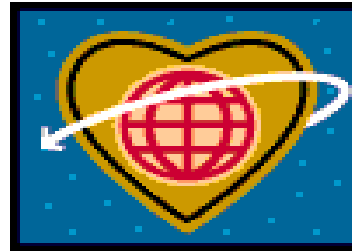


Mailpiece Design With Pricing in Mind



The HEART



**of any mailpiece is
the delivery address**



**UNITED STATES
POSTAL SERVICE®**

Standardized Addressing Format.

<hr/> <hr/> <hr/>	<p>PRESORTED STANDARD U.S. POSTAGE PAID PERMIT 1 NEW YORK NY</p>
<p>MR J BROWN CENTRAL LIBRARY 3915 E CHAIN BRIDGE RD FAIRFAX VA 22030-3999</p>	



Postal Addressing Standards PUB 28



Best resource
for comprehensive
addressing information

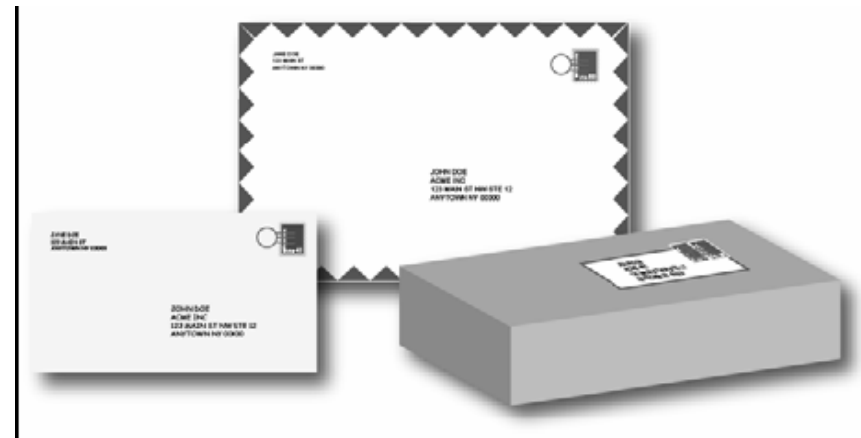
**Postal Addressing
Standards**

Publication 28 July 2008

Available online at
<http://pe.usps.gov/text/pub28/welcome.htm>

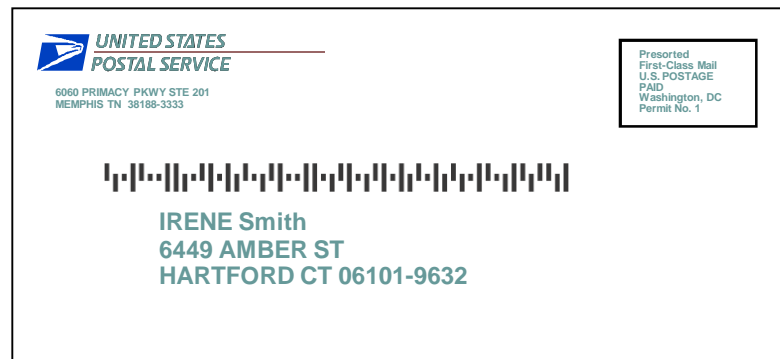
The Postal Service separates all mail into four size categories:

- Postcards
- Letters
- Large envelopes and "flats"
- Parcels



Categories of Mail

- Machinable
- Nonmachinable
- Automation



POSTCARDS - APPLIES TO FIRST-CLASS ONLY**Minimum Size**

- 3-1/2" x 5"
- .007" thick

Maximum Size

- 4-1/4" x 6"
- .016" thick

Two Format Options

- Vertical option with or without rule
- Right half of card dedicated to address and postal information.
- Text and copy can extend to the right side above the delivery address.

great prices. perfect gifts.

Performance Fleece

keeps you really warm
plenty of colors
great for the outdoors
lightweight and washable
a superior product

Item of the Week
half-zip pullover

OLD NAVY
CLOTHING CO.

OLD NAVY
1234 MAIN ST
OREM UT 84058

Presorted
First-Class Mail
U.S. Postage
Paid
Permit #1

1-800-OLD NAVY

PHILIP STRINGHAM
1760 W 2100 S
SALT LAKE CITY UT 84199-9602

4-3/4 X 5/8"

 **Indicia may be in the upper right corner of the mail piece or of the address area**



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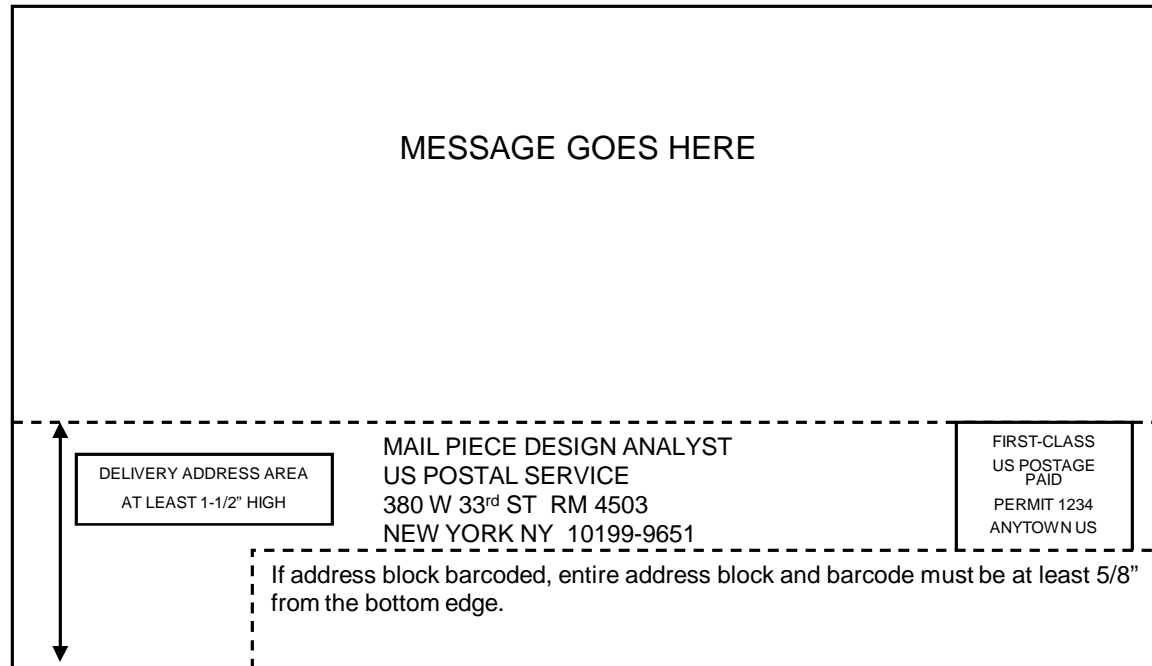
Indicia Here



919-467-2203

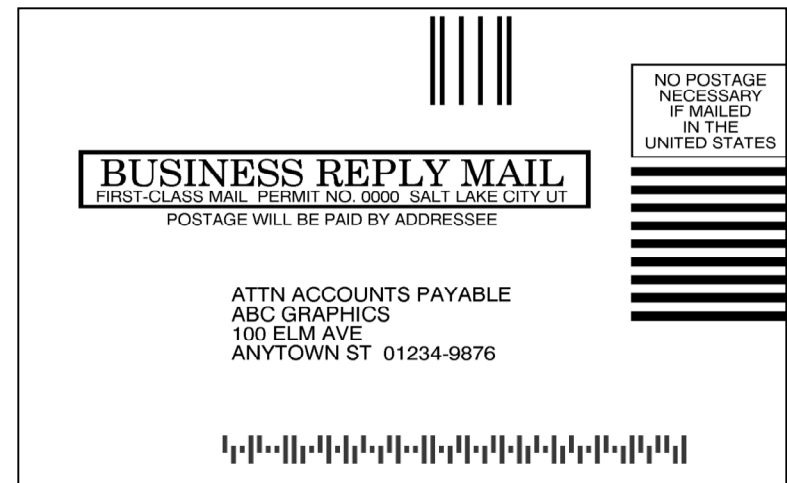


Automation Postcards



Double Postcard – applies to First-Class only

- Consists of two attached cards, one of which is designed to be detached by the recipient and returned by mail as a single card; DMM 201.1.2.8.
- The outgoing double postcard mails at the postcard rate.
- Incoming reply postcard receives the postcard rate.





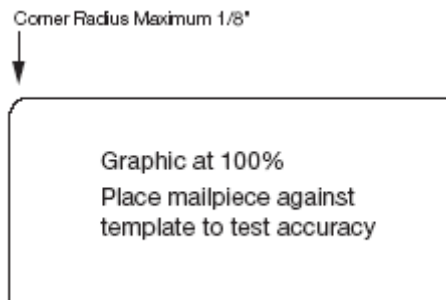
Letters

Letters must be rectangular, with four square corners and parallel opposite sides



Exception:

Letter-size pieces made of card stock may have “Finished Corners” that do not exceed a maximum radius of .125”



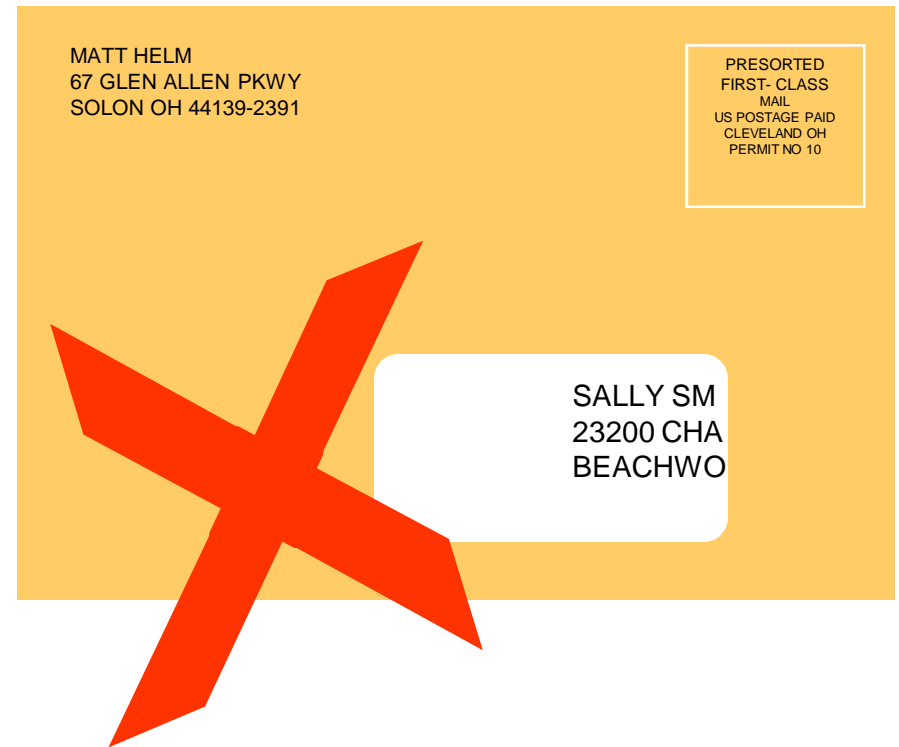
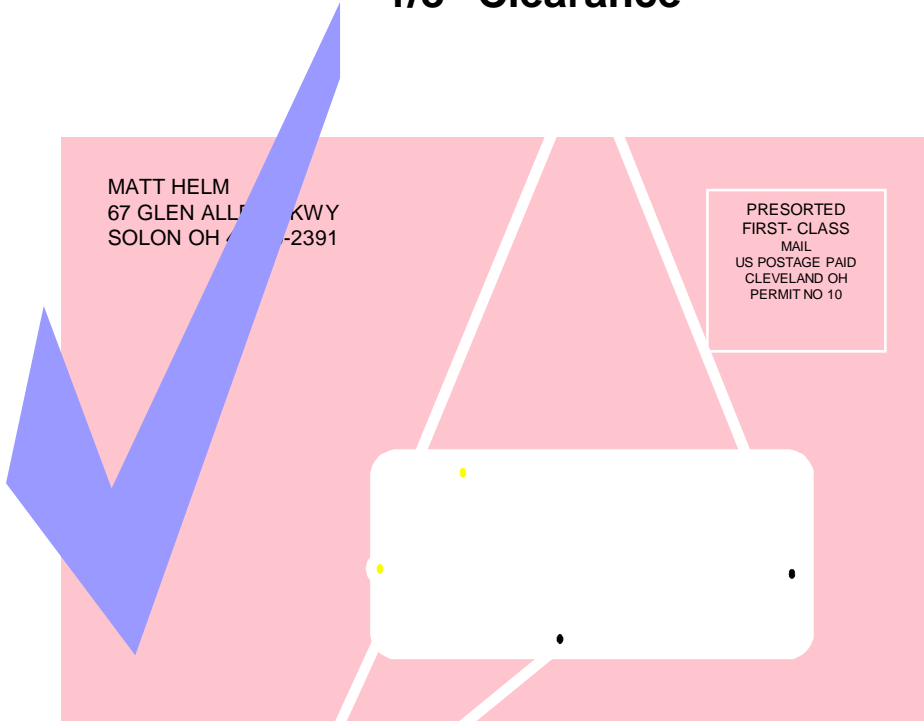
Reference: DMM Section 201.1.1.c



