



Direct Mailing Requirements Guide

375-7700

Please Remember:

Your TVL representative is happy to analyze your mail piece early in the design process to make sure you're meeting all the requirements to get the best postage rates possible! Or you can call Jennifer Edgar, the USPS Design Analyst at 801-974-2994, or email her at Jennifer.edgar@email.usps.gov.

DIMENSIONS

Measurements (<i>In Inches</i>)	Minimum	Maximum
Postcards	3 ½ X 5	4 1/4 X 6
Letters (includes oversize postcards)	3 ½ X 5	6 X 10 ½
Flats	6 1/8 X 11 ½	12 X 15

RATE CLASSIFICATION

STANDARD - Mailing must have at least 200 pieces. (There is no standard postcard rate, only a first class postcard rate.)

FIRST CLASS - Mailing must have at least 500 pieces.

NON PROFIT - Owner must be registered as a non profit organization with the USPS and use the exact registered name and address in the return address block.

INDICIA SAMPLES:

PRESORTED
STANDARD
U.S. POSTAGE PAID
BOISE, ID
PERMIT NO. 100

PRSRT STD
U.S. POSTAGE PAID
BOISE, ID
PERMIT NO. 100

NONPROFIT ORG
U.S. POSTAGE PAID
BOISE, ID
PERMIT NO. ____

Does your piece meet the requirements for these characteristics?

- Dimension** (See chart to the left)
- Aspect Ratio** (Length by height = 1.3-2.5)
- Thickness** (Min. of 0.009 if larger than 4 1/4 x 6)
- Contrast** (Between paper color & address)
- Folding** (Final fold on the bottom, see your rep.)
- Tabbing** (Varies on finishing, see your rep.)
(Minimum of 2 tabs on folded self-mailers)
(Special tabbing required on booklets)
- Address Block** (Use chart below)
- Indicia** (Check permit number & rate class)

