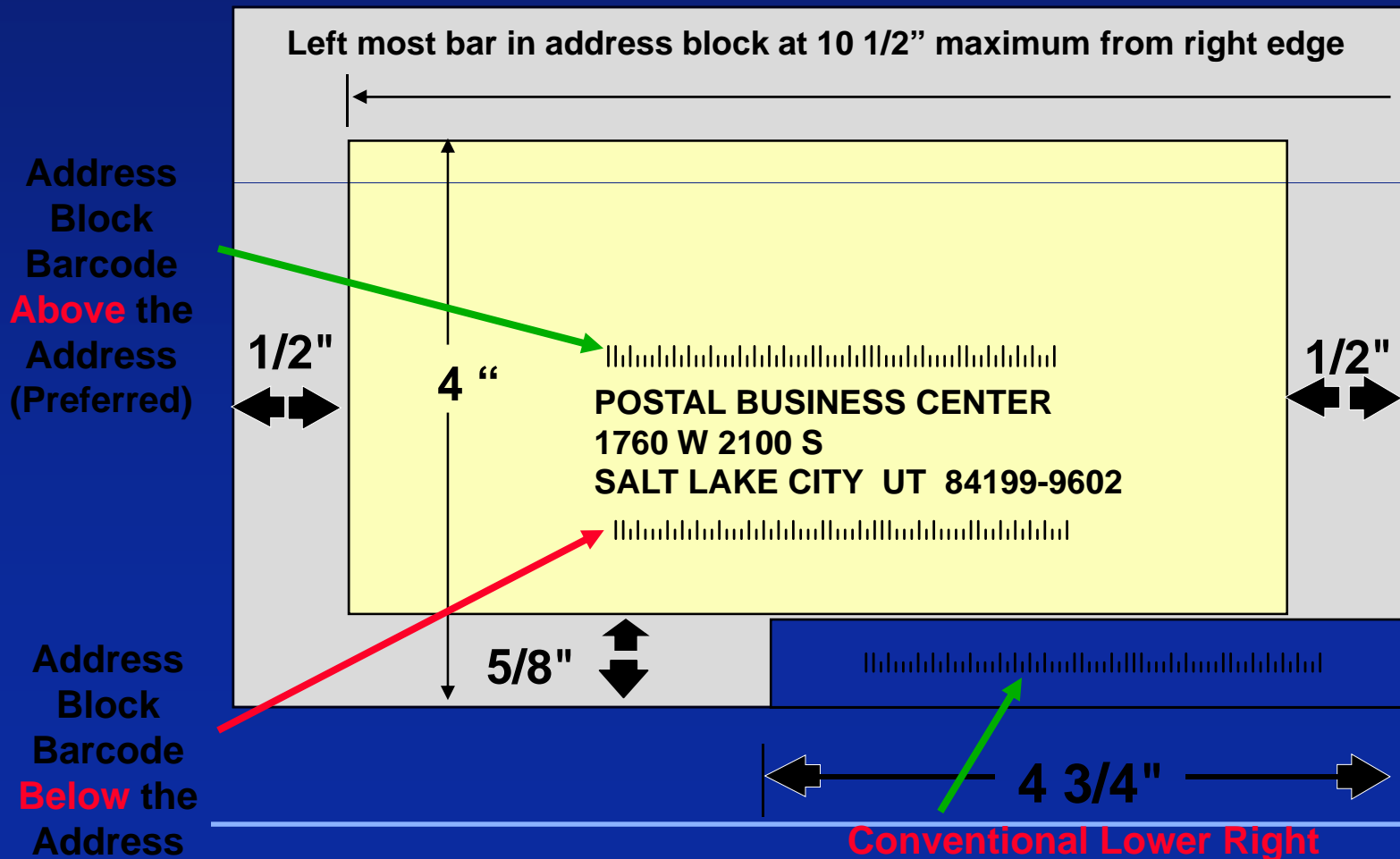
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UNITED STATES POSTAL SERVICE

