

Direct Mail QUICK REFERENCE GUIDE

USPS rates effective January 24, 2021 | Rates and rules subject to USPS regulations



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Physical Standards for Postcards and Letters

Machinable Letters and Cards

If you prepare your letters and cards so that they have an accurate address and can be processed on United States Postal Service (USPS) equipment, your mail is “machinable” and eligible for “presort” prices. Machinable mailpieces must meet specific standards, including size, shape, and weight.

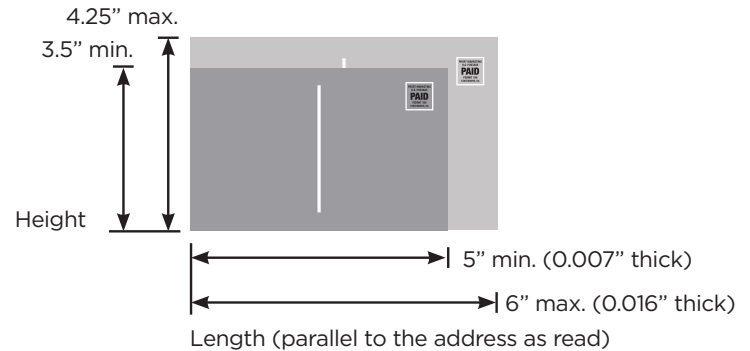
MACHINABLE LETTER-SIZE MAIL IS:

- Not less than 5” long and 3.5” high.
- *0.007” thick if no more than 4.25” high and 6” long; or 0.009” thick if more than 4.25” high or 6” long, or both.
- Not more than 11.5” long, or more than 6.125” high, or greater than 0.25” thick.
- Rectangular, with four square corners and parallel opposite sides. Letter-size, card-type mailpieces made of card stock may have finished corners that do not exceed a radius of 0.125.”
- Within an aspect ratio (length divided by height) of 1.3 to 2.5, inclusive.

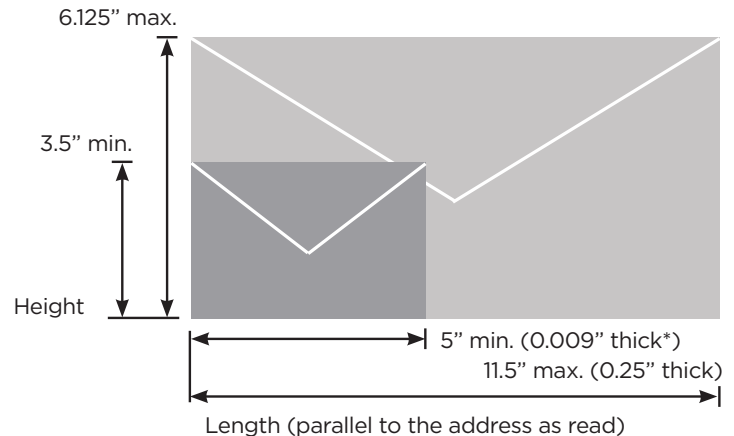
The maximum weight for Presorted First-Class Mail and USPS Marketing Mail machinable letters and cards is 3.5 oz. (0.2188 pounds).

The stock used for a card may be of any color or surface that permits the legible printing of the address, postmark, and any required markings.

Card-Size Dimensions



Letter-Size Dimensions



Determining Length and Height

Letter-size pieces: For the purpose of determining mailability or machinability, the length is the dimension parallel to the delivery address as read; the height is the dimension perpendicular to the length.

Flat-size pieces: The length of a flat-size mailpiece is the longest dimension. The height is the dimension perpendicular to the length.

The Importance of Aspect Ratio

In order for your letter-size mailpiece to qualify for automated or machinable rates, it must meet the required aspect ratio between 1.3 and 2.5. To determine this, divide the length of your mailer by the height.

Addressing Cards

Vertically Divided Cards



VERTICALLY DIVIDED CARDS: The address side of a card is the side bearing the delivery address and postage. The address side of the card must be divided into a right portion and a left portion, with or without a vertical rule. The left portion is the message area. The delivery address, postage, and any USPS marking or endorsement must appear in the right portion. The right portion must be at least 3.75” wide (measured from the right edge of the card, top to bottom inclusive).

