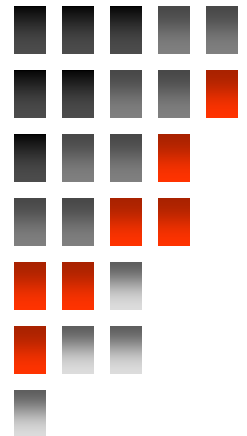
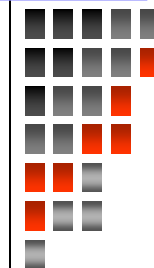




# Mailpiece Quality



**Presented by: Russell Boyd**



# What am I mailing?

- **Mailable**

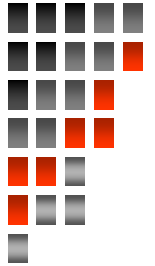
- Is your piece mailable?

- **Machinable**

- Can your piece be processed through USPS automated equipment?

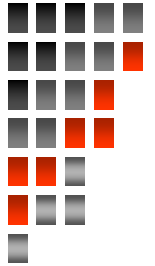
- **Automatable**

- Is your piece barcoded and automation compatible?



# Agenda

- **Classes of Mail**
  - First-class Mail
  - Standard Mail
- **Mail Processing Categories**
  - Postcard
  - Letter
  - Flat
  - Parcel
- **Mailpiece Characteristics**
  - Dimensions
  - Aspect Ratio
  - Plastic covering
  - Odd-Shaped items
  - Flexibility
  - Paper Stock
  - Reflectance
  - Print Contrast



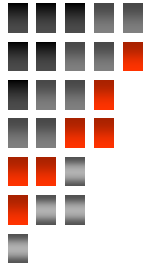
# Classes of Mail

- **First-class Mail**

- 1-3 day delivery time
- Mail forwarded or returned to sender at no additional charge
- Ancillary service endorsements available
- Single piece or quantity discounts/500 pieces or more
- Bills, statements or handwritten and/or personal correspondence
- Closed against inspection

- **Standard Mail**

- 7-10 day delivery time
- If undeliverable mail can be disposed of by USPS.
- Ancillary service endorsements available
- Single piece not available – must mail 200 pieces or more
- Printed Matter, circulars, pamphlets, catalogs, newsletters, direct mail & merchandise
- Can be opened and inspected by USPS
- Non-profit mail