**UNITED STATES
POSTAL SERVICE®**

Window Envelopes

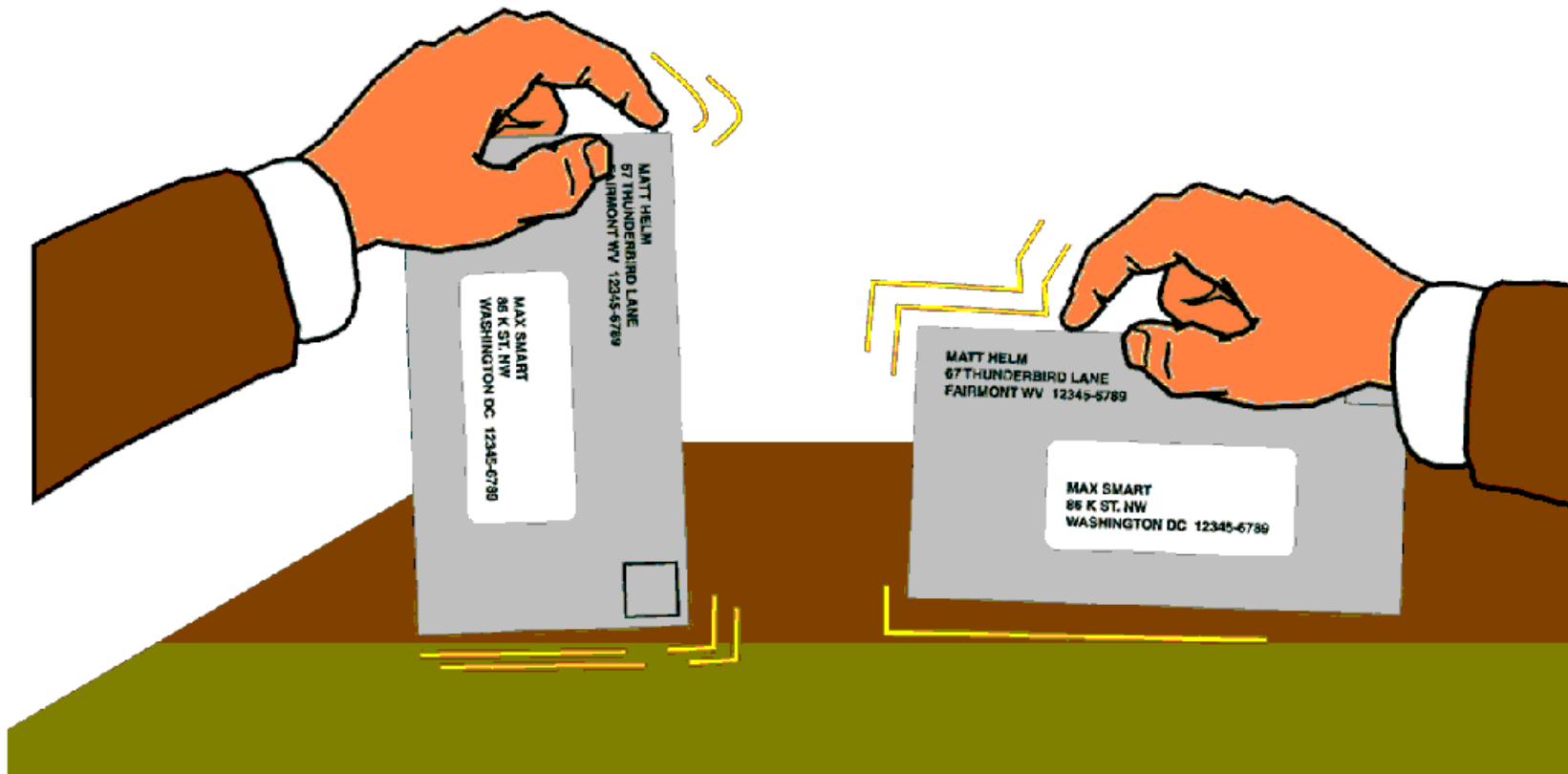
1/8" Clearance





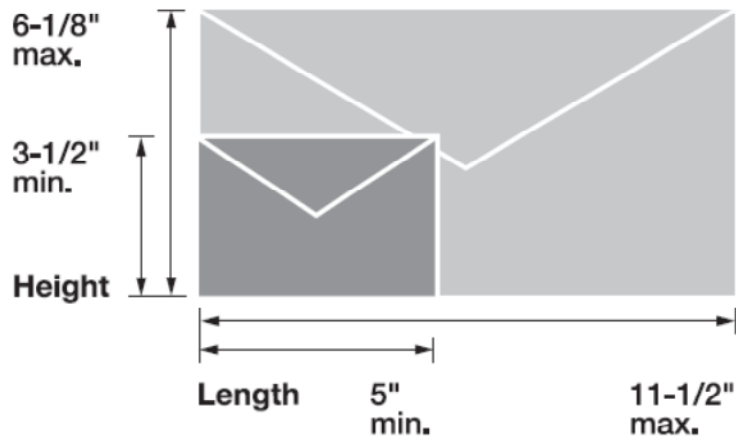
**UNITED STATES
POSTAL SERVICE®**

TAP TEST



Physical Standards for Letters

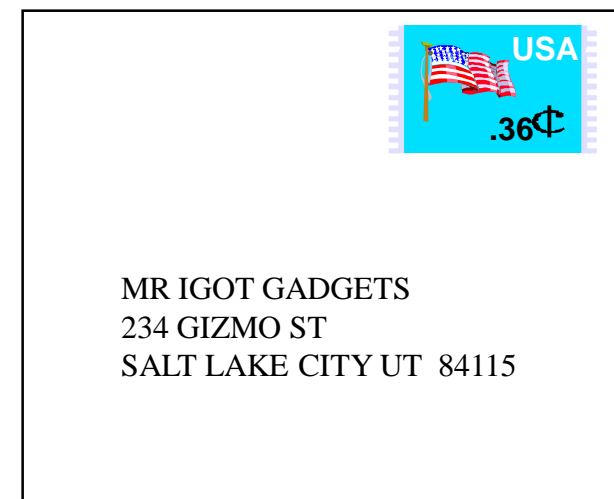
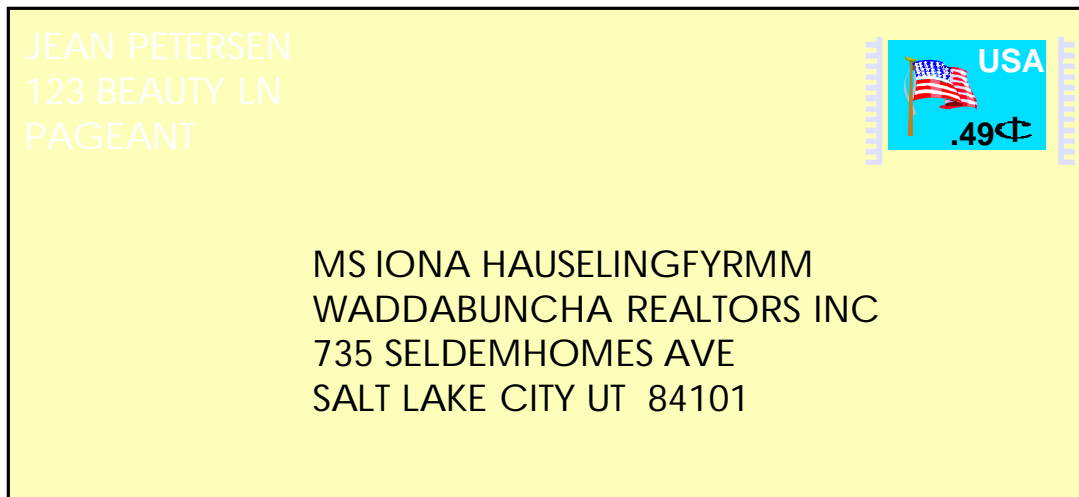
Letter Dimensions



	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch

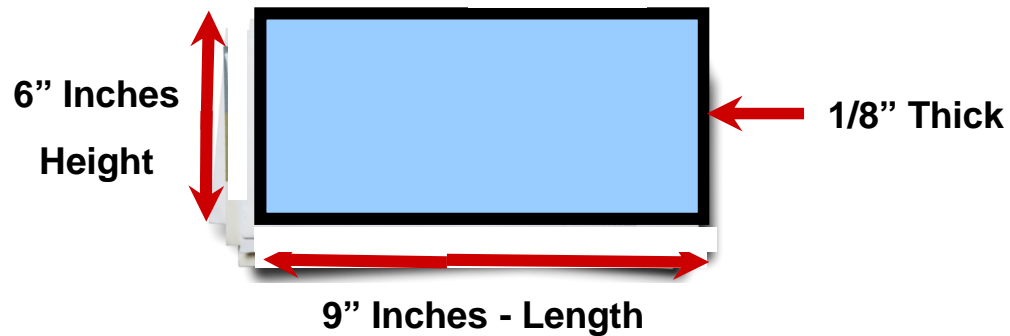
Address Placement on Letters

Determines which side is length & which is width
The length is the side parallel to the address

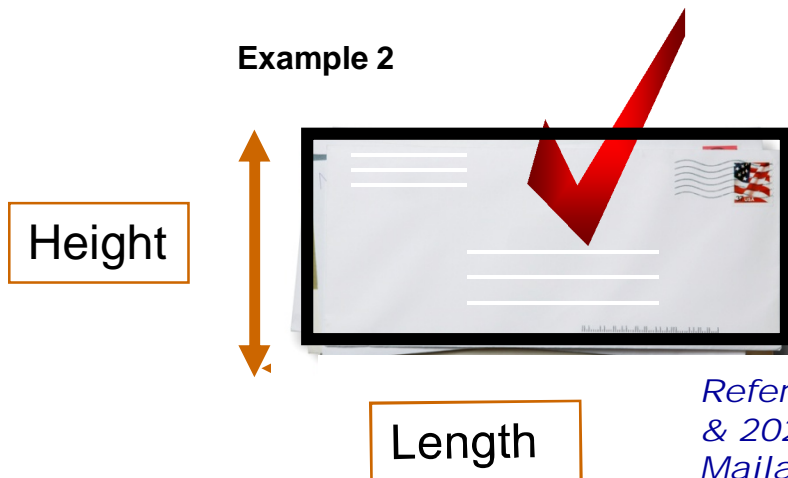


Address Orientation

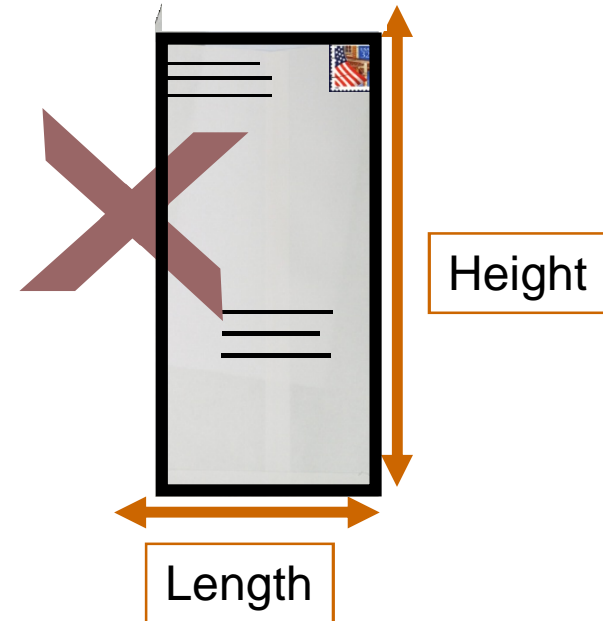
Example 1



Example 2

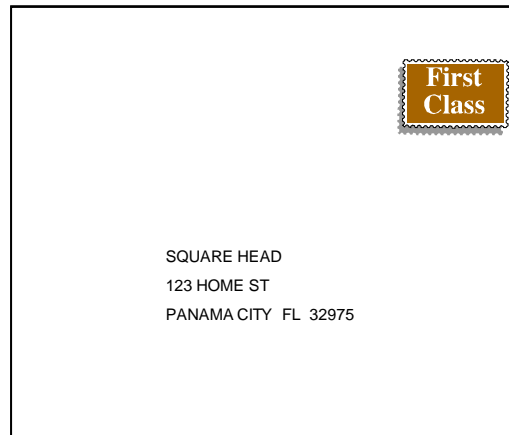


Example 3



References: *DMM Section 601.1.1 (Processing Categories) & 202.2.1 (Address Placement Causing Mail to be Non-Mailable and Non-Machinable)*