Horizontally Divided Cards

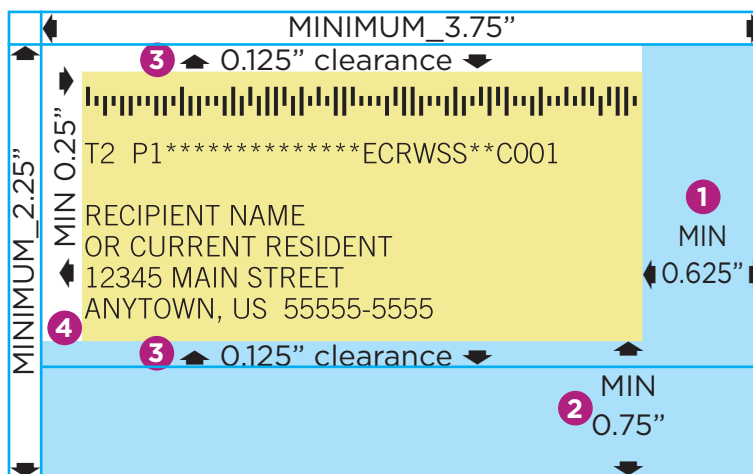


HORIZONTALLY DIVIDED CARDS: The address side of the card must be divided into an upper portion and a lower portion, with or without a horizontal rule. The delivery address, postage, and any USPS marking or endorsement must appear within the portion containing the delivery address.

The illustration below displays Lewis Color’s required dimensions and clearance and is applicable for any size postcard. Please note these are slightly different from the required dimensions and clearance of the USPS.

A **MINIMUM** of 3.75” from right trim and 2.25” from bottom trim is needed for addressing using standard addressing fields as shown (**not including indicia**).

- 1 Right margin at least 0.625”
- 2 Bottom margin at least 0.75”
- 3 Recipient block should have a minimum of 0.125” clearance top and bottom from any other elements
- 4 Recipient block should have a minimum of 0.25” left clearance from any other elements



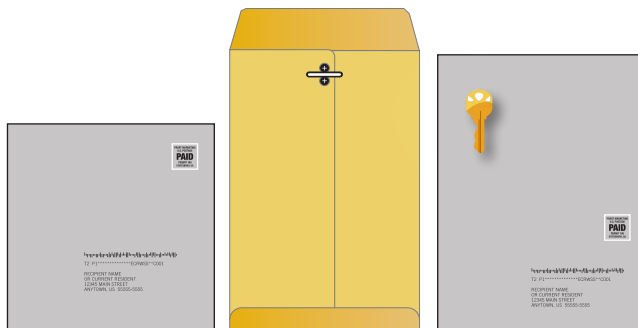
Nonmachinable Letters

A letter-size piece is nonmachinable if it has an exterior surface that is not made of paper or if it does not meet the standards of machinable letters. Windows in envelopes made of paper do not make mailpieces nonmachinable. Attachments do not render mailpieces nonmachinable if allowed by eligibility standards according to the class of mail and if not prohibited. In addition, a letter-size piece is nonmachinable if it weighs more than 3.5 oz.

MAXIMUM WEIGHT: First-Class Mail and Periodicals nonmachinable letters 3.5 oz.; USPS Marketing Mail nonmachinable letters; less than 16 oz.

EXAMPLES OF A NONMACHINABLE LETTER INCLUDE:

- It has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5 (a square envelope has an aspect ratio of 1, making it nonmachinable)¹
- It is more than 4.25" high or more than 6" long and is less than 0.009" thick
- It has clasps, strings, buttons, or similar closure devices²
- It is too rigid
- It has a delivery address parallel to the shorter side of the mailpiece
- It contains items such as pens, pencils, or keys that create an uneven thickness³