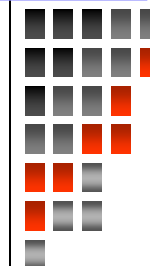
# New Shape Based Prices

## Shape Matters:      **First Class Mail**

**2 oz Letter      59¢**

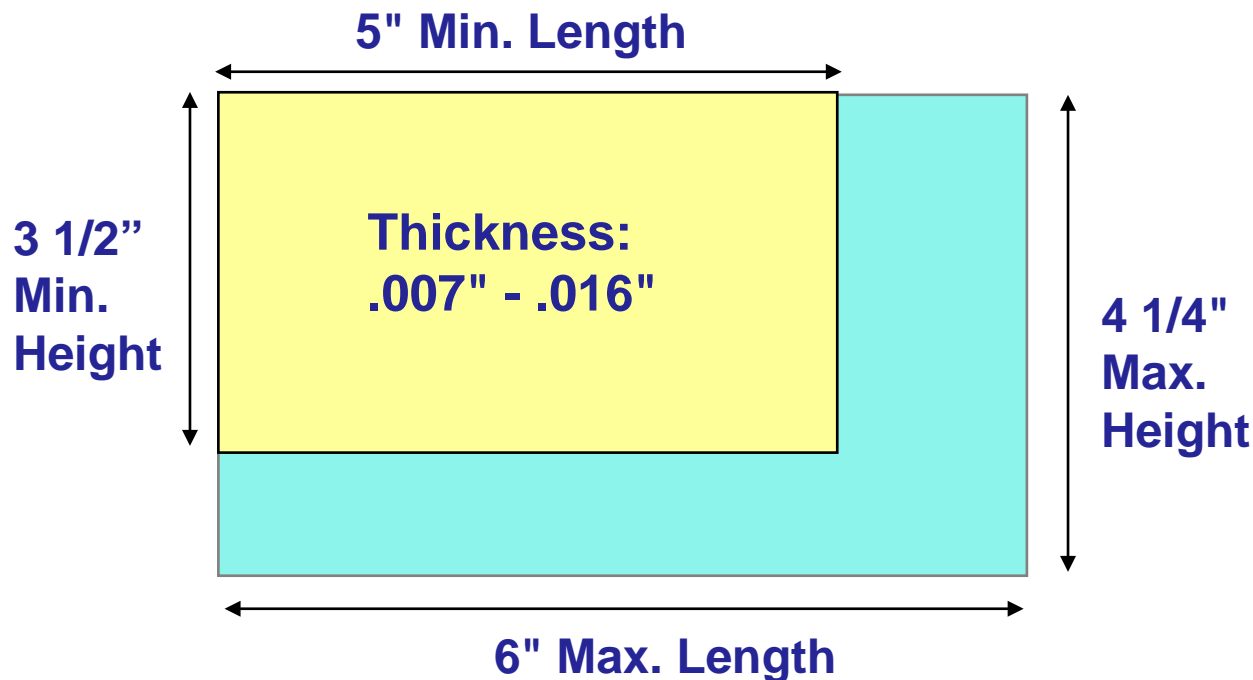
**2 oz Flat      \$1.00**

**2 oz Package      \$1.34**



# Mailpiece Quality - Postcard Dimensions

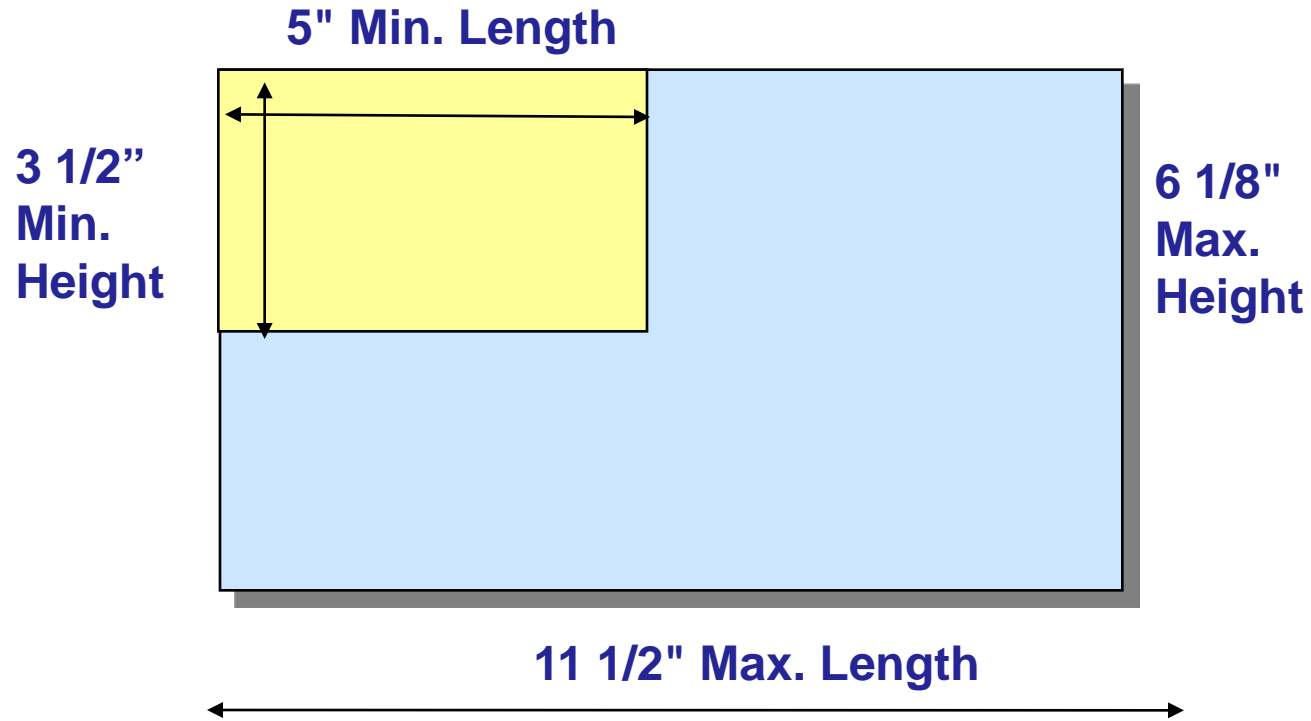
- First-Class Postcard Rate



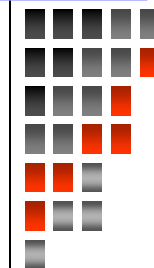
	<u>Minimum</u>	<u>Maximum</u>	<u>First-Class Mail</u> <u>Price</u>
Length	5 inches	6 inches	
Height	3-1/2 inches	4-1/4 inches	
Thickness	0.007 inch	0.016 inch	\$0.27



# Mailpiece Quality - Letter-size Dimensions

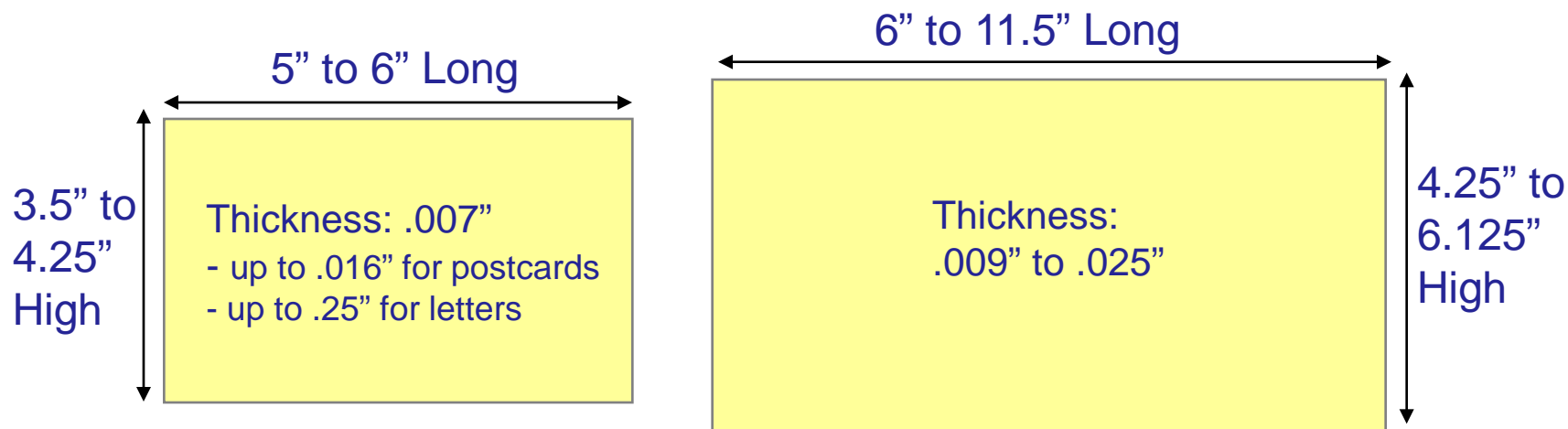


	Minimum	Maximum	Weight not over (ounces)	First-Class Mail Price
Length	5 inches	11-1/2 inches	1	\$0.42
Height	3-1/2 inches	6-1/8 inches	2	\$0.59
Thickness	0.007 inch	<b>1/4 inch</b>	3	\$0.76
			3.5	\$0.93