**1/8 inch
thick**



$$6 \div 6 = 1$$

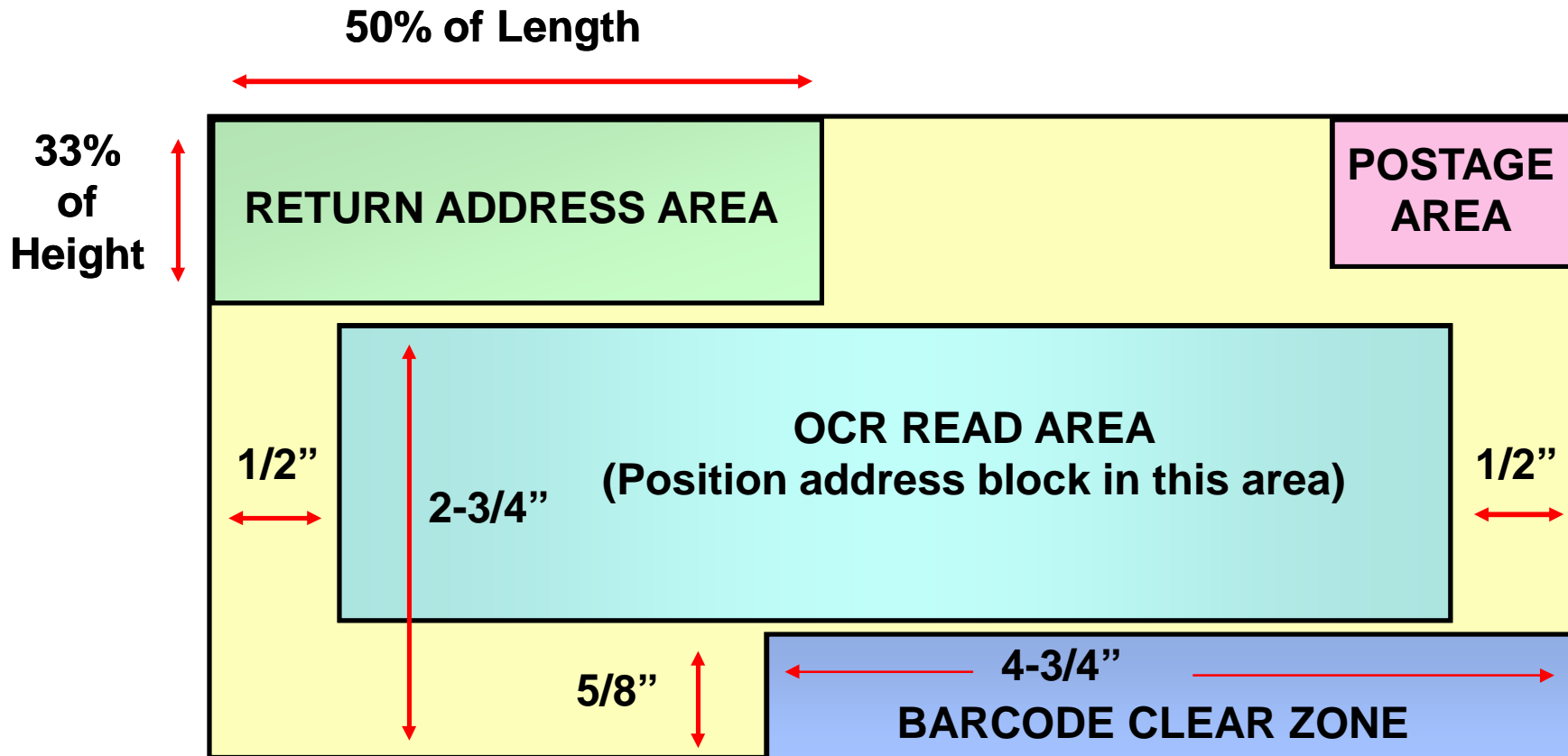
Height 6 inches

Length 6 inches

The result of the length of a design being divided by it's height must fall between 1.3 to 2.5 (inclusive).

Reference: DMM Section 201.1.1.d

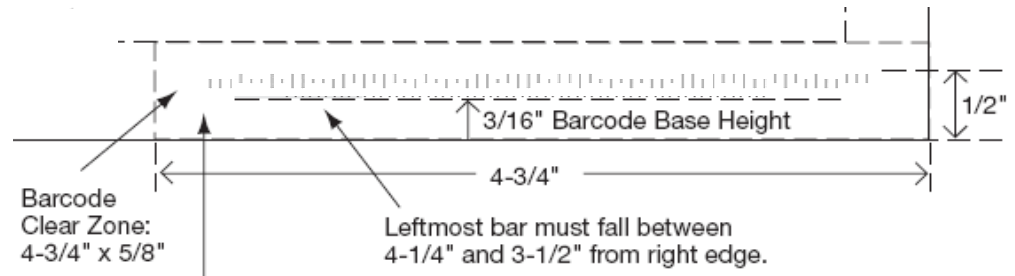
BARCODE CLEAR ZONE



Barcode Positioning Options

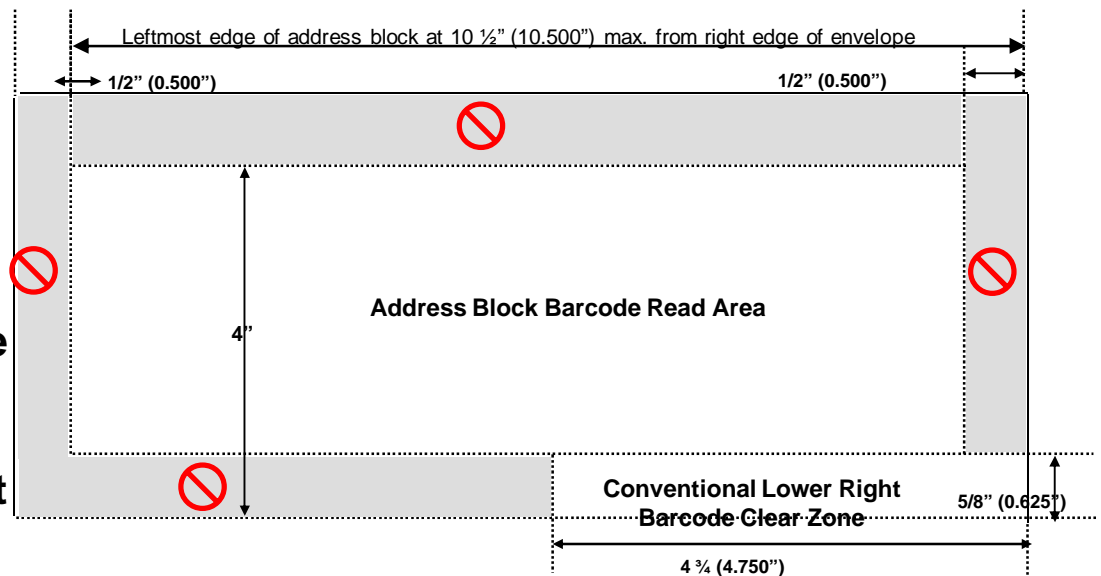
● Barcode Clear Zone

- 5/8" from bottom
- 4-3/4" from right



● Address Block

- Barcode above or below address
- Within 4" from bottom
- 1/2" clearance right and left
- 5/8" from bottom
- Separation between the barcode and top line or bottom line of the address block must < 5/8"
- Leftmost bar < 10-1/2" from right edge of piece



Reference: DMM Section 202.5.0

- Some fonts are too small to be read successfully.
- Best font size is 10 or 12 points.

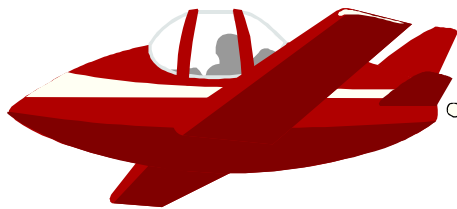
This is an 8 point font.

This is a 10 point font.

This is a 12 point font.

- First, the amount of light that is reflected by the background paper is measured.
- Next, the amount of light that is reflected by the ink is measured.
- Then, the ink measurement is subtracted from the paper measurement.

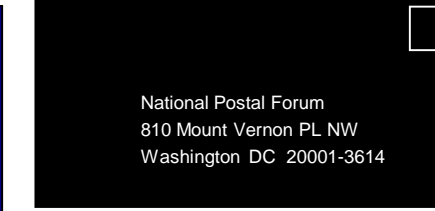
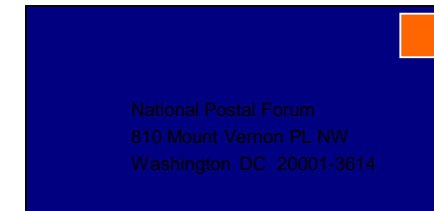
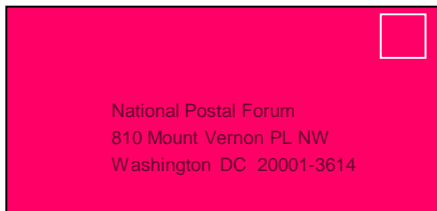
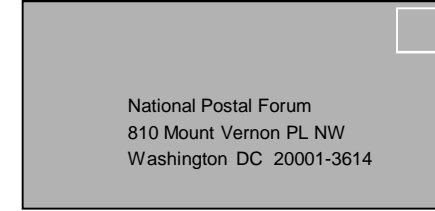
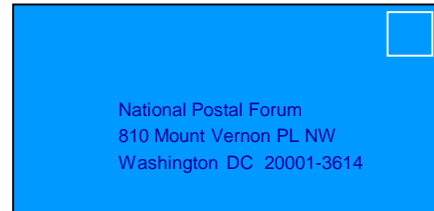
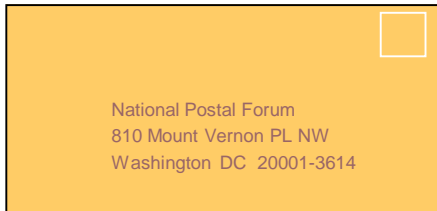
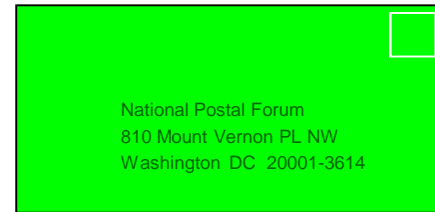
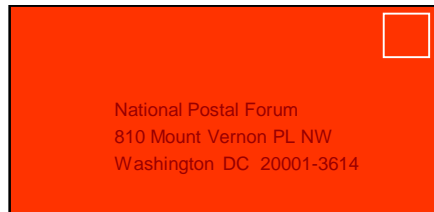
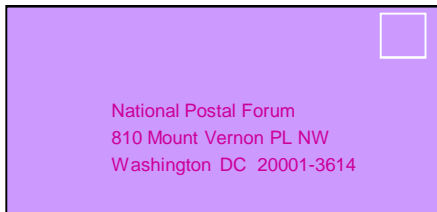
The difference must be equal to or greater than 30%. (PRD)



What is PRD?



Print Contrast



Nonmachinable Criteria – DMM 101.1.2

- Has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5.
- Is polybagged, polywrapped, or enclosed in any plastic material. or has an exterior surface made of a material that is not paper. Windows in envelopes made of paper do not make mailpieces nonmachinable. Attachments allowable under applicable eligibility standards do not make mailpieces nonmachinable. **201.3.13.** **(labels, stickers, release cards or perforated pockets)**
- Has clasps, strings, buttons, or similar closure devices.
- Is too rigid (does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn).

Nonmachinable Criteria – DMM 101.1

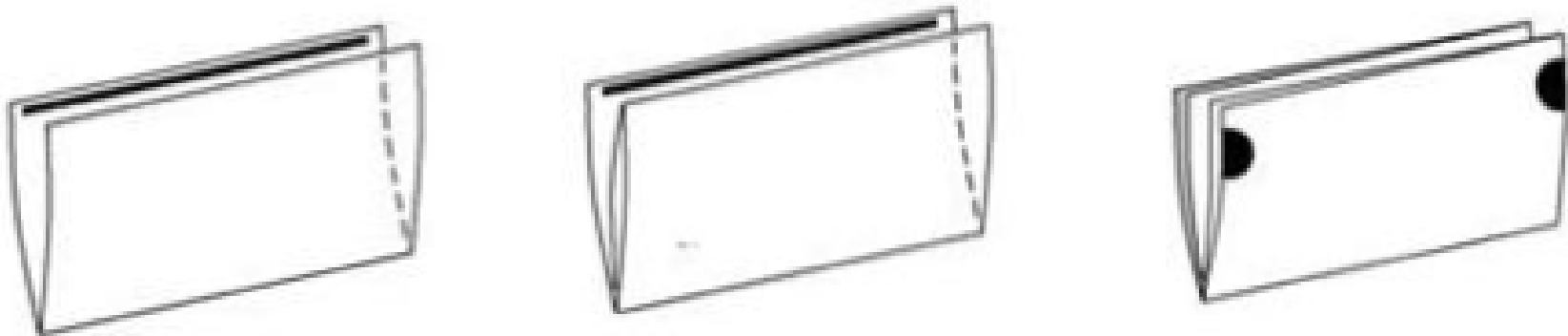
- For pieces more than 4-1/4 inches high or 6 inches long, the thickness is less than .009 inch.
- Has a delivery address that is parallel to the shorter dimension of the mailpiece.
- Contains odd shaped items such as pens, pencils, keys or coins.
- Self-mailer that is not prepared according to **201.3.14.**
- Booklet that is not prepared according to **201.3.15.**

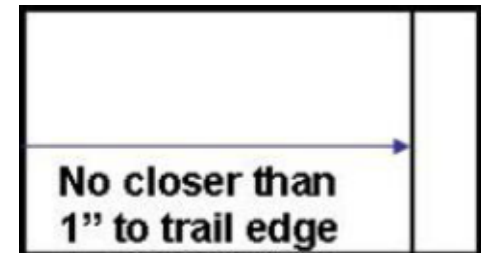
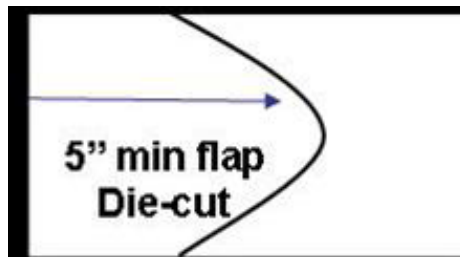
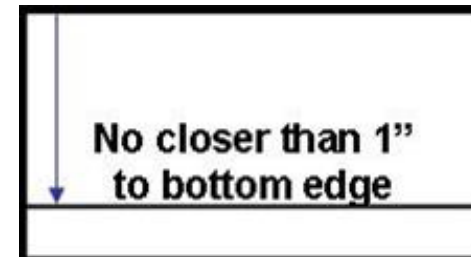
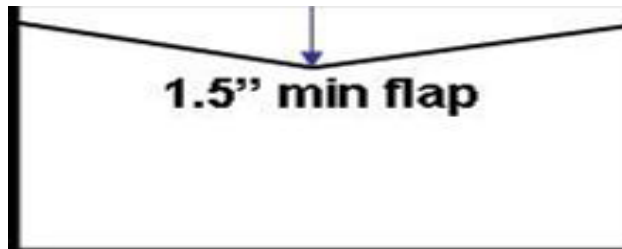