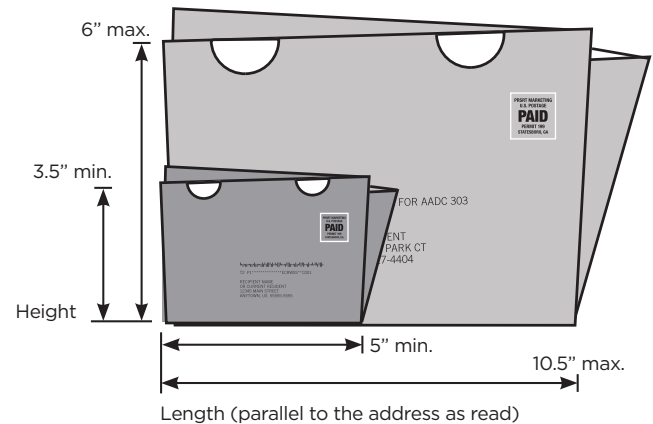


(1) Nonmachinable: aspect ratio is less than 1.3

(2) Nonmachinable: contains a clasp

(3) Nonmachinable: contains an item (key) that creates an uneven thickness

Folded Self-Mailer Dimensions



Folded Self-Mailers

A folded self-mailer is formed of panels that are created when one or more unbound sheets of paper are folded together and sealed to make a **letter-size mailpiece**. The number of sheets in the mailpiece and the number of times the sheets are folded determine the number of panels. Sheets that are bound by one or more staples are not considered folded self-mailers.

FOLDED SELF-MAILERS HAVE THE FOLLOWING CHARACTERISTICS:

- **THICKNESS:** A minimum of 0.007"; (0.009" if the height exceeds 4.25" or if the length exceeds 6"); the maximum thickness is 0.25"
- **MAXIMUM WEIGHT:** 3 oz.
- **RECTANGULAR** with four square corners and parallel opposite sides
- **ASPECT RATIO:** within 1.3 to 2.5.
- **MAXIMUM NUMBER OF PANELS:** 12

Quarter-folded self-mailers made of a minimum 70# paper basis weight or equivalent may have as few as 4 panels. Quarter-folded self-mailers made of 55# or greater newsprint must have at least 8 panels and may contain up to 24 panels.

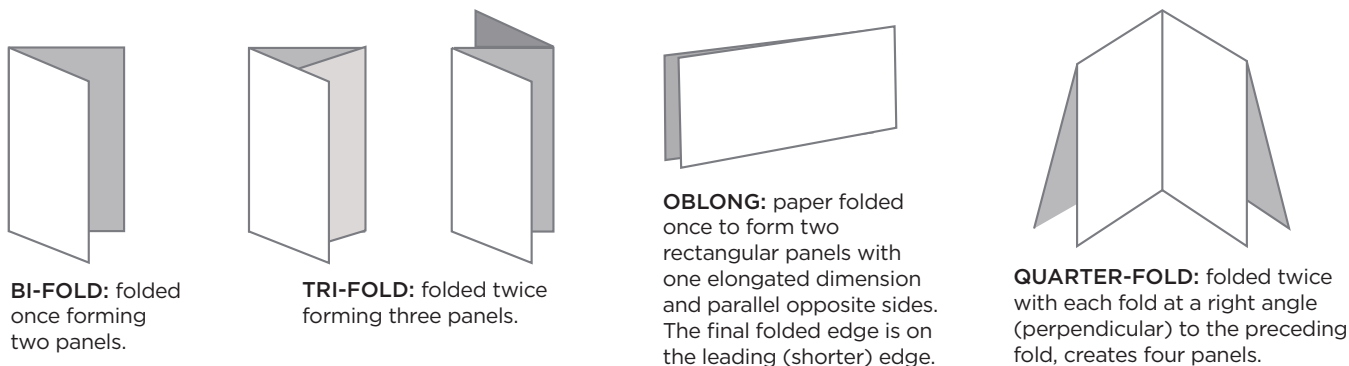
Folded self-mailers must be sealed using tabs or glue.



Panels are created when a sheet of paper is folded. Each two-sided section (front and back) created by the fold is considered one panel. The final folded panel creates the back (non-address) side of the mailpiece. The open edge of the back panel must be at the top or within 1" of the top or trailing edge of the mailpiece. For horizontal folded tri-fold or multi-fold pieces, the addressed panel may be the final folded panel if the leading edge is sealed.

Internal shorter panels must be covered by a full-size panel, and count toward the maximum number of panels.