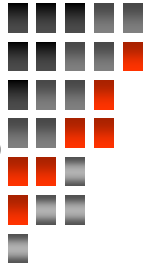


# Mailpiece Quality - Letters Thickness

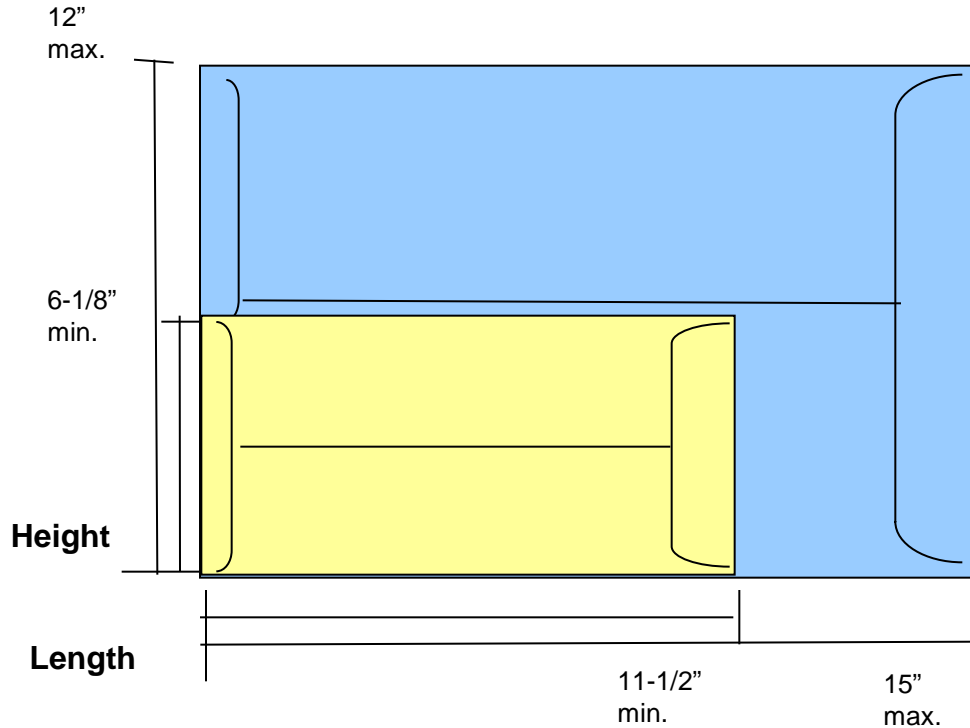
- **Pieces exceeding 4 1/4" X 6" and less than .009" thick cannot be mailed**



- **Automation letter rate pieces must meet the above dimensions**



# Mailpiece Quality - Flat-size Dimensions

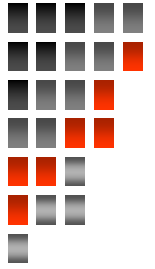


Weight not over (ounces)
1
2
3
4

First-Class Mail Price
\$0.83
1.00
1.17
1.34

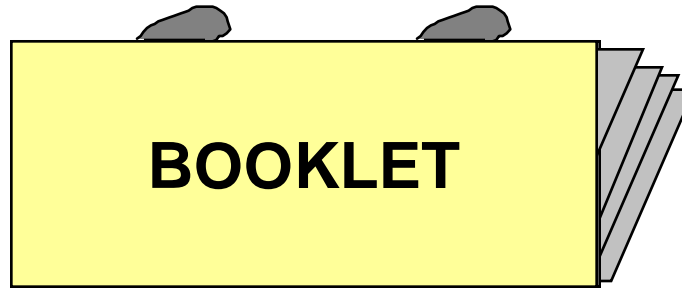
	Minimum*	Maximum
<b>Length</b>	<b>11-1/2"</b>	<b>15 "</b>
<b>Height</b>	<b>6-1/8 "</b>	<b>12 "</b>
<b>Thickness</b>	<b>1/4 inch</b>	<b>3/4 inch</b>

\*Flats exceed at least one of these dimensions



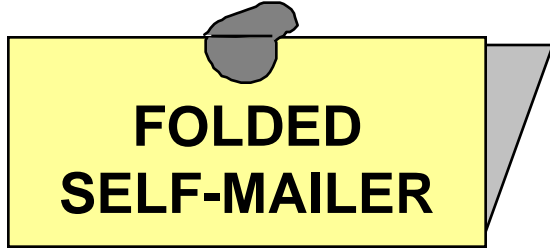
# Self-folded Mailers

Tabs  
Wafer Seals  
Spot Glue



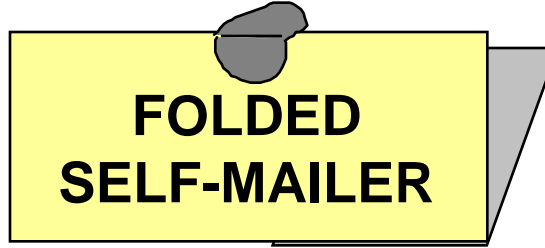
**BOOKLET**

**20 lbs.**



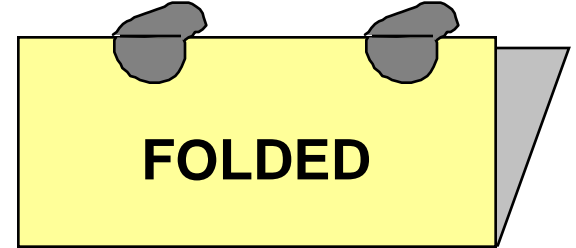
**FOLDED  
SELF-MAILER**

**Single Sheet  
28 lbs.**



**FOLDED  
SELF-MAILER**

**Multiple Sheets  
24 lbs.**

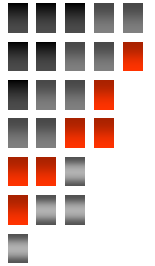


**FOLDED**

**Single/Multiple Sheets  
20 lbs.**

**Is the fold on top? If so, two tabs are required on the bottom (1" in from either side).**

**When saddle stitched, spine MUST be on the bottom.**



# Non-machinable Surcharges

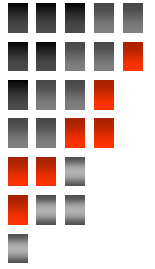
## Examples of Letter Nonmachinability:

**Rigid or contains odd-shaped items, such as:  
Keys, Coins, Pencils, Pens, etc...**

**The delivery address is not parallel to the  
longest side of the mailpiece**

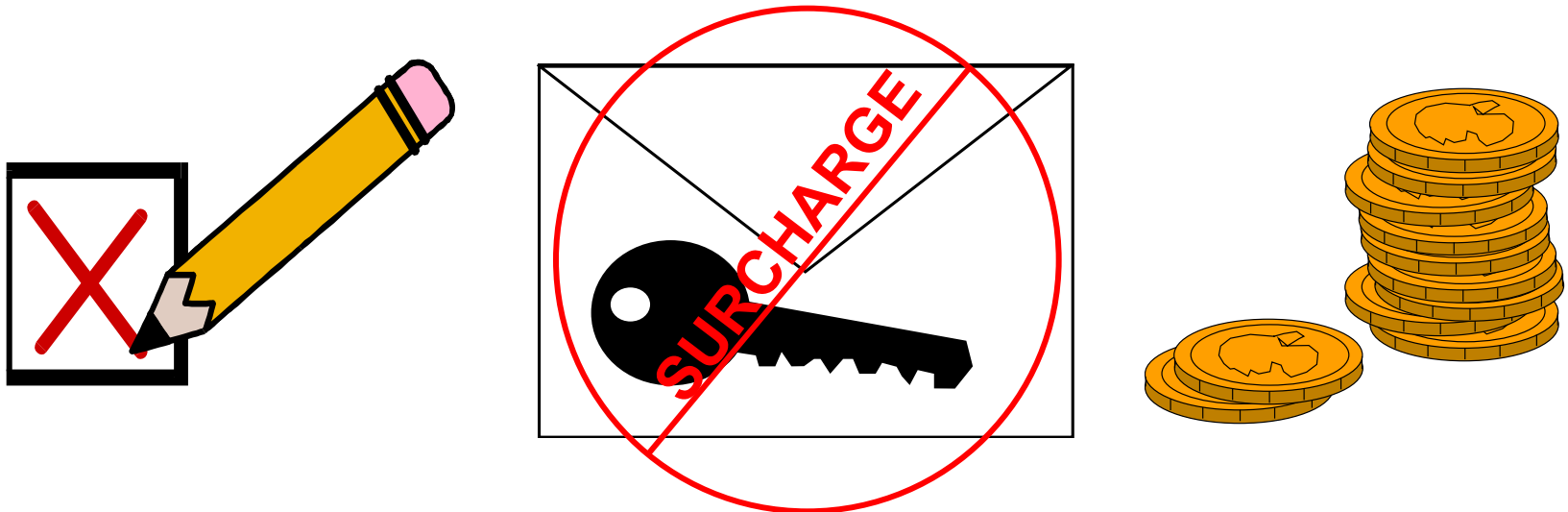
**Has clasps, strings, buttons, or similar closure  
devices**

**Enclosed in plastic material**

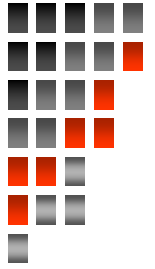


## Odd-Shaped Items – Letters & Flats

- **Contains items such as pens, pencils, or loose keys or coins that cause the thickness of the mailpiece to be uneven**

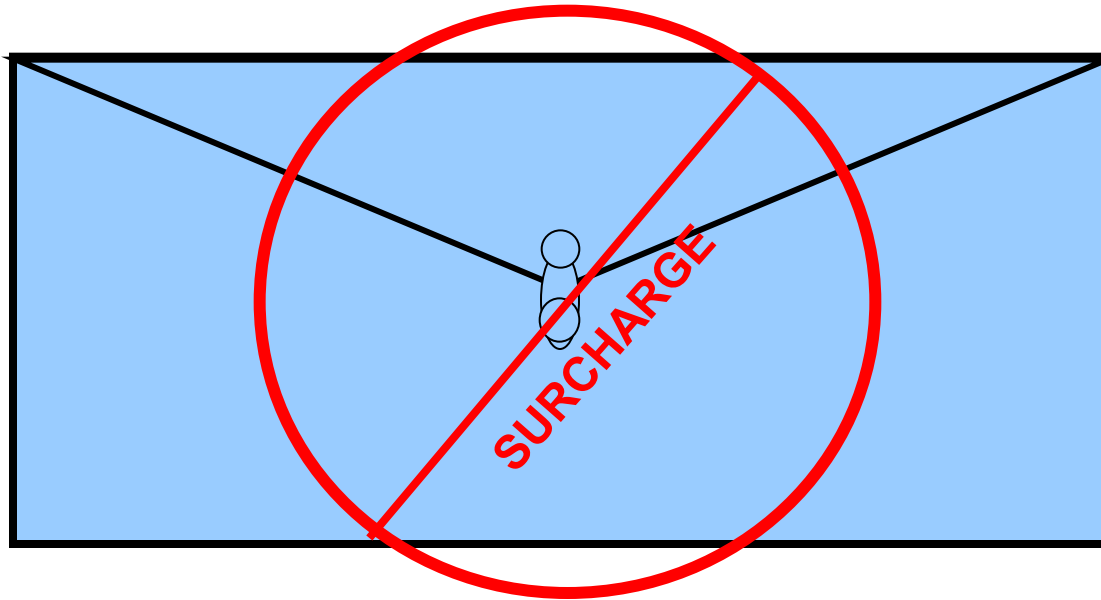


- **Also not permitted on automation-rate letter-size or flat-size mail**

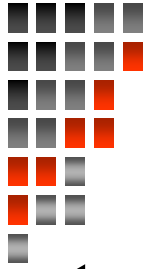


# Closure Devices – Letters Only!

Has claps, strings, buttons, or similar closure devices



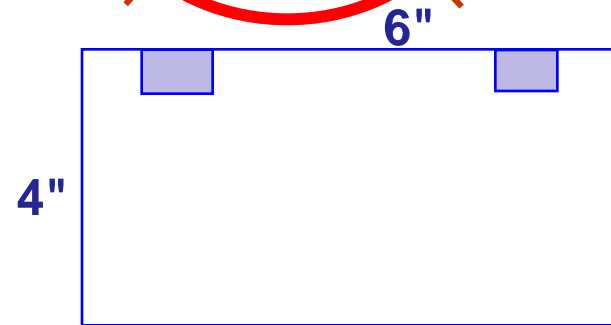
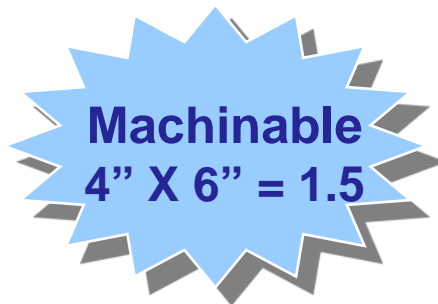
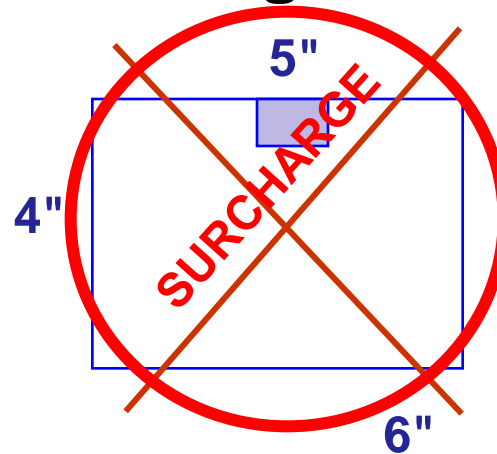
Also not permitted on automation-rate letter-size mail.