Folded Self Mailer - FSM

- **Height: 3.5" min, 6" max**
- **Length: 5" min, 10.5" max**
- **Weight - 3oz max**
- **Panels - created when sheets of paper are folded**
- **Flaps – Flaps are used for closure of Mailpiece**
- **Closure Methods – Glue or Tabbed**

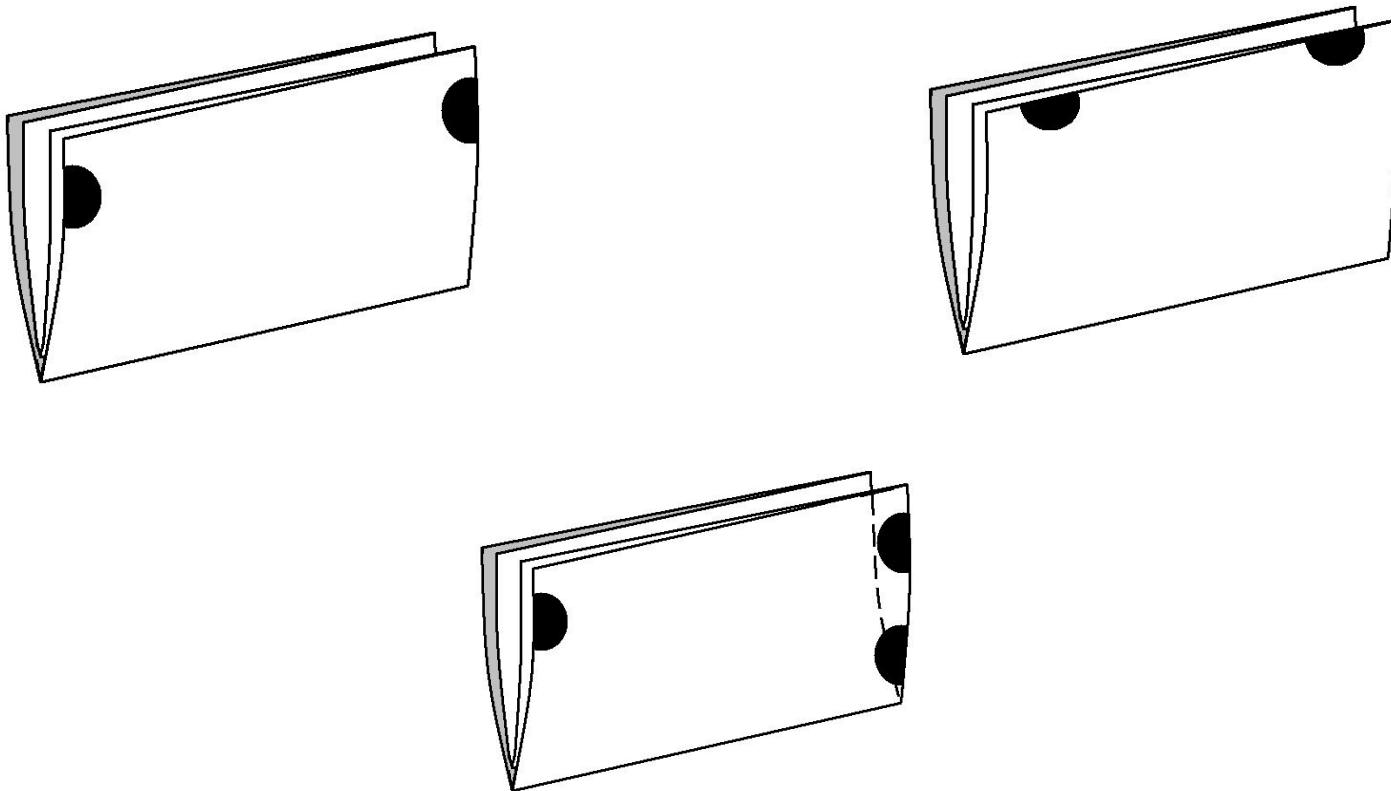
- **2 Panels** are a single sheet folded once in half (bifold)
- **3 Panels** one sheet folded twice (trifold)
- **4 Panels**
 - Two nested sheets folded once in half
 - One sheet folded three times
 - One sheet quarter folded; two folds perpendicular
- **Panels must be equal or nearly equal in size**





Non-address side flaps
As shown: Lead edge is to the
left, Trail edge is to the
right

Examples of tabbing method

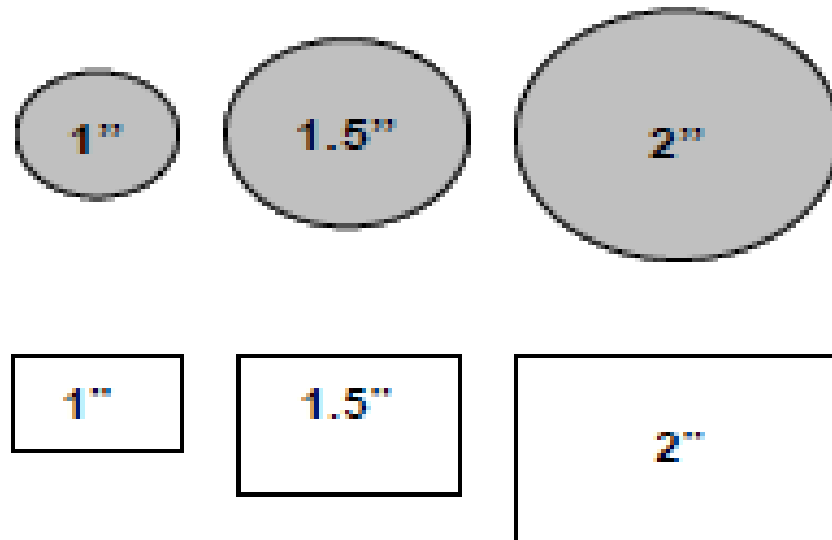


Sealing Methods DMM 201.3.14.4

- **Tab**
- **Glue**
 - Continuous**
 - Spot**
 - Elongated**

Closure Method - Tabs

- **Non-Perforated Tabs 2- 3 tabs required based on Mailpiece design**
- **Placement – either at top or on lead/trail edge within 1” of adjacent edge(s)**
- **Tabs must be tight against the mailpiece**



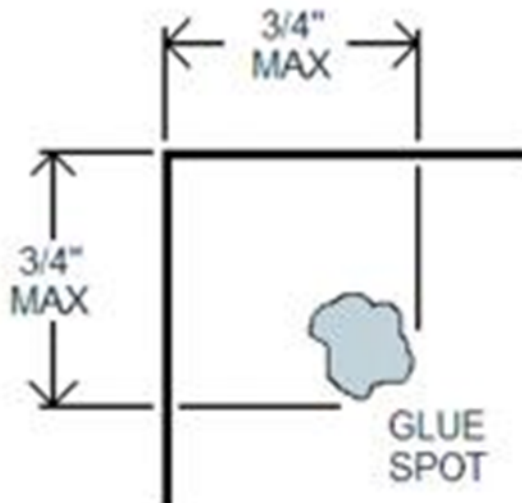
Closure Method - Glue

- **Continuous Glue Line** - 1/8" wide to within 1/4" of each edge
- **Glue Spots** - 3/8" diameter 3 - 4 spots based on Mailpiece design / weight
- **Elongated Glue Lines** - 1/8" W x 1/2" L or 1/4" W x 1/2" L or 1/8" W x 1" L 3 - 4 lines based on Mailpiece design / weight

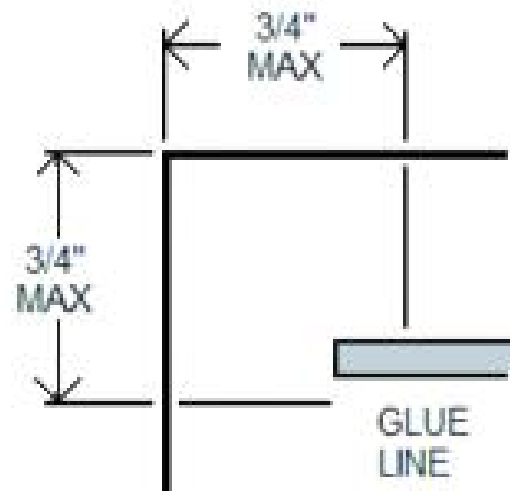


Glue Spots

**Must be placed within
inch of open edges**



Continuous Glue Line



FSM Reference Material

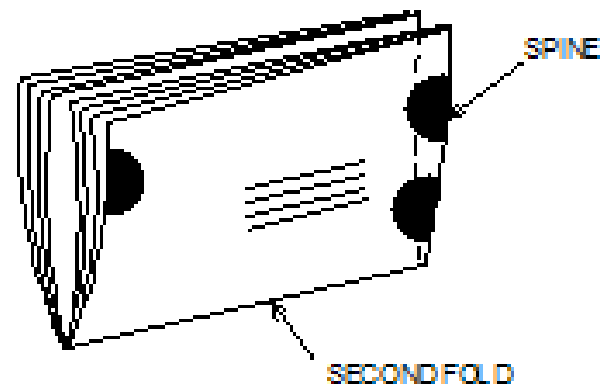
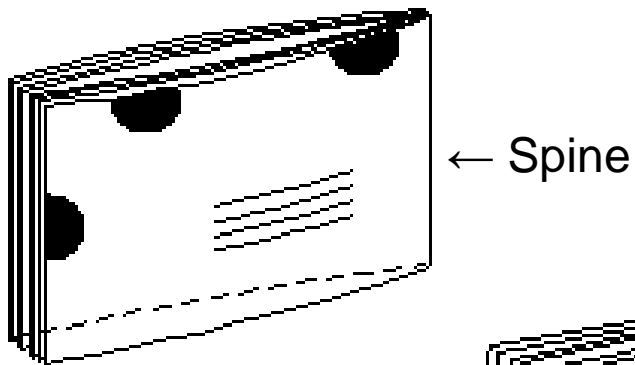
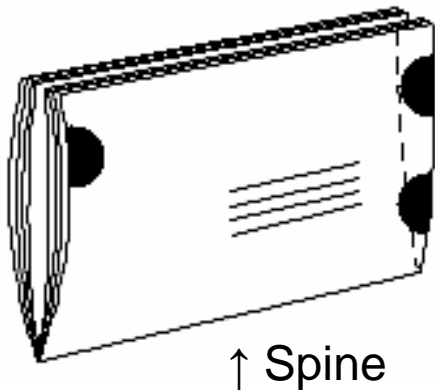
- DMM 201.3.14 – 15
- Folded Self-Mailer
Decision Tree Design
Matrix found at :
[https://ribbs.usps.gov/fsm/
documents/tech_guides/F
SMReference.pdf](https://ribbs.usps.gov/fsm/documents/tech_guides/FSMReference.pdf)



Folded Booklets

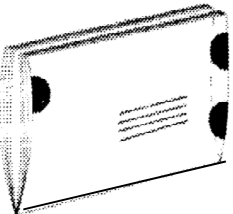
- HEIGHT: NOT MORE THAN 6" OR LESS THAN 3.5" HIGH
- LENGTH: NOT MORE THAN 10.5" OR LESS THAN 5" LONG (SOME BOOKLETS WITH SHORTER MAXIMUM LENGTHS)
- THICKNESS: NOT MORE THAN 0.25" OR LESS THAN 0.009" THICK
- WEIGHT: NOT MORE THAN 3 OUNCES.
- ASPECT RATIO: WITHIN 1.3 TO 2.5
- TABS: NON-PERFORATED, # OF TABS DEPENDENT ON DESIGN-MINIMUM TAB SIZE 1.5"
- SPINE MUST BE AT THE BOTTOM OR LEADING EDGE

- Booklets may be designed with the spine or final fold at the bottom or on the leading edge.