Folding methods and the subsequent number of panels created when folding a single sheet of paper are:



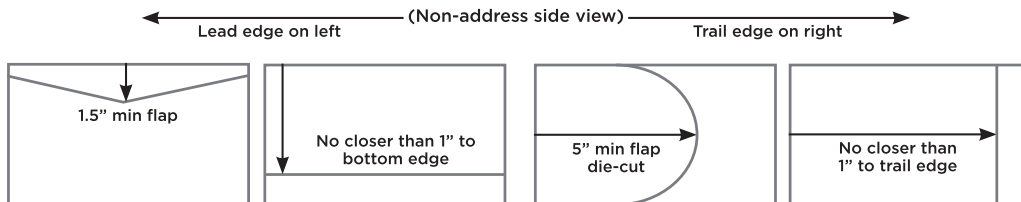
The final folded edge must be the bottom of a folded self-mailer unless prepared as an oblong. The final folded edge of an oblong folded self-mailer must be the leading (shorter) edge.

Flaps are formed when the final exterior panel is folded over and affixed to the unaddressed side of the mailpiece. Flaps must meet the following conditions and must be secured by a sealing method.

The folded edge of a flap must be flush with the top edge of the mailpiece and end 1" or more above the bottom edge. Flaps must be at least 1.5" when measured from the top of the mailpiece.

Flaps with die-cut shapes must be firmly secured with tabs, glue line, glue spots or elongated glue lines. A 0.125" wide continuous glue line that seals the contour of the die-cut is strongly recommended.

Flaps on oblong pieces must be at least 5" long at the longest point when measured from the leading edge and must end no more than 1" from the trailing edge.



Letter-Size Booklet-Type Mailpiece

Booklets must have a bound edge (spine.) Sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed-glued, or joined together by another binding method that produces a spine where pages are attached together are considered booklets. In general, booklets must be uniformly thick. Large bound booklets that are folded for mailing may qualify for automation and machinable prices if the final mailpiece remains nearly uniform in thickness and conforms to all other automation standards. The mailpiece must be secured with at least three non-perforated 1.5" tabs, glue, or 1.5" wide tape.

DIMENSIONS:

HEIGHT: not more than 6" or less than 3.5" high

LENGTH: not more than 10.5" or less than 5" long

THICKNESS: not more than 0.25" or less than 0.009" thick

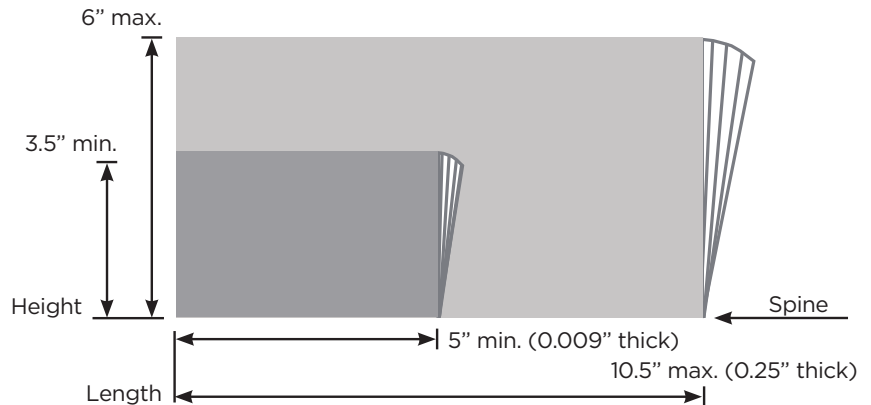
WEIGHT: not more than 3 oz.

ASPECT RATIO: within 1.3 to 2.5

Booklets must have a minimum cover weight of 70# paper basis weight or equivalent.

Staples or stitching must parallel the bound edge, seat tightly and securely, and have no protrusions that might impede or damage the mail or mail processing equipment.

Letter-Size Booklet Dimensions



For Your Information

A return address is required for:

- Mail with a company permit imprint
- Mail with precanceled stamps
- Non-profit mail (return address must match permit address exactly)
- Periodicals in envelopes or wrappers
- Priority Mail



DID YOU KNOW ... CONTENT STANDARDS FOR FIRST-CLASS MAIL

Bills and statements of account, mail containing personal information specific to the addressee, handwritten or typewritten material, or any matter marked "Postcard" or "Double Postcard" must be mailed as First-Class Mail, Priority Mail or Priority Mail Express.