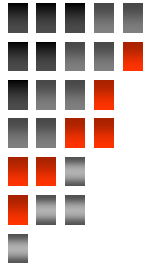
# Aspect Ratio – Letters Only

- Aspect ratio (length divided by height) does not meet spec if less than 1.3 or greater than 2.5

Non-machinable  
 $4'' \times 5'' = 1.25$

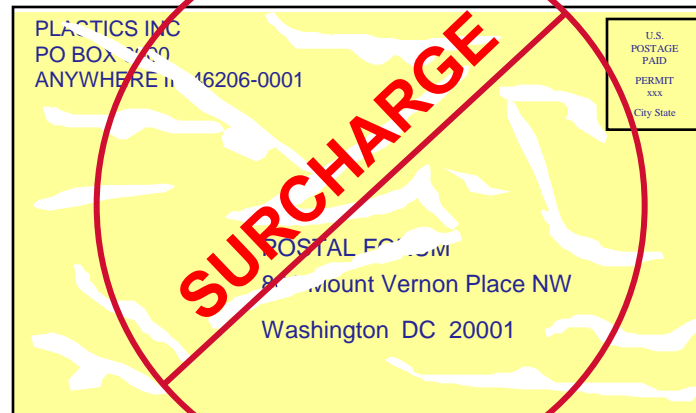


- Also applicable for automation or Qualified Business Reply Mail rates



# Plastic Covers – Not for Letters!

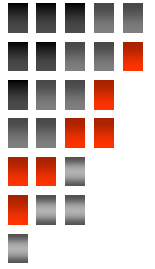
- Is polybagged, polywrapped, or enclosed in any plastic material OK?



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

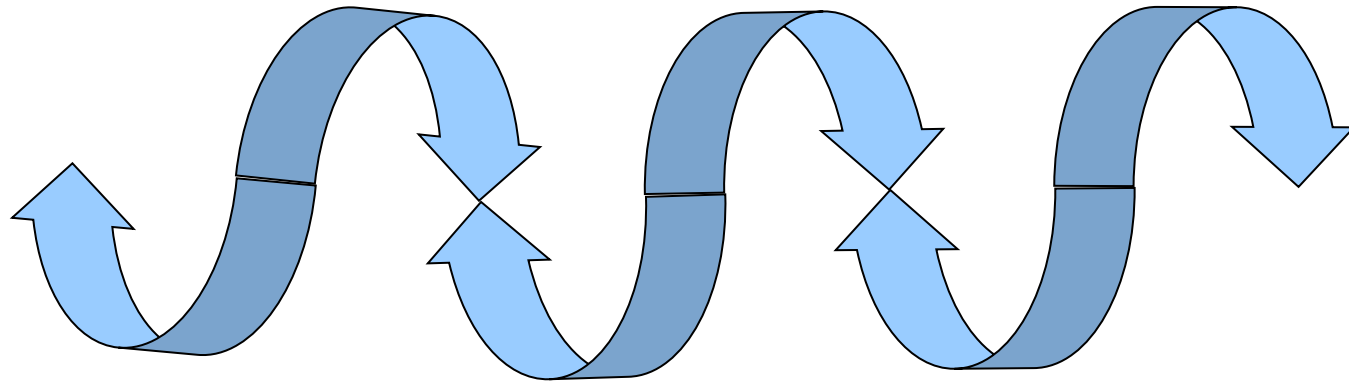
- Also not permitted on automation-rate size mail

**letter-**



# Automating Your Mailpieces Flexibility Letters

- **Is too rigid (does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn)**



- **Automation-rate letter-size mail must be flexible**



# Flats and Large Envelopes

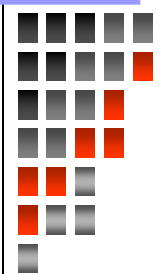
## Nonmachinable Large Envelopes

**Large envelopes with the following characteristics are subject to package prices:**

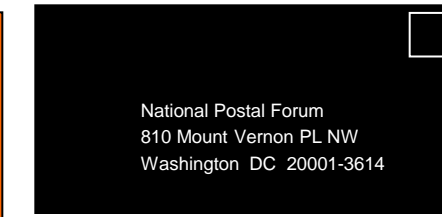
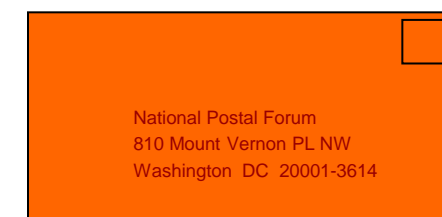
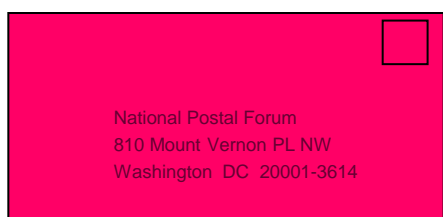
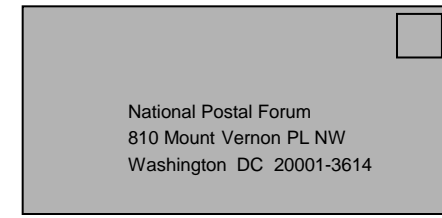
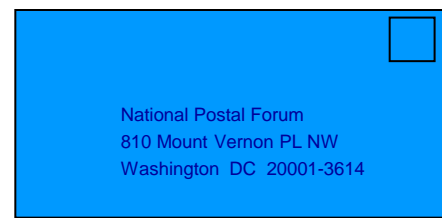
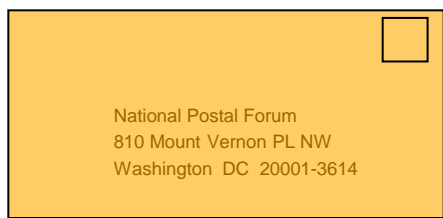
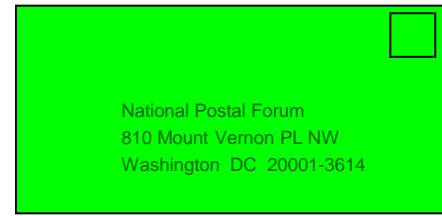
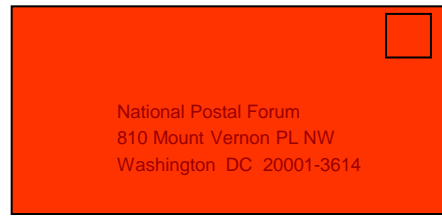
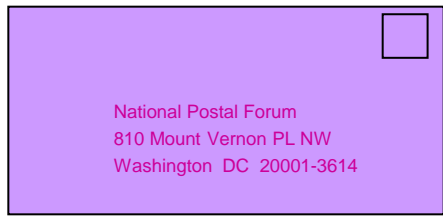
**Not flexible (Rigid)**