Barcode Placement

3 DIFFERENT BARCODE LOCATIONS



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UNITED STATES POSTAL SERVICE

Designing Standards for Commercial Flat-Size Mailpieces

Postal Bulletin 22252 March 29, 2009

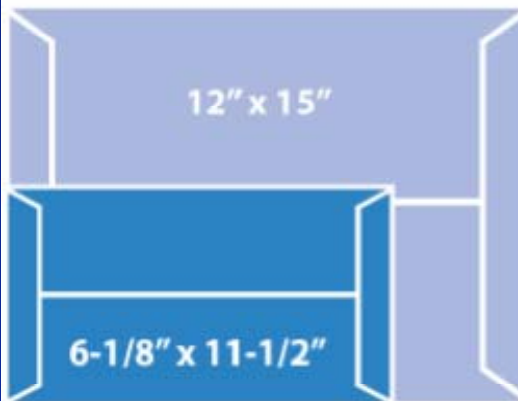
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UNITED STATES POSTAL SERVICE

Flat Design Characteristics

Auto Flats - Must be Rectangular in Shape & Uniform in Thickness (Max. - 3/4")



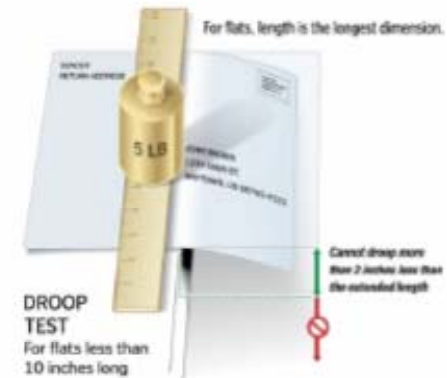
Automated flat-sized mailpieces must have a smooth & regular shape.

Commercial Flats Must be Flexible



Flat-sized mailpiece is flexible if it can bend at least 1-inch vertically without being damaged and it does not contain a rigid inset.

But Not Too Flexible



Flat-sized mailpieces cannot droop too much. Commercial flat-sized mailpieces must pass deflection standards.

*Deflection criteria effective June 2010

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UNITED STATES POSTAL SERVICE



UNITED STATES
POSTAL SERVICE

Flat Design > 10 inches long

For flats, length is the longest dimension.



DROOP TEST
For flats 10 inches
or longer

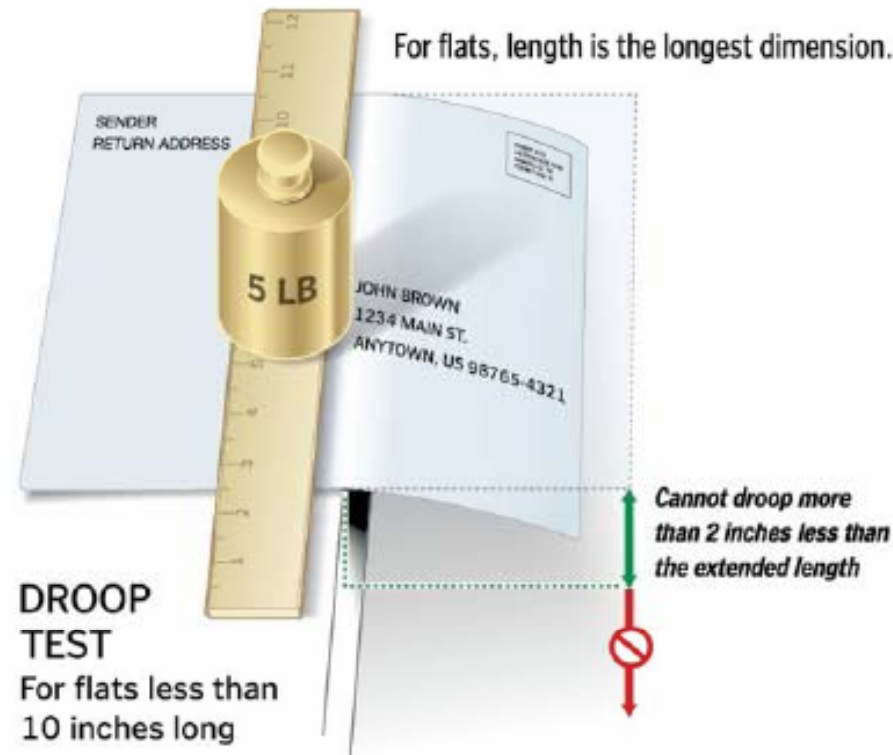
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UNITED STATES POSTAL SERVICE

