POSTAL TIPS

The post office has a number of regulations in place to assure that mail is processed as quickly and accurately as possible. Bar-coding and proper formatting also help to get you the lowest rates in postage. We can help you stay informed about these requirements so that your mailings go smoothly. Here are some quick tips and helpful links for reference. If you should have questions, always feel free to give us a call at (541) 344.4062 or e-mail your customer service representative.

GENERAL RULES

Key points to remember when designing a mail piece are size, weight, and the layout of the mail panel itself. The post office requires that all letters and cards have an aspect ratio (length divided by height, length being parallel to the address) of 1.3 - 2.5, otherwise additional postage is required. For example, if your post card is 7" W x 5" H, the aspect ratio is 1.4 (7 divided by 5) and the card can mail at standard rates.
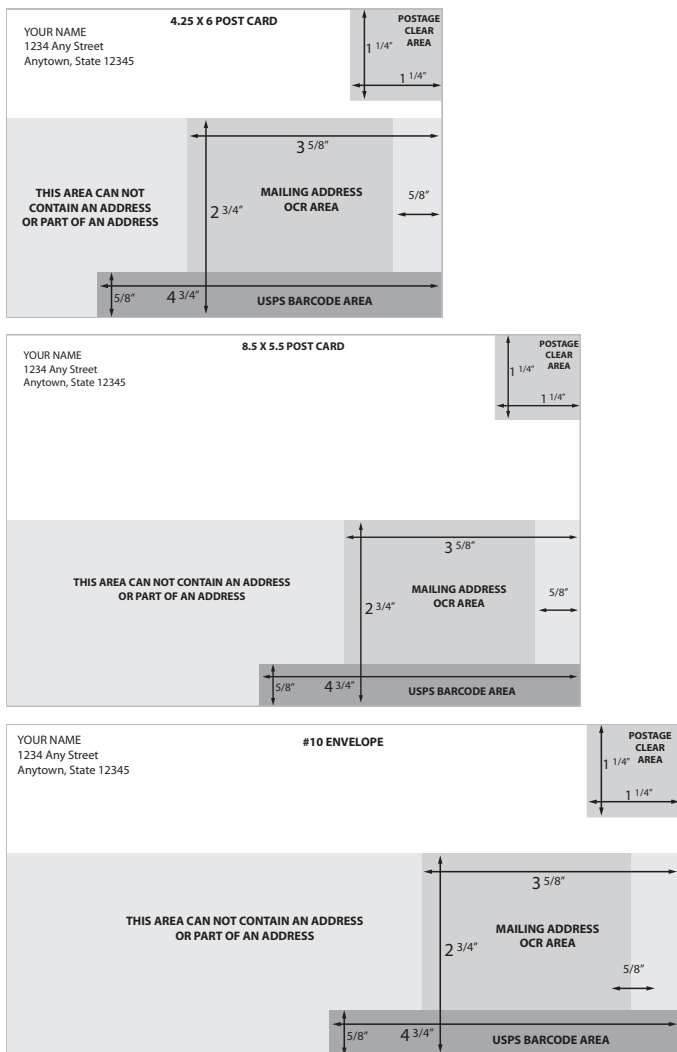
Letters & Post Cards

Shaded areas should be clear of any text. Any background images in these areas should be at 7% density or less. Cards larger than 4.25 x 6 mail at letter rates.

Post Card Requirements & Pricing

Letter Requirements & Pricing

Indicia

It's important that your postal indicia be formatted correctly and that the name on your mail piece match the name on file with the post office.

Permit Imprint Formats

Important New Barcode Requirements

Effective January 28, 2013 the Post Office will require a new type of barcode on mail pieces in order to receive automation pricing. This effects all First Class, Standard and Periodical Letters and Flats, as well as Bound Printed Matter Flats, Qualified Business Reply Mail and Permit Reply Mail. **If TechnaPrint uses your mail permit account to process your mailings, we will need your 9-digit *Mailer ID* so that you can continue to receive discounted postage rates. To obtain your Mailer ID,** visit the USPS **Business Customer Gateway**.

If you haven't used the site before, follow the steps for New User Registration.
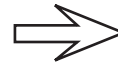
Remember, the new barcodes are also required for Qualified Business Reply Mail and Permit Reply Mail. If you currently use either of these types of mail piece (for example, on survey post cards or payment envelopes) the barcode artwork will need to be updated by January 28th.

Revised Folded Self-Mailer Standards

Folded self-mailers, flats and booklets require specific placement of the mail panel in relation to the fold. These types of pieces usually require specific tab placement as well. As of January 5, 2013, the Post Office will require new folding standards for folded self-mailers. This includes tri-fold brochures and other pieces that fold without staples.

Folded Self-Mailer Guide (effective 1/5/2013)
Addressing Bound or Folded Pieces
Tabbing - Letters & Folded Self-Mailers (till 1/4/2013)
Tabbing - Booklets

See page 2 for a list of helpful links on the USPS website
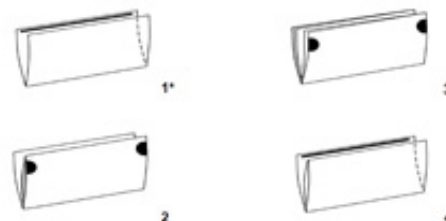
MORE HELPFUL LINKS ON THE USPS WEB SITE:

General Information
Basic Addressing Standards
Quick Service Guide Index
Standards for Commercial Letters & Postcards
Designing Letters & Postcards for Automation

Intelligent Mail & Barcoding
Overview to Intelligent Mail - Basic Service
Intelligent Mail Barcode Questions & Answers
Business Customer Gateway Guide
Quick Step Guide to Mailer ID Acquisition
Business Customer Gateway
Reply Mail Artwork Generator