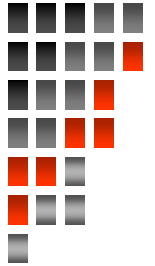
**Not rectangular (Squares are considered rectangular)**

**Not uniform in thickness (1/4" variation in thickness allowed)**



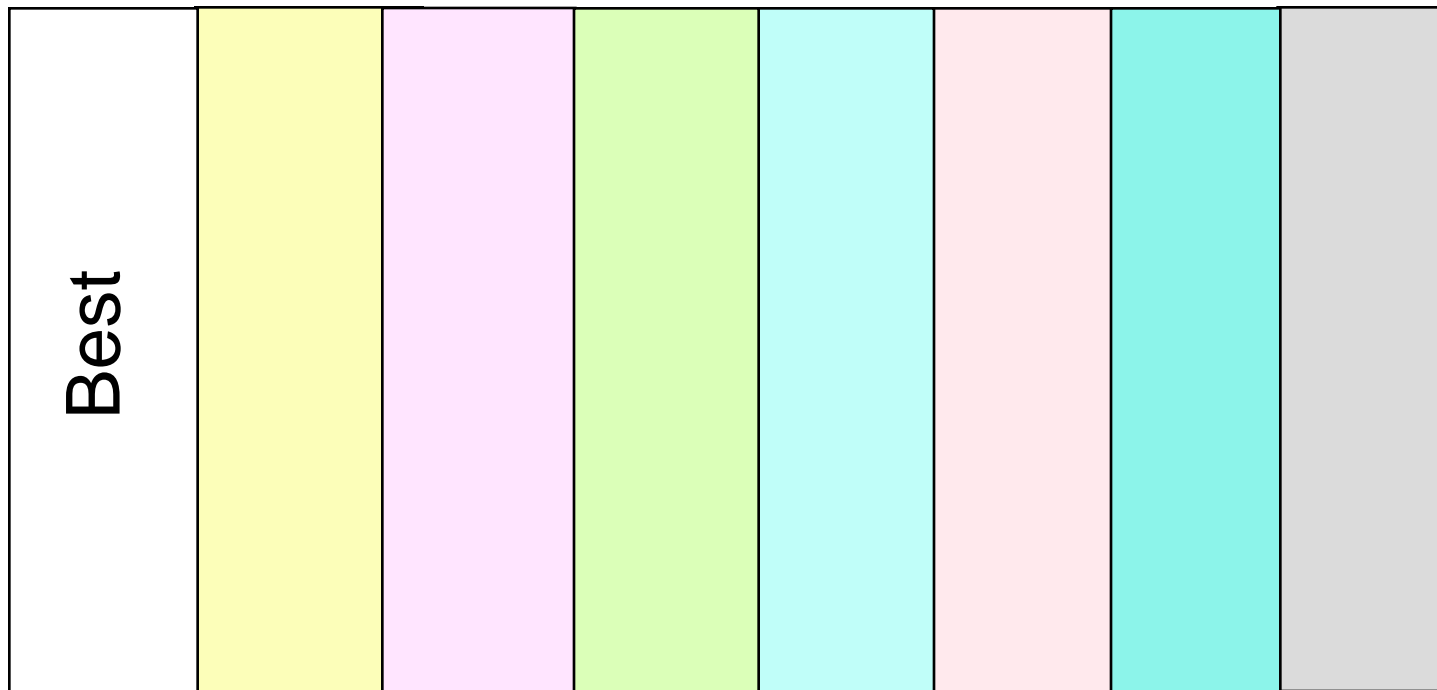
# Mailpiece Quality - Print Contrast





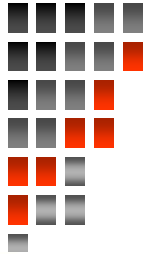
# Mailpiece Quality - Choose the Right Colors – Letters & Flats

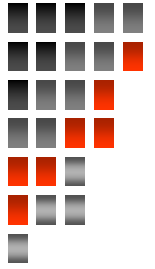
- **White paper/black ink is BEST!**
- **Pastel colors with dark ink work**



# Quality “Not-to-do’s” Incompatible Materials

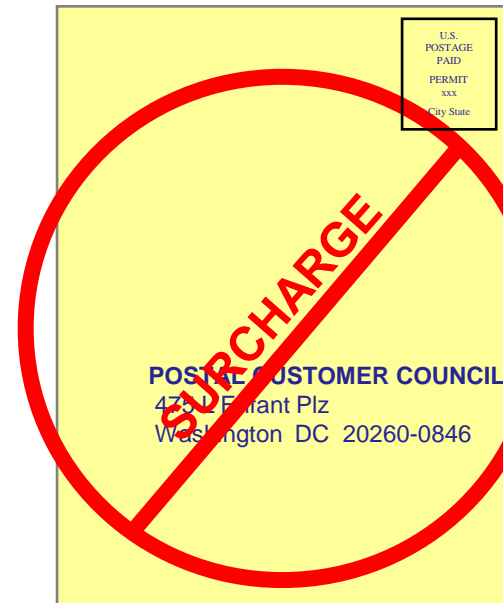
- Textured/Glossy Paper
- Metallic Paper
- Fluorescence/  
Phosphorescence
- Some Recycled Paper  
Dark Fibers
- Security Patterns
- 15% Maximum Contrast
- Opacity