Flat Design < 10 inches long

Commercial flats must meet deflection criteria



- A 9-inch piece is extended 4.5 inches and can droop 2.5 inches.
- An 8-inch piece is extended 4 inches and can droop 2 inches.
- A 7-inch piece is extended 3.5 inches and can droop 1.5 inches.

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UNITED STATES POSTAL SERVICE



UNITED STATES
POSTAL SERVICE

Flat Design > 10 inches long

For flats, length is the longest dimension.



DROOP TEST
For flats 10 inches
or longer

5/18/2012



UNITED STATES POSTAL SERVICE

New Address Standards

New standards for the delivery address on commercial flats specify:

- **Minimum type size**
- **Horizontal and vertical character spacing**
- **Placement within the top half of the mailpiece**



UNITED STATES POSTAL SERVICE

Address Characteristics

Minimum Size

- **All presorted and carrier route flats must be addressed using at least 8-point type.**
 - Each letter or figure must be at least 0.080 inch high.
- **Flats using the Intelligent Mail barcode may use 6-point type if the address is printed in all capital letters.**
 - Each letter or figure must be at least 0.065 inch high.

5/18/2012



UNITED STATES POSTAL SERVICE

Standard Mail Format

Address Placement

The new placement standards apply to all Periodicals, Standard Mail, and Package Services flats mailed at presort, carrier route, and automation prices.

They do not apply to First-Class Mail!

5/18/2012



UNITED STATES POSTAL SERVICE

Address Placement

The delivery address must be entirely within the top half of the mailpiece.



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Address Placement

Placement of the “top” is:

- Either of the shorter edges on enveloped or polywrapped pieces, and on all Carrier Route (or ECR) Saturation pieces.
- The upper edge when the spine is placed on the right-hand side of an unenclosed piece.