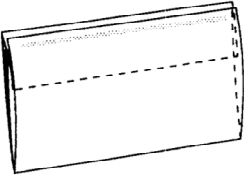
Simple-Spine Booklet: DMM 201.3.16.5

- Spine on bottom (longer) edge
- Place two tabs on leading edge and one on trailing edge:
 - **Position lower leading tab 0.5 inch from bottom edge**
 - **Position upper tabs 1 inch from top edge**
- May use 50-pound – 5” to 9” ; 60-pound paper recommended
- *Must* use 60-pound on pieces over 9” up to 10.5” long

	Spine or fold on the bottom (longer) edge	5” to 9” long	50-pound	Three 1.5” non-perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
		Over 9”, up to 10.5” long	60-pound		

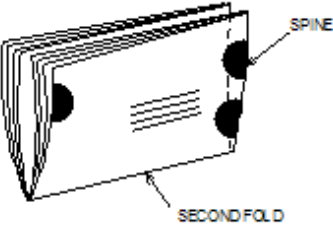
Perfect Bound Booklet

- Spine on bottom (longer) edge; non-perforated inner flap on top (upper edge)
- Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1" glue spots acceptable if placed within $\frac{3}{4}$ " of right and left edges:
- *Must* use 80-pound paper

	<p>Spine on bottom (longer) edge, non-perforated inner flap on top (upper) edge</p>	<p>5" to 9.5" long</p>	<p>80-pound</p>	<p>Continuous glue line or glue spots</p>	<p>Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1 inch glue spots acceptable if placed within $\frac{3}{4}$ inch of right and left edges.</p>
---	---	------------------------	-----------------	---	--

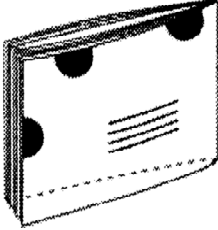
Folded Booklet (“Quarter-Fold”) Exhibit DMM 201.3.16.8

- Final fold on bottom (longer) edge; spine folded on leading edge
- Place two tabs on leading edge and one on trailing edge:
 - **Position lower leading tab 0.5 inch from bottom edge**
 - **Position upper tabs 1 inch from top edge**
- May use 40-pound; 50-pound paper recommended

 <p>The diagram shows a perspective view of a folded booklet. It is a rectangular stack of pages. The spine is on the left side, and the second fold is indicated by a dashed line on the right side. Labels 'SPINE' and 'SECOND FOLD' point to their respective parts.</p>	<p>Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge</p>	<p>5” to 10.5” long</p>	<p>40-pound</p>	<p>Three 1.5” non-perforated tabs</p>	<p>Folded Booklet Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
--	---	--------------------------------	------------------------	--	--

Spine-Right Booklet (Oblong) DMM 201.3.16.7

- Spine on leading (shorter) edge
- Place two tabs on top edge and one on trailing edge:
 - **Position top tabs no more than 1 inch from left and right edge**
 - **Position trailing tab no lower than the middle**
- May use 60-pound; 70-pound paper recommended
- *Must* use 70-pound on pieces over 9 inches long

	Spine on the leading (shorter) edge	5" to 9" long	60-pound	Three 1.5" non-perforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.
		Over 9", up to 10.5" long	70-pound		



Flats

Dimensional Standards - Automation

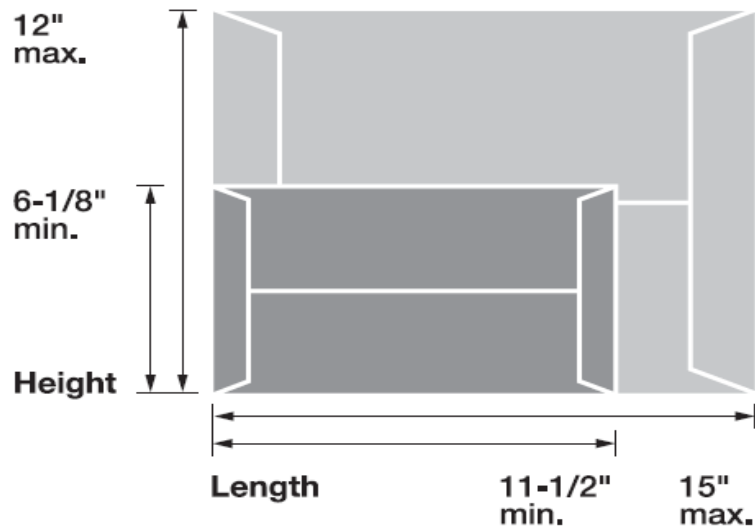
Maximum weight

First-Class	13 oz.
Periodicals	20 oz.
Standard	<16 oz.
Bound Printed Matter	20 oz.

Height**12"
max.****Thickness**
.009" minimum
3/4" maximum**5" min.****6" min.****15" max.****Length**

Reference: DMM Section 301.3.2.1 (Dimensions)
& 301.3.2.2 (Maximum Weights)

Flat Dimensions

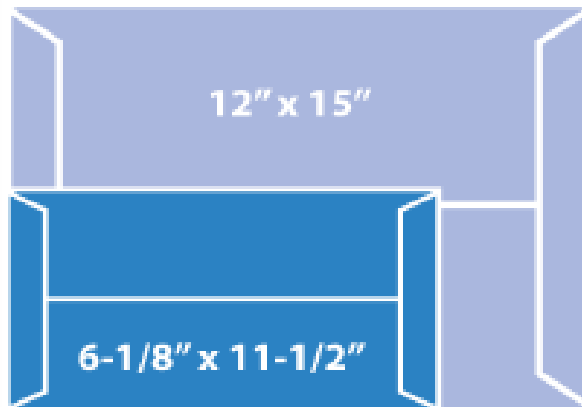


	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

* Flats exceed at least one of these dimensions

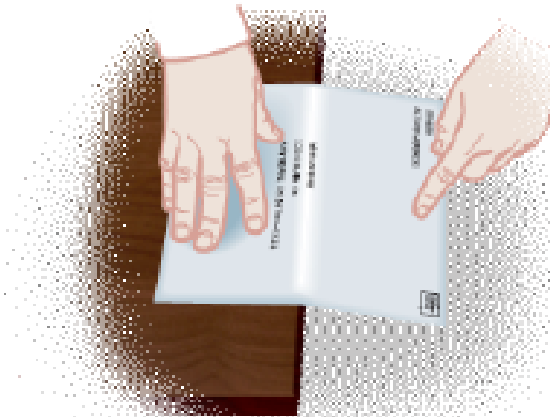
- All flats must be flexible, uniformly thick, and rectangular in shape.
- The longest dimension is the length on a flat
- May have finished corners not exceeding radius of 0.125 (1/8")
- Flats don't require tabbing.

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



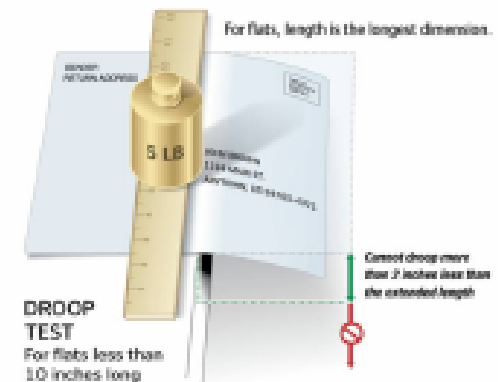
Automated flat-sized mailpieces must have a smooth & regular shape.

Commercial Flats
Must be Flexible



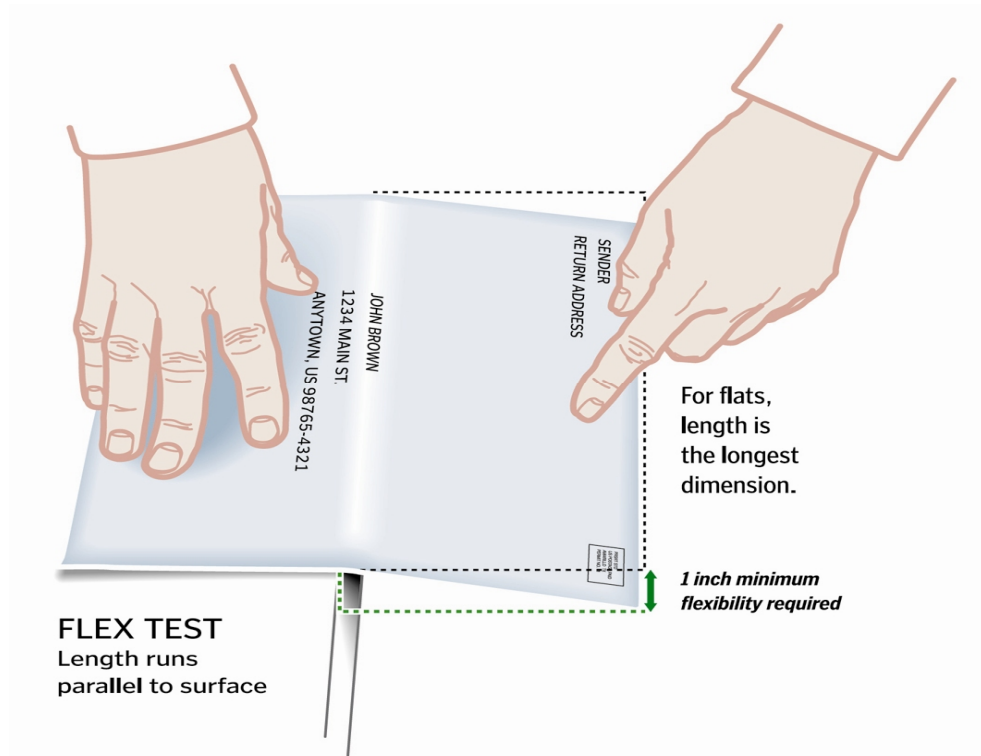
Flat-sized mailpiece is flexible if it can bend at least 1-inch vertically without being damaged and it does not contain a rigid inset.

But Not Too Flexible



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

*Deflection criteria effective June 2010



Reference: *DMM Section 301.1.3*

Exhibit 1.6a Deflection Test—Pieces 10 Inches or Longer

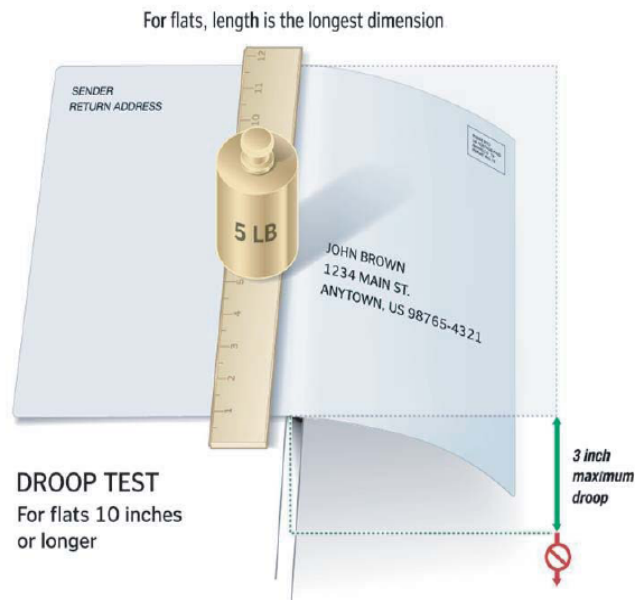
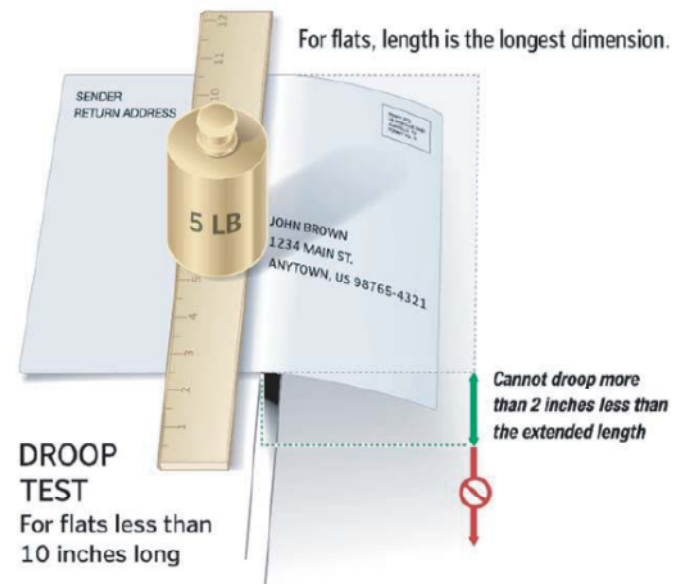
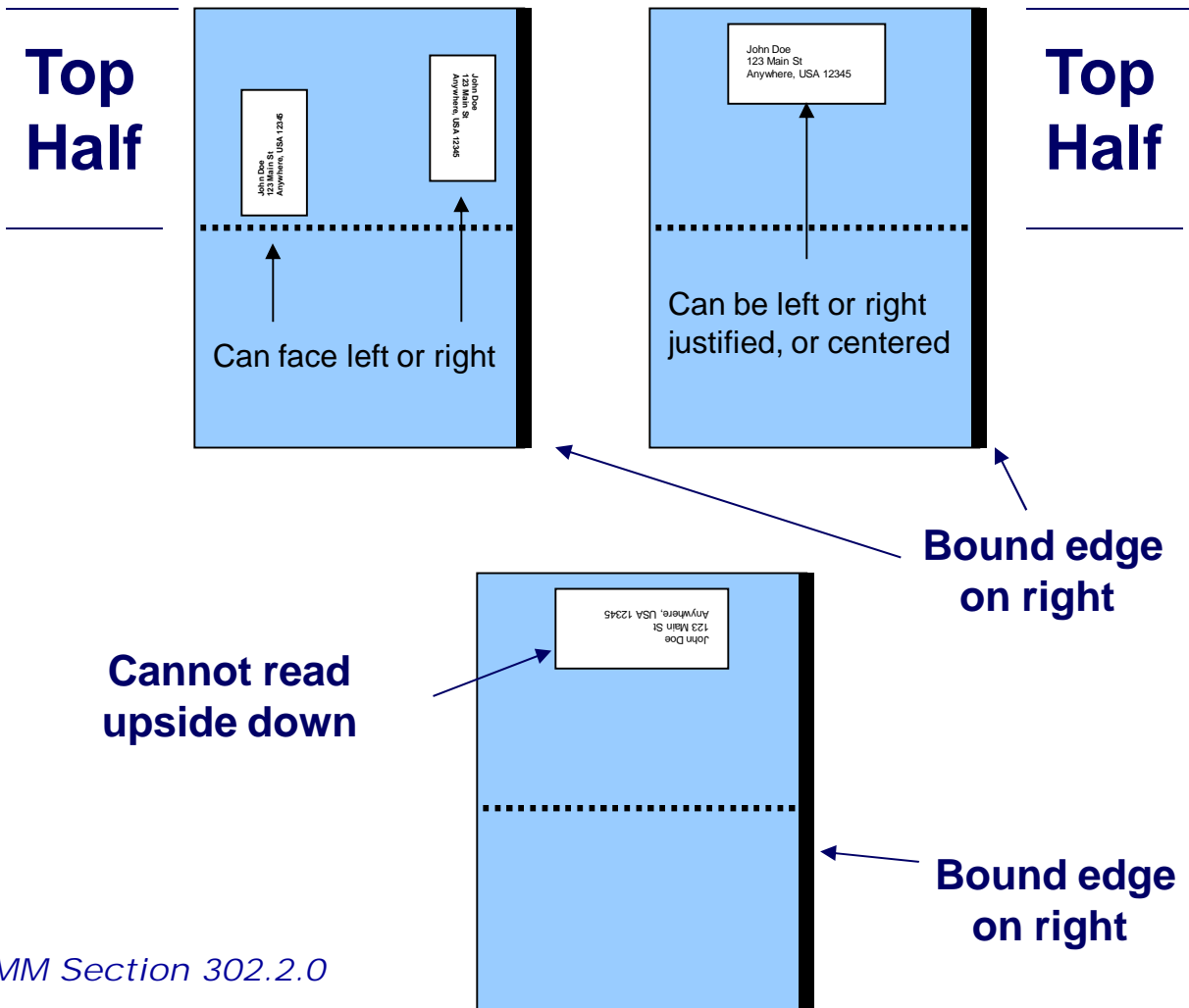