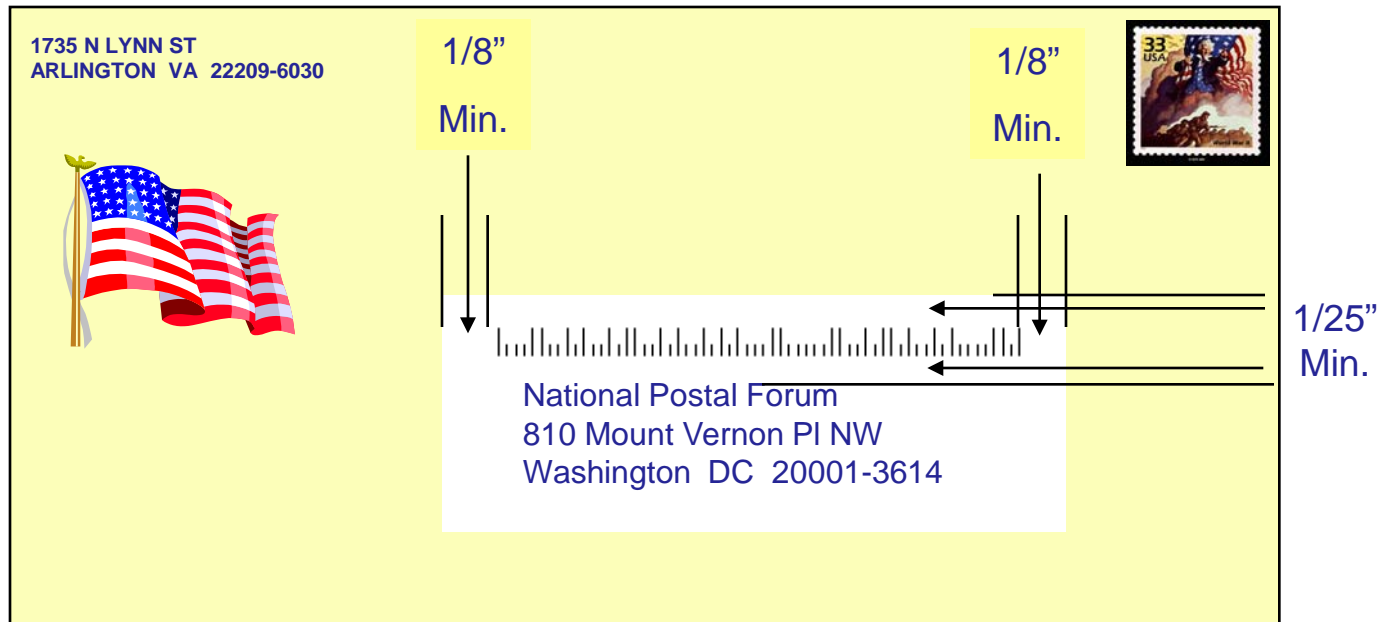
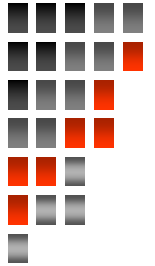
# Building Quality – Letters & Flats Address Orientation

- **Has a delivery address parallel to the shorter dimension of the mailpiece**



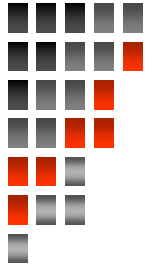
- **Automation rates require that the delivery address be parallel to the longest dimension**

# Building Quality Barcode Clearance & Window Insert Shift

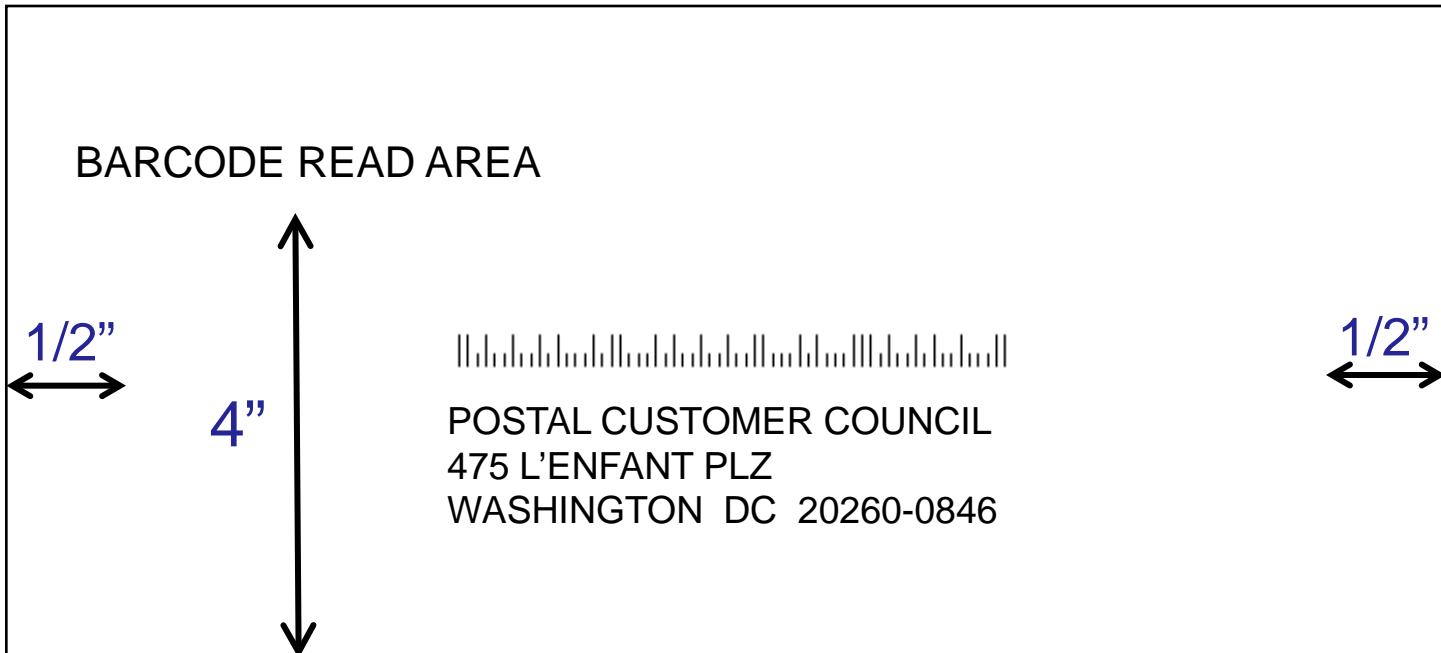


**Allow a clear space of 1/8" to the left and right and 1/25" above and below between the barcode and printing to the window or label edge**