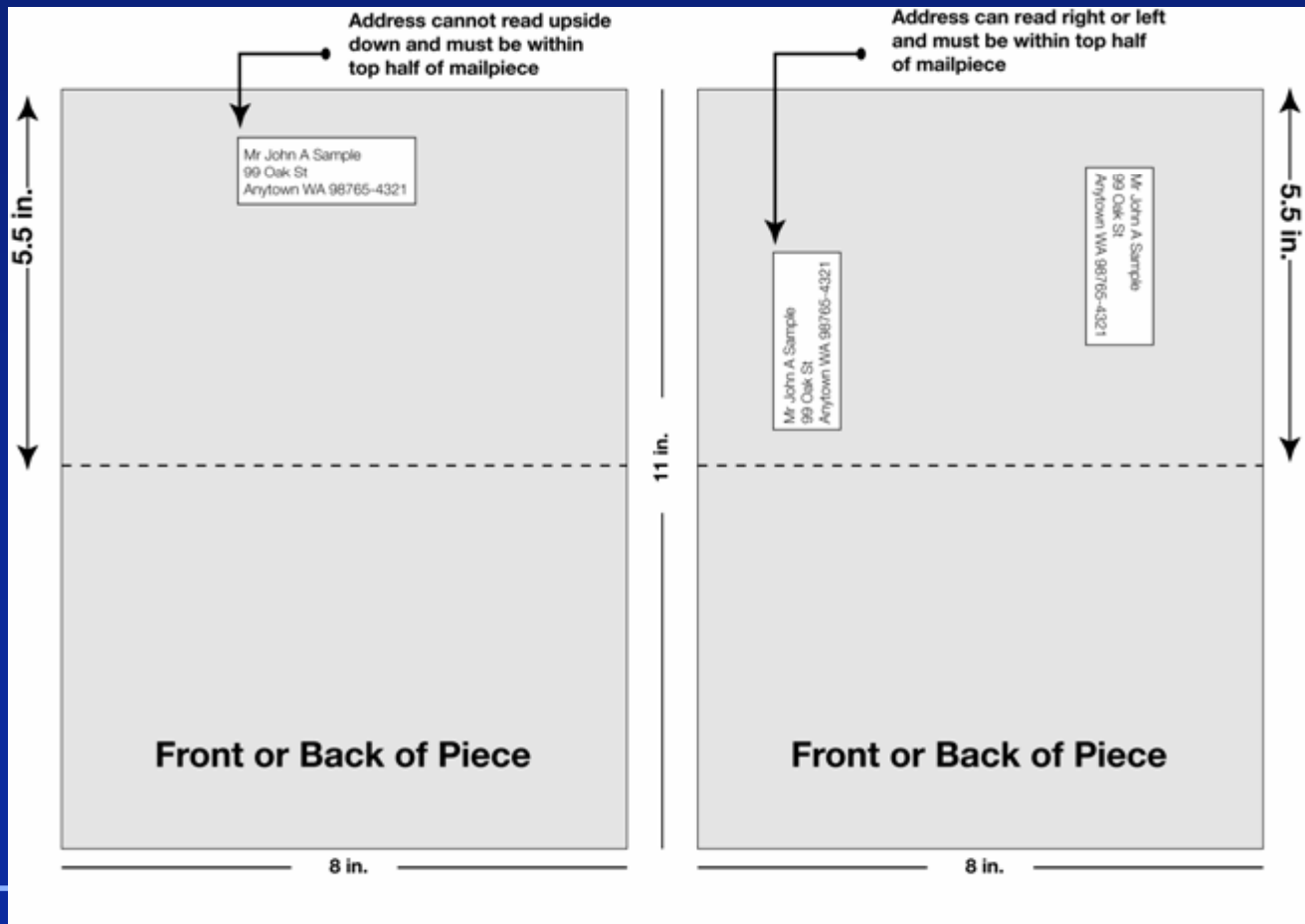
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UNITED STATES POSTAL SERVICE

Address Placement

Top half portion of the flat



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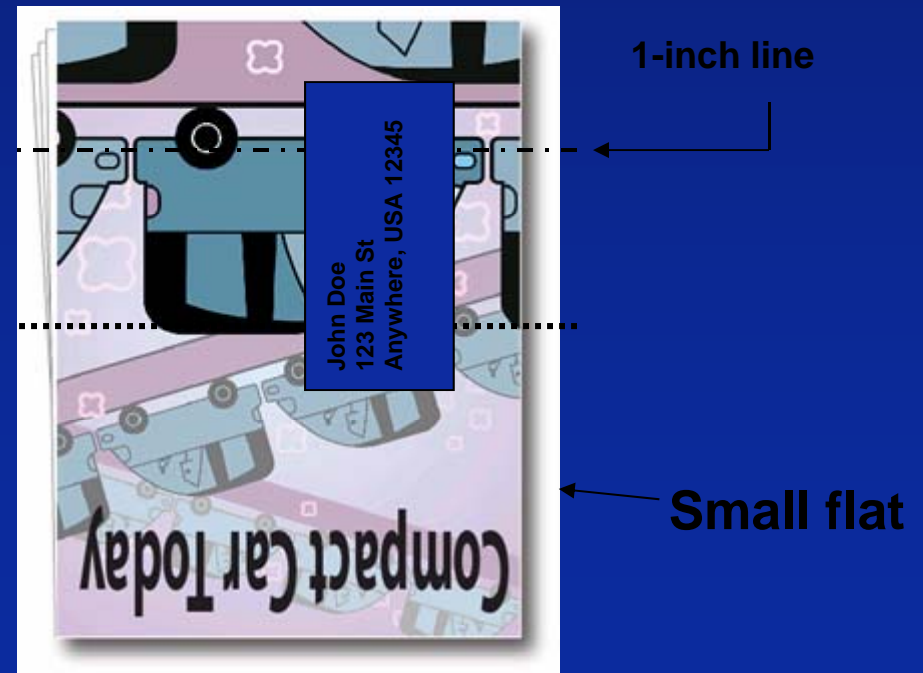