Exhibit 1.6b Deflection Test—For Pieces Less Than 10 Inches Long

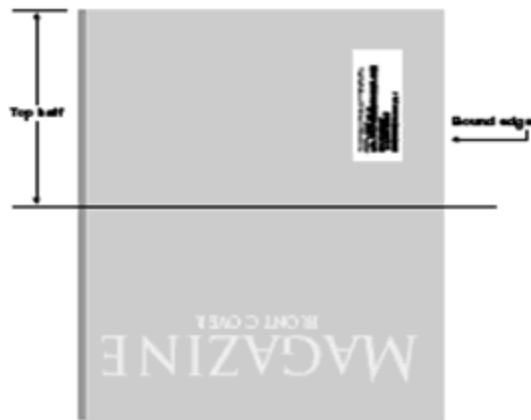


Reference: *DMM Section 301.1.6*

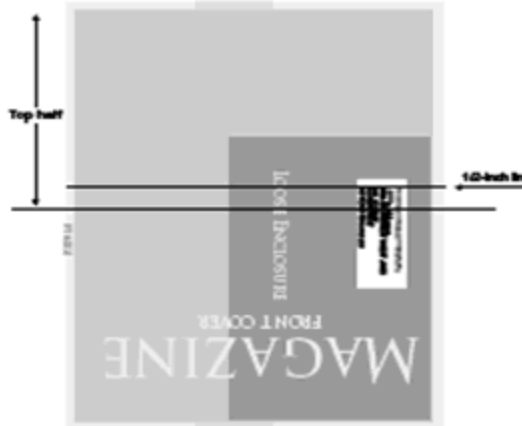


The delivery address must be in the top half of the mailpiece

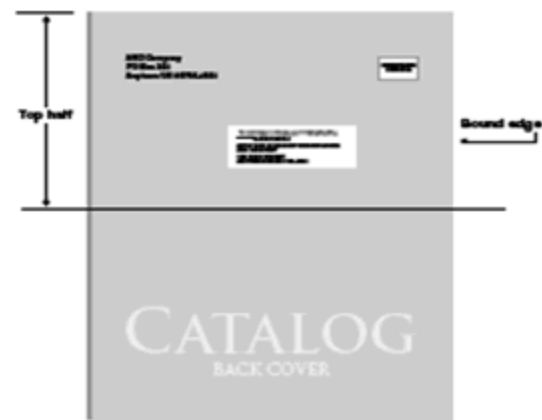
Magazine
Usually addressed on front cover



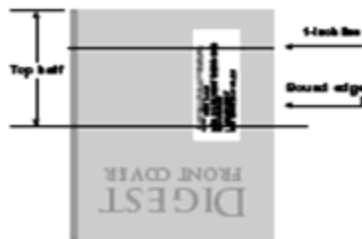
Magazine in Polywrap
Addressed on loose enclosure



Catalog
Usually addressed on back cover



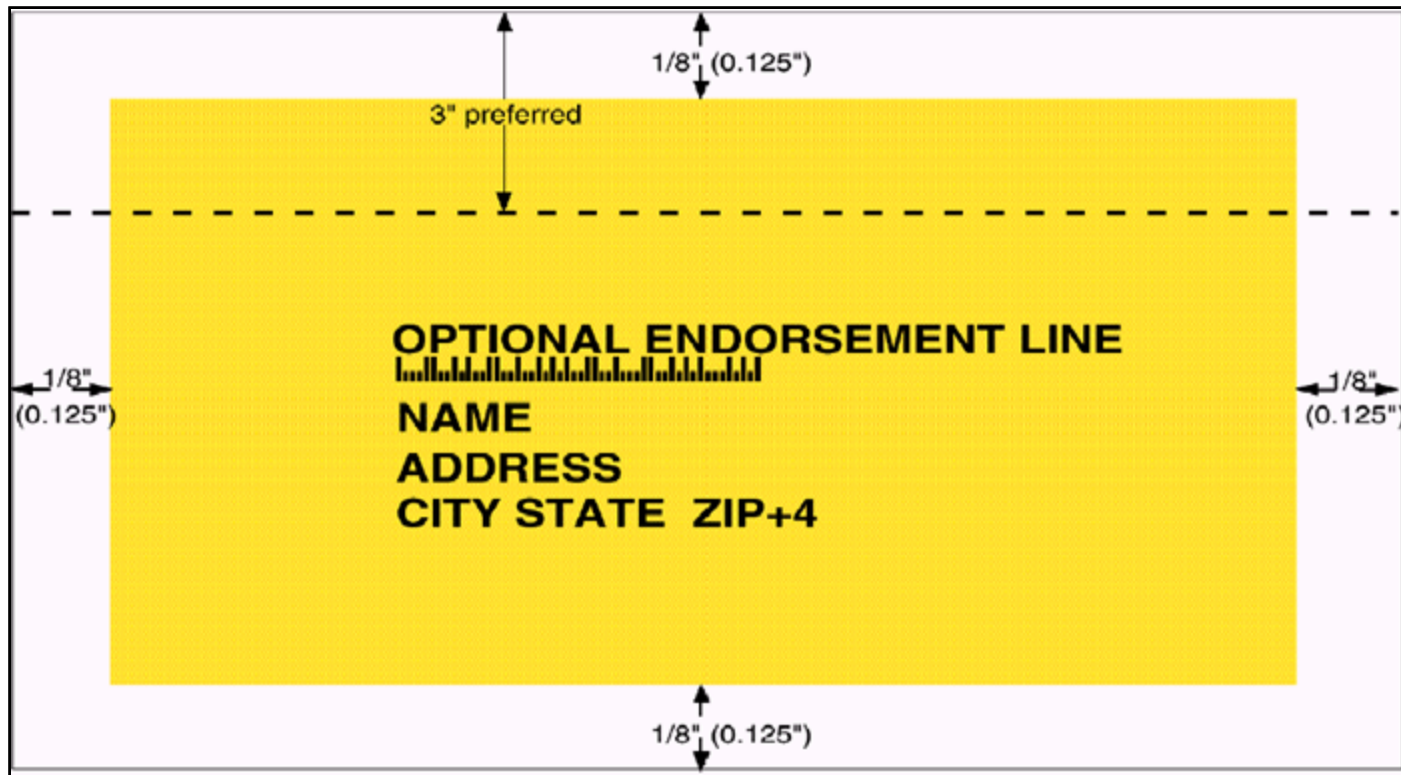
Small Digest
"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge



Large Envelopes
Horizontal format is fine — "top" is left or right edge



Barcode Placement - Flats



Reference: DMM Section 302.5.2 (Applying One Barcode)

What is Intelligent Mail®?

- A technology that will support future generations of postal products, services, and associated features.
- A technology platform made possible by the suite of Intelligent Mail barcodes.



- **The IMb barcode is a vehicle for enabling services (on LETTERS and FLATS).**
 - **Allows Mail Processing Equipment to automatically route mailpieces**
 - **Allows for tracking of mailpieces through the mailstream**
 - **Data available through the IMb Tracing® program**
 - **Allows mailers to qualify for automation prices**

- **IMb Tracing** allows mailers to uniquely identify and receive mail processing data for outgoing mailings and incoming reply mailpieces.
- **The IMb replaces both** the POSTNET barcode and the PLANET Code.

	Full-Service
IM™ barcode on mailpieces	Required
IM tray barcode on tray & sack labels	Required
IM container barcodes on container placards	Required*
Electronic documentation (eDoc)	Required
Start-the-Clock	Available
Automated address correction at no additional charge	Available

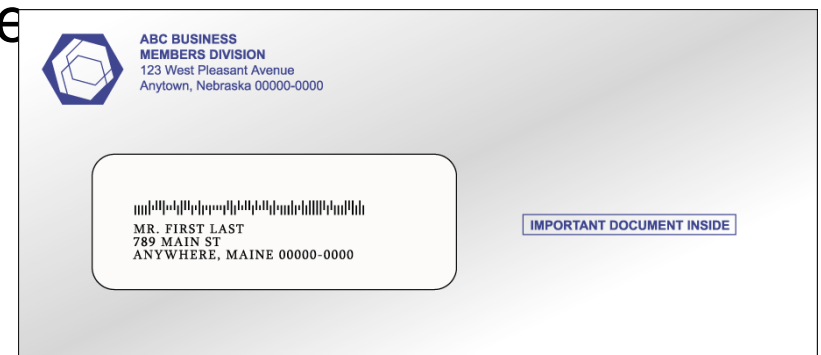


What is Intelligent Mail®?

Intelligent Mail Full Service Requirements

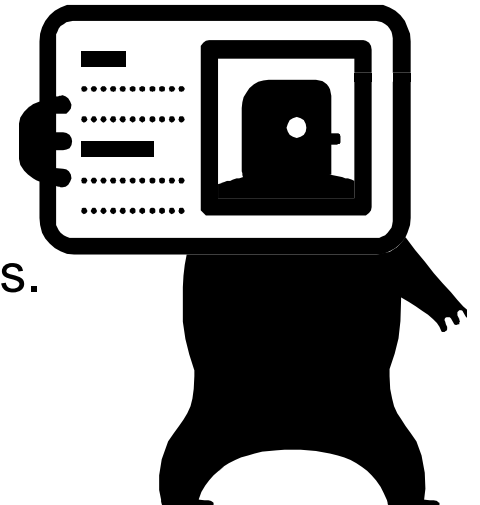
Barcode ID <i>Ex: 00</i> <i>for No OEL</i>	Service Type ID <i>Ex: 300</i> <i>for First-Class Mail®</i>	Mailer ID <i>Ex: 123456</i> <i>USPS® assigned</i>	Serial Number <i>Ex: 000000000</i>	Routing Code <i>Ex: 6449</i> <i>Amberview Ct.,</i> <i>Memphis, TN</i> <i>38141834649</i>
---	--	--	--	---

- Apply Intelligent Mail barcodes on letter and flat mailpieces
- Populate ALL fields in the barcode
 - Barcode ID
 - Service Type ID
 - Mailer ID
 - Serial Number
 - Routing Code



Data Fields in the IMb – Use the MID

- MIDs are acquired and managed through the Mailer ID service on the Business Customer Gateway.
- The MID is a 6- or 9-digit number assigned by the Postal Service® based primarily on documented historic mail volume.
 - A 6-digit MID may be issued based on annual volume of 10 million pieces.
 - A single 9-digit MID may be issued regardless of annual volume.
 - Additional 9-digit MIDs may be issued based on annual volume in increments of one million pieces.
- 6-digit Mailer IDs begin with a 0 – 8
- 9-digit Mailer IDs begin with a 9



Intelligent Mail Full Service Option

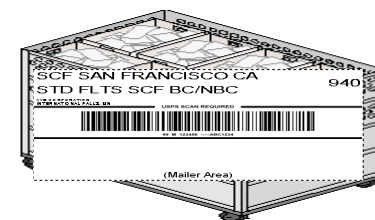
- Unique Intelligent Mail® barcodes on mailpieces, trays, sacks and containers
- Electronic mailing Information which identifies mail owner and mail preparer must be submitted using:
 - Mail.dat®
 - Postal Wizard
 - Mail.XML®



**Intelligent Mail
barcode**



**Intelligent Mail
tray barcode**



**Intelligent Mail
container barcode**

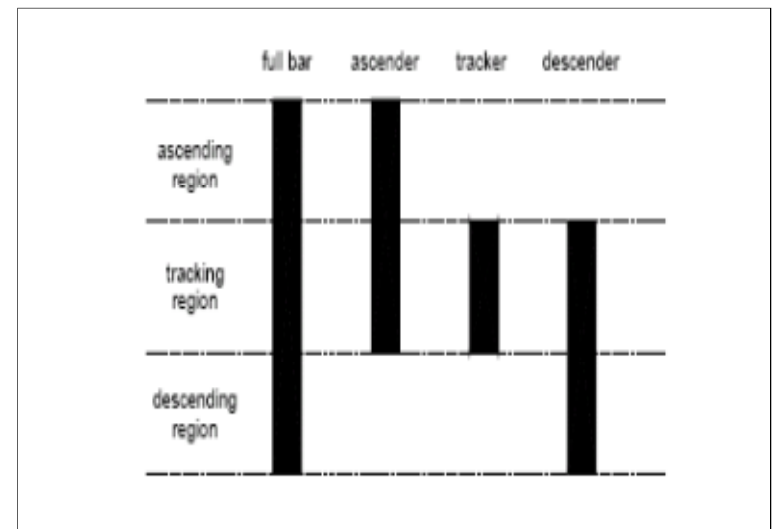
Full-Service provides customers with:

- **An additional per piece discount on every Full-Service mailpiece.**
- **Address correction information at no additional cost for Full-Service mailpieces, providing Change of Address (COA) information and Nixie (undeliverable-as-addressed) information.**
- **The ability to track service performance through reports and scan information.**
- **Container, tray and mailpiece visibility.**
- **Annual permit fees waived when 90 percent or more of cumulative annual mailings consist of Full-Service mail.**
- **The opportunity to use the same permit at any location via our Mail Anywhere program.**

F A T D

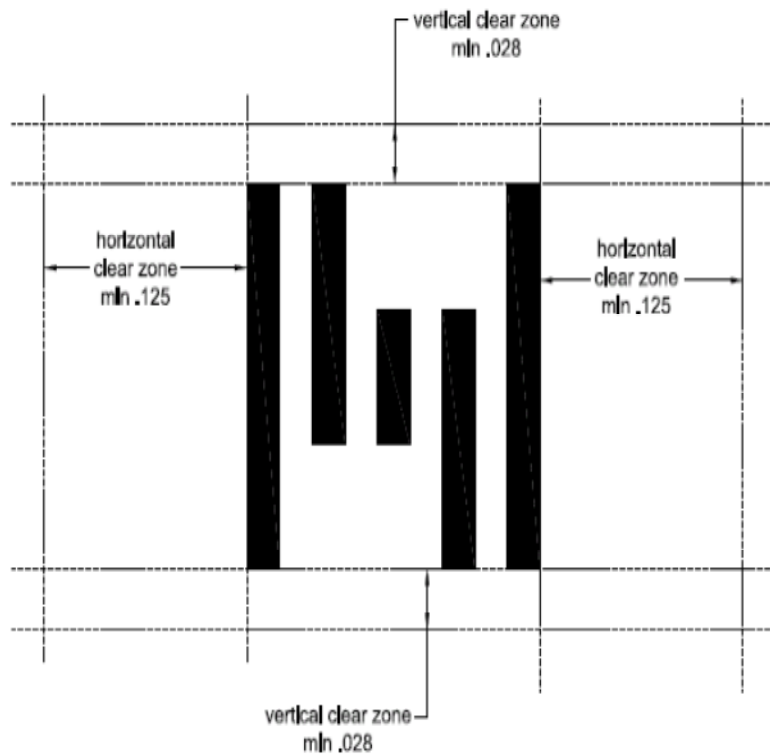
For Letters and Flats

- Height-modulated barcode
- Encodes 31 digits of data into 65 bars
- Uses 4-State symbology
- **F**ull bar, **A**scender, **T**racker, and **D**escender



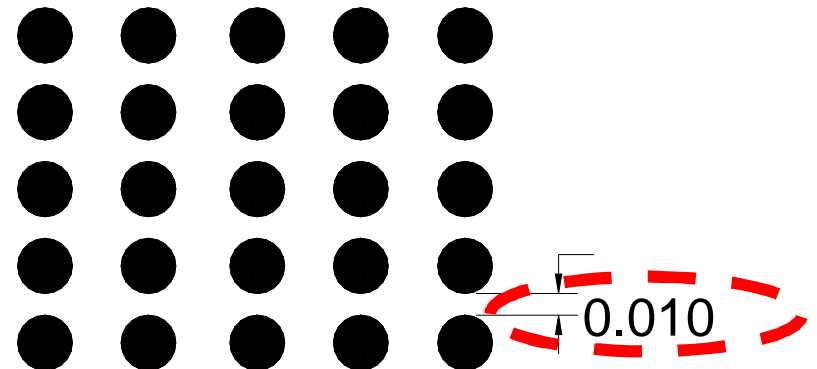
Key Barcode Tolerances

- Overall length between **2.667** and **3.225** inches
- Overall height between **0.125** and **0.165** inch
- Vertical clear zone at least **0.028** inch



- Maximum dot matrix spacing must not exceed 0.010 inch.

- A minimum clear zone of 0.125 inch between the left and right edges of the barcode is required.
- A minimum clear zone of 0.028 inch above and below the barcode is required.



- **Barcode: Number of Bars 65**
- **Bar Width: 0.020 ± 0.005 inch**
- **Horizontal Pitch : 22 ± 2 bars per inch**
- **Height of Full Bar: 0.145 ± 0.020 inch**
- **Vertical Barcode Clearance Min: 0.028 inch**
- **Voids Max: 0.010 inch**

- Intelligent Mail barcode requires an encoding algorithm
 - Bar-for-bar image
 - Can not be determined visually, requires conversion with algorithms
- To encode or decode the IMb visit the RIBBS website & choose IMb encoder/decoder. Simply type in the 4 state symbology A (ascender), F (full), T (tracker) and D (descender). See example below:

INTELLIGENT MAIL BARCODE EXAMPLE: 0070012345620080000198765432101

DADTATFFAFFTTTAFTAFDADFDDDDTAFFDAAFFDAFDDFFFTADFTFTTFDAAFTFTADTTT



- The IMsb tool is a new, **free** online tool specifically designed for small-volume mailers

- It's a web based program. No software or downloads required.
- The tool creates unique Intelligent mail barcodes for address labels or mail pieces.
- Electronic postage statements are automatically created.



Class of Mail:	<ul style="list-style-type: none">▪ First-Class Mail®▪ Standard Mail®
Processing Category:	<ul style="list-style-type: none">▪ Cards▪ Letters▪ Flats
Size of Mailing:	<ul style="list-style-type: none">● Maximum mailing size less than 10,000 pieces per mailing.● Maximum yearly volume less than 250,000 pieces per permit.
Addresses affixed to:	<ul style="list-style-type: none">▪ Labels (1-inch, 1.33-inch, 2-inch)▪ Envelopes (No. 6 ¾, No. 7, No. 10)▪ Inserts placed in window envelopes▪ Mail Merge option
Permit Type:	<ul style="list-style-type: none">▪ Permit Imprint▪ Precanceled Stamps▪ Postage Meter

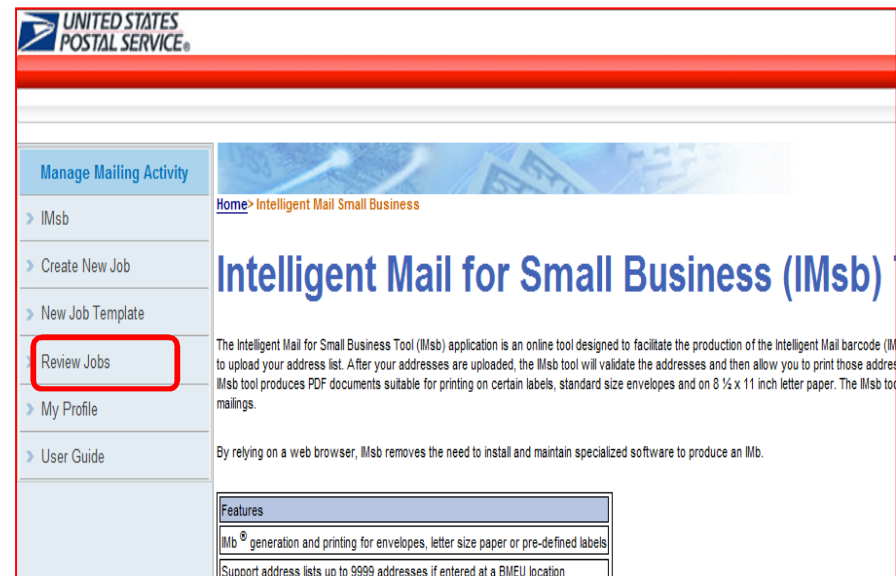
- Using the IMsb tool is **FREE!**
- The tool supports DSCF rates and all automation presort discounts.
- **Full-Service piece discount**
- The annual fee will be waived if all mailings are submitted as Full-Service!
Full-Service!
- **Address list is cleansed**
 - **Validates addresses within the database are accurate.**
 - **Address cleansing is not move update.**
 - **Reduces amount undeliverable mail**



Slide 67

CDL-RN1 Do you think we should reword this since we no longer have basic in the tool.
Cody, Donna L - Reno, NV, 8/21/2013

- Contact your local BMEU manager for additional information.
- Customers can access the current IMsb user guide located on the left hand side in the blue bar on every screen throughout the tool.
- The guide can also be located on RIBBS. At Intelligent Mail Services/Guides & Specs/Intelligent Mail for Small Business Mailers User Guide (PDF).



<https://ribbs.usps.gov/index.cfm?page=intellmailguides>



UNITED STATES
POSTAL SERVICE®

EVERY DOOR DIRECT MAIL®

Every Home.

Every Address.

Every Time.

Where is EDDM a good fit?

- **Businesses interested in targeting geographic areas**
 - **Retailers**
 - **Auto dealerships and services**
 - **Restaurants**
 - **Dry cleaners**
 - **Local health clinics**
 - **Real estate agents**
 - **Schools**
 - **And more...**
- **Good for acquisition programs, branding, information sharing**



- **For small and medium size businesses or companies.**
- **Fast and easy**
- **No Mailing list**
- **17.5 cents a mail piece***

Definition: An efficient and affordable service for businesses that want to target specific areas in their local market without requiring names and addresses on the mail pieces.

Customer's Name Street Address City, State 5-Digit ZIP Code™

Regular mail address label

*****ECRWSS****
Local Postal Customer

New, simpler

**Every Door Direct Mail
address label**

- **200 piece minimum***
- **5,000 maximum per mailer, per zip code, per day**
- **Per Piece weight up to 3.3 oz**
- **Approved Retail Indicia**
- **No Permit required**
- **No names or addresses required**

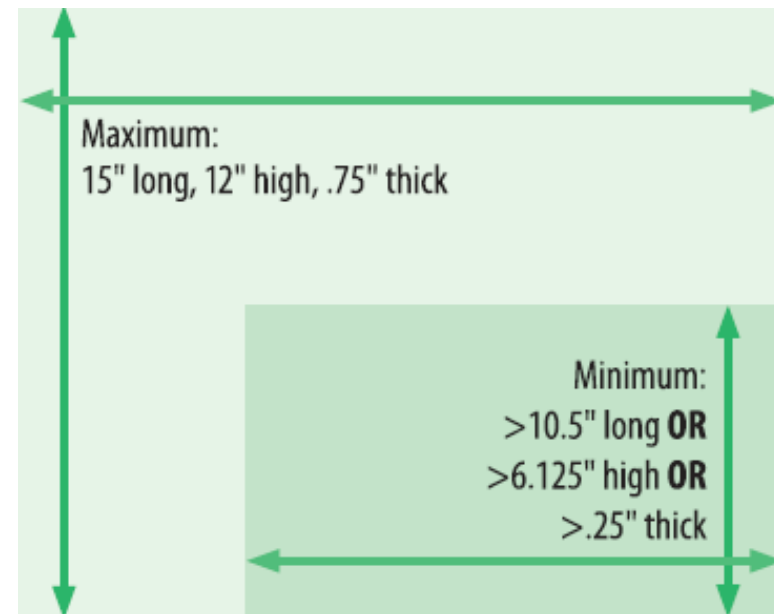
* Less than 200 allowed if number of deliveries for the route or PO Box section is less than 200.

PRSR STD ECRWSS U.S.POSTAGE PAID EDDM Retail
--

EDDM Retail must be Standard Mail flats

- Must be at least .007” thick
- Approx. equal to 3 pieces of standard copy paper
- Dimension greater than ONE of the following:
 - 10 1/2 inches long OR
 - 6 1/8 inches high OR

**Length is always the longest
dimension**





- A) Must have EDDM Retail indicia printed on mail pieces.
- B) Simplified address printed directly on the mail piece OR printed on a Mailing Label
- C) Acceptable Mailing Label Format at Retail:

*****ECRWSS*****
Local
Postal Customer

PRSR STD
ECRWSS
U.S.POSTAGE
PAID
EDDM Retail

To obtain a permit/authorization:

- **Apply at your local Post Office.**
- **The application is available online at about.usps.com/forms/ps3615.pdf**
- **Prepare your printed mailpieces: Mailpieces and bundle makeup must be prepared in accordance with the current U.S. Postal Service® mailing standards. Please contact your local mail service provider or printer for guidance.**



- *****ECRWSEDDM****
- Postal Customer
- City, State 5-Digit ZIP Code

- *****ECRWSEDDM****
- Residential Customer
- City, State 5-Digit ZIP Code

- *****ECRWSEDDM****
- PO Box Holder
- City, State 5-Digit ZIP Code

- Acceptable Every Door Direct Mail label options for entry at Business Mail Entry Units (BMEU):
- “Postal Customer” for all active deliveries (business and residential).
- “Residential Customer” for residential deliveries.
- “PO Box Customer” for PO Box™ deliveries.
- City, State, and 5-Digit ZIP Code™ are recommended but not required.
- “EDDM” must be included after “ECRWSS” on the label of pieces greater than 10.5” and up to and including 11.5” in length submitted at a BMEU.



Every Door Direct Mail Indicia Example:

PRSRT STD
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO. XXX
ECRWSS

- All mailpieces must contain “ECRWSS” in the address area or within or below the permit indicia.