**Maximum weights for automation rate mail are listed in DMM C810.2.3**

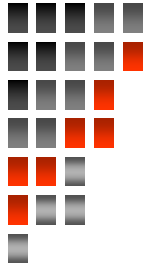


# Quality Mailpieces Barcode Placement - Letters



**Barcode must be within 4" of mailpiece bottom and at least 1/2" from right or left edge**

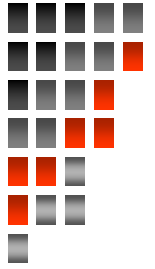
**Entire address block and barcode must be at least 5/8" from bottom**



# New from the USPS

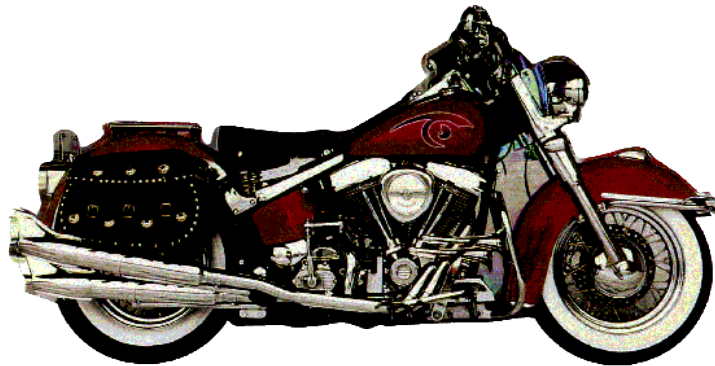
- **Customized *MarketMail*** – your mailpiece no longer needs to be a square or rectangle, any size or shape can now be mailed\*.

\*Specific rules and regulations apply to these mailpieces.

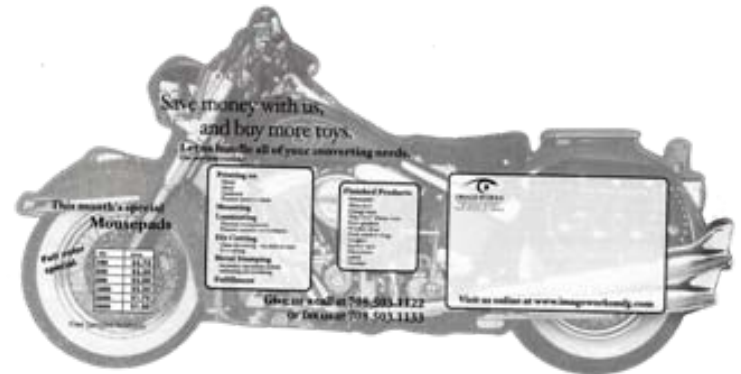


# Customized *MarketMail*

**A Creative Tool for Advertisers & Marketers**

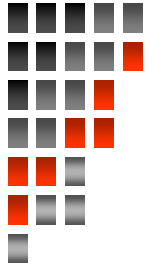


***High-Impact Design***



**Relevant Offer**

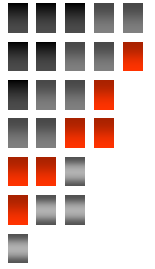
**Innovative Customized *MarketMail* pieces help advertisers and direct marketers break through the *mailbox clutter* and enhance response rates**



# Customized *MarketMail*

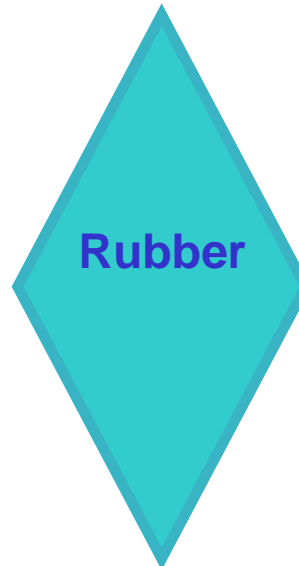
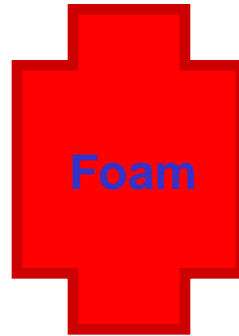
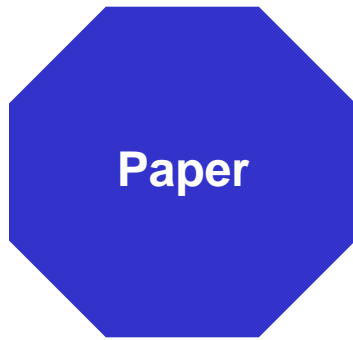
## Maximum Creative Flexibility

- **Customized *MarketMail* provides generous size and weight options**
  - **Height:** 3 ½" to 12"
  - **Length:** 5" to 15"
  - **Thickness:** 0.007" to ¾"  
Non-uniform thickness  
Voids and holes within piece
  - **Weight:** May not exceed 3.3 ounces



# Customized *MarketMail*

**Virtually Unlimited Creative Options**

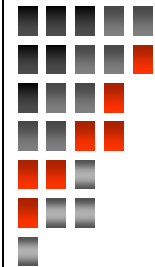




# Customized *MarketMail*

## So What's the Catch?

- **CMM pieces must be flexible enough to allow placement in smaller mailboxes**
- **A CMM mailing must contain a minimum of 200 pieces**
- **CMM pieces must be delivered to the Postal Service's Delivery Unit's by the customer**
- **There is no forwarding or "Return to Sender" for undeliverable as addressed CMM pieces; undeliverable pieces will be discarded**
- **"Current Resident" or "Occupant Addressee" endorsement required on all CMM pieces**



# Build Quality Mailpieces Every Time!!



Questions?