UNITED STATES POSTAL SERVICE

Address Placement

“Vertical” address may cross midpoint if it begins or ends within 1 inch of top edge

Important for digests and other small flats.



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UNITED STATES POSTAL SERVICE

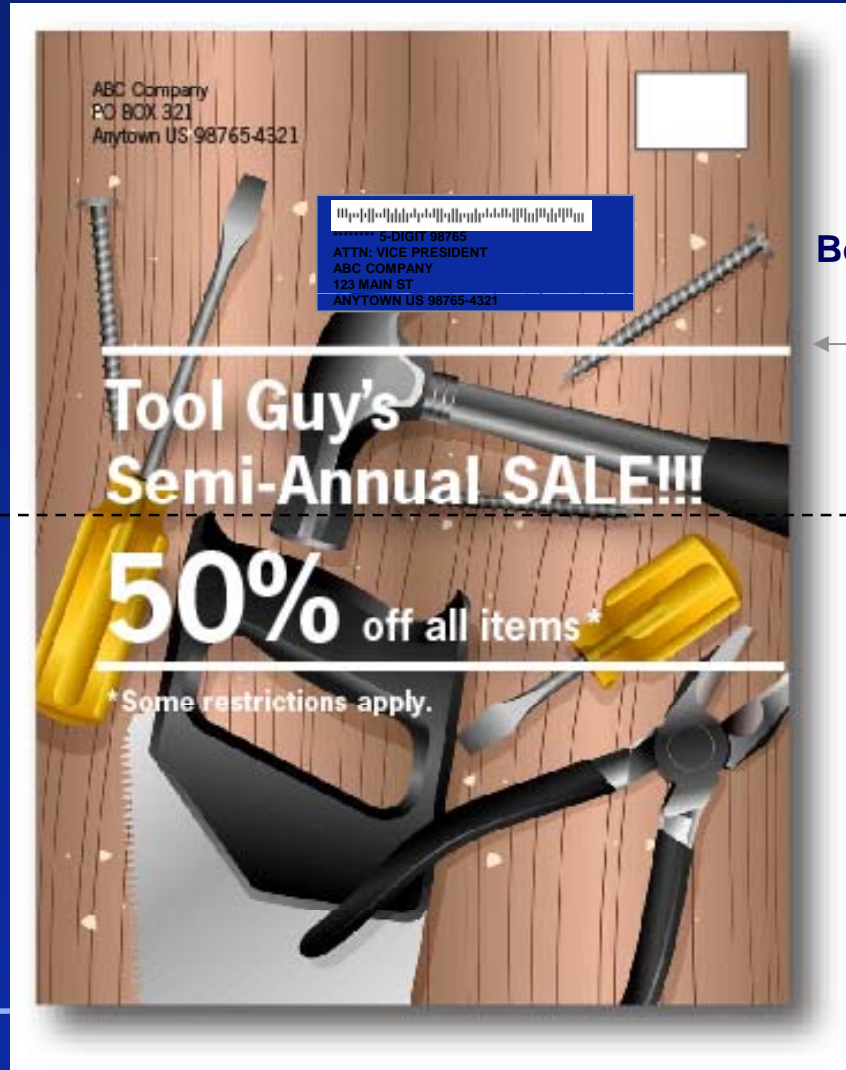
Address Placement

Catalog Example

Top half

Bound edge

Usually addressed
on back cover



5/18/2012



UNITED STATES POSTAL SERVICE

Address Placement

Magazine Example

Top half

Bound edge

Usually addressed
on front cover



5/18/2012



UNITED STATES POSTAL SERVICE

Address Placement

Polywrapped

When the address is on a loose enclosure polywrapped with the host piece, at least the first half-inch of the address must remain within the top half throughout processing and delivery.