Useful Resources

<https://www.usps.com/business/business-solutions.htm>

Small Business Support Center

- **1-877-747-6249**

Order a Kit

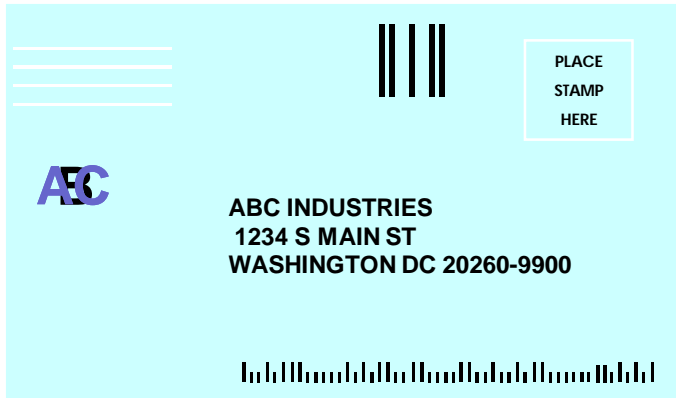
- **<https://eddmkit.com>**



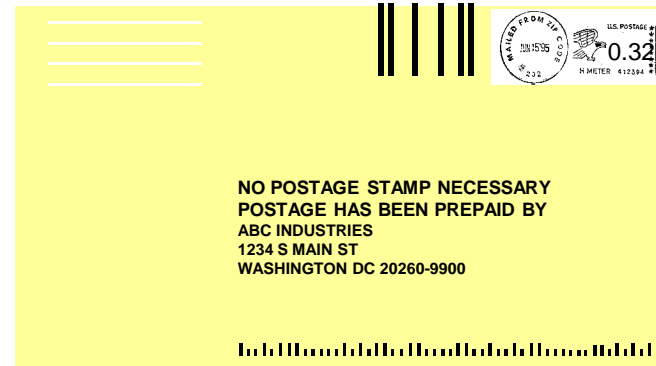
REPLY MAIL



Reply Mail



Courtesy Reply Mail (CRM)



Meter Reply Mail



Business Reply Mail (BRM)

IMb Requirements for Reply Mail

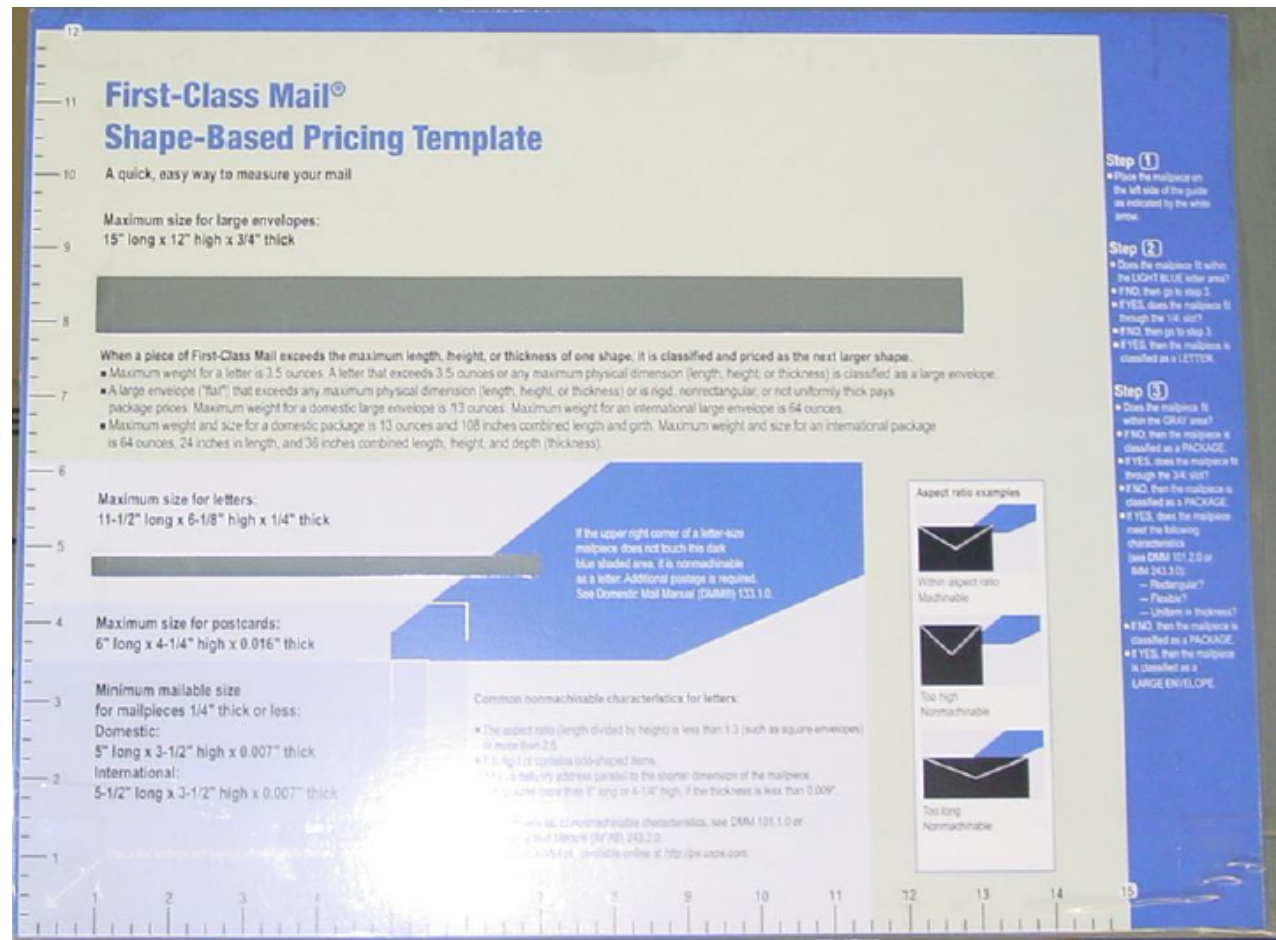
Business Reply Mail

- Qualified Business Reply Mail
 - Any QBRM letters and cards that mailers distribute will be required to bear an IMb
 - QBRM is only a postcard and letter (up to 2 oz.) product
- Permit Reply Mail
 - Any PRM letters and flats that mailers distribute, regardless of method, will be required to bear an IMb

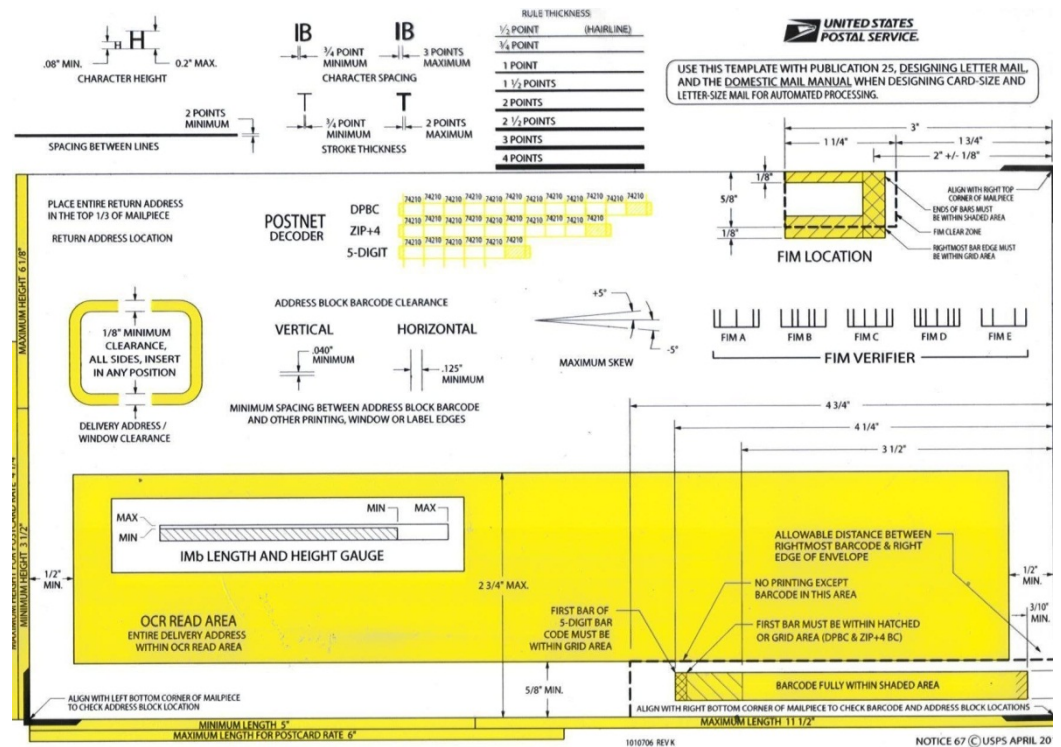
- USPS offers online artwork capabilities for *PostalOne!* users via the Automated Business Reply Mail (ABRM) tool at:
<https://www.usps.com/business/reply-mail-solutions.htm>
 - The ABRM tool can provide artwork for letter and card-size pieces of domestic Reply Mail
- ABRM can be used to produce:
 - Courtesy Reply Mail (CRM)
 - Business Reply Mail (BRM)
 - Qualified Business Reply Mail (QBRM)
- Mailpiece Design Analysts may be able to assist with other artwork requests. Customers in need of Mailpiece Design assistance may contact the MDA Support Center by dialing 855-593-6093 or sending a request via email to mda@usps.gov
- Envelope Manager and Dazzle software used by USPS
 - Available for purchase by contacting manufacturer at Endicia.com



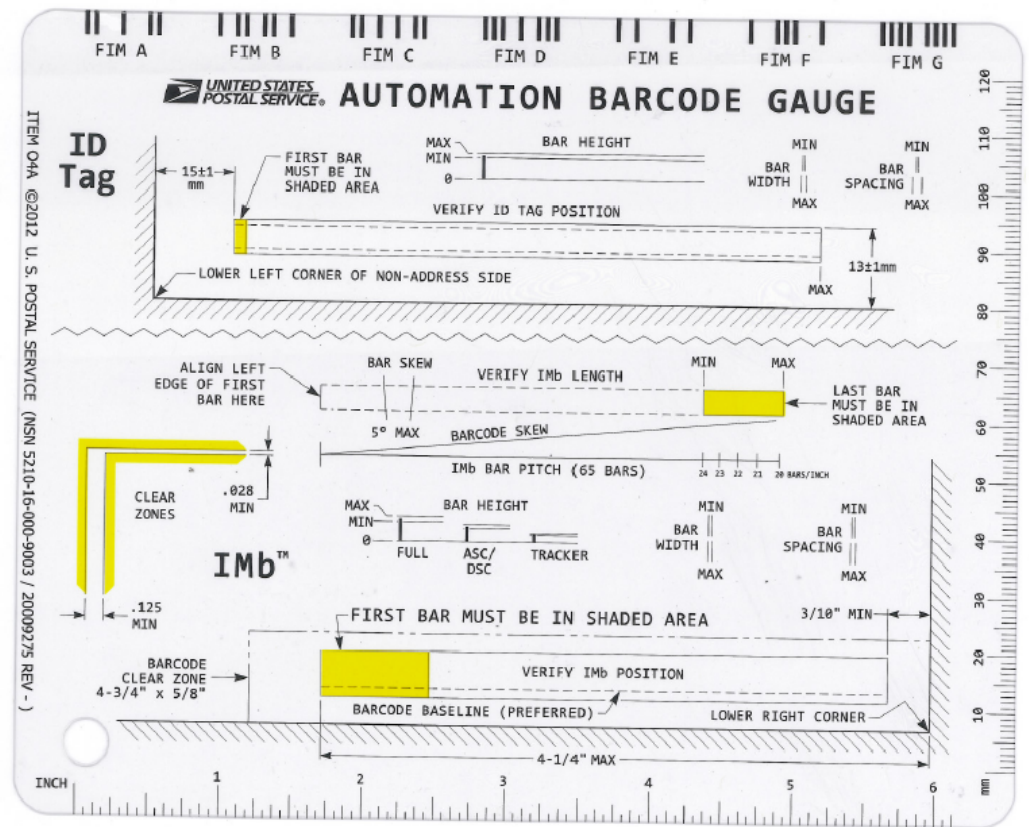
- This template is used to determine the size, shape, aspect ratio, and thickness requirements for letter processing.
- Provided to mailers at no charge



- Multi-purpose template used to determine the automation compatibility of letter-size mailpieces.
- Will evaluate:
 - Delivery address area
 - Address & window clearances
 - Address print characteristics
 - Address block barcode clearances
 - Lower right barcode placement
 - Reply Mail guidelines
- Provided to mailers at no charge



- Automation Barcode Gauge Template (Item #04A)
- Measures barcode length skew, pitch, clear zones, and bar parameters of the Intelligent Mail® barcodes & FIM
- Latest version produced 2012, Revision -
- Provided to mailers at no charge





Resources:

POSTAL EXPLORER (<http://pe.usps.gov>)

- Domestic Mail Manual (DMM)
 - *Section 201 – Cards/Letters*
 - *Section 301 – Flats*
- DMM Advisory (*Pending Changes & Clarifications*)
 - *Receive e-mail alerts (send request to dmmadvisory@usps.com & type Subscribe on the “RE” line*

RIBBS (<http://ribbs.usps.gov>)

- Intelligent Mail Services
- Address Quality Products
- MOVE Update



DMM Advisory

Pricing and Classification — keeping you informed about the prices and mailing standards of the United States Postal Service.

To subscribe to the DMM Advisory, send an e-mail to dmmadvisory@usps.com.

Simply indicate "subscribe" in the subject line.



MDA Support Center

Contact Information

by phone: **855-593-6093**

OR

by email: **MDA@USPS.GOV**

MONDAY – FRIDAY, 8am – 5pm EST



**UNITED STATES
POSTAL SERVICE®**



Visit our websites at:

www.usps.com

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

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