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UNITED STATES POSTAL SERVICE

Address Placement

Magazine in Polywrap Example

Top half

1/2-inch line

Often addressed on a loose enclosure



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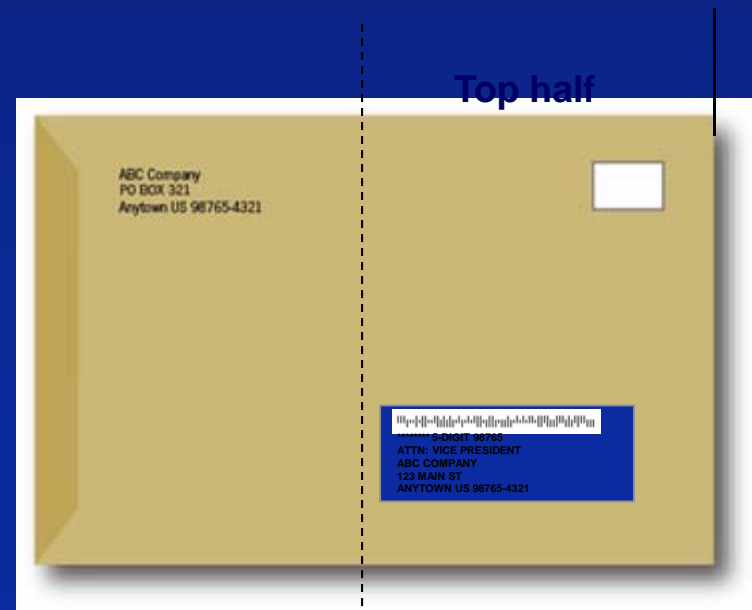
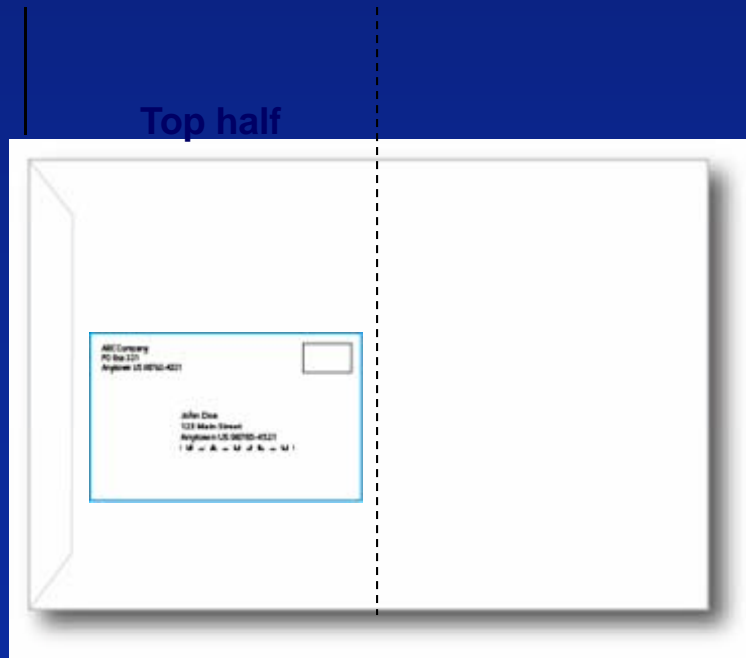


UNITED STATES POSTAL SERVICE

Address Placement

Large Envelope Examples

Horizontal format is fine:



5/18/2012



UNITED STATES POSTAL SERVICE

MAILPIECE DESIGN FOR AUTOMATION



Visit our websites at:

www.usps.com

<http://pe.usps.gov/>

<http://ribbs.usps.gov/>