Booklets

SIMPLE SPINE

The spine forms the bottom edge of the mailpiece. The length or method used to seal the booklet determines the weight of the paper forming the cover.

Maximum weight: 3 oz.
Maximum height: 6"
Maximum length: 9.5" unless noted

LIGHTWEIGHT SIMPLE SPINE

Maximum weight: 0.8 oz.
Maximum height: 6"
Maximum length: 10.5"

Cover paper weight: 70# paper basis weight or equivalent unless noted

MID-WEIGHT SIMPLE SPINE

Weight: over 0.8 oz. up to 1.6 oz.
Maximum height: 6"
Maximum length: 10.5"

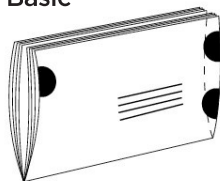
Cover paper weight: 70# paper basis weight or equivalent unless noted

HEAVY-WEIGHT SIMPLE SPINE

Weight: over 1.6 oz. up to 3 oz.
Maximum height: 6"
Maximum length: 10.5"

Cover paper weight: 70# paper basis weight or equivalent unless noted

Basic

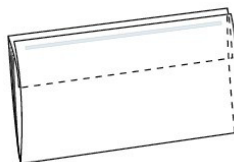


Cover: 5" to 9" long at least 50# paper

Over 9" up to 10.5" at least 60# paper

The front cover may be up to a maximum of 0.25" shorter than pages and rear cover.

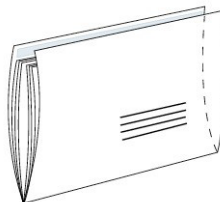
Internal Flap



Cover: Minimum 80# paper

Extended front folded over enclosed pages to create a non-perforated inner flap. Flap sealed inside of back cover.

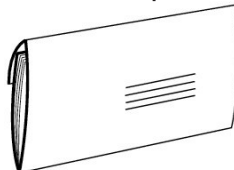
Cover-to-Cover



Cover: Minimum 80# paper

Cover extends no more than .625" beyond inner pages.

External Flap

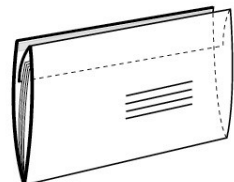


Addressed side of the cover extends over all pages on the back to create a flap.

Flap length: at least 1.5" wide when measured down from the top edge. May be longer, but cannot be closer than 1" from bottom edge.

Flap attaches to the outside of the non-addressed side of the cover.

Internal Flap



Addressed side of the cover extends over internal pages to create an inside flap.

Flap length: at least 1.5" wide when measured down from the top edge.

Flap attaches to the inside of the non-addressed side of the cover.

Wallet-Style Booklets

A spine forms the bottom edge. Wallet-style booklets must be from 5.2" to 8" long, 4" high; can weigh up to 2.5 oz.; and must be sealed with non perforated tabs.

Maximum weight: 2.5 oz.

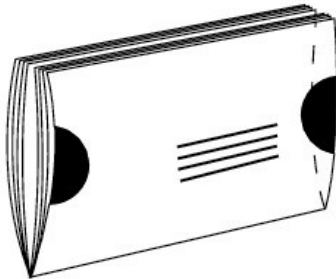
Maximum height: 4"

Maximum length: 8"

Entire booklet 60# paper,

OR

Cover 70# paper, inner pages 50# paper.



Oblong Booklets

Oblong booklets have a spine on the leading (shorter) edge.

Maximum weight: 3 oz.

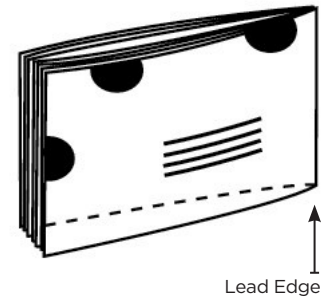
Maximum height: 6"

Maximum length: 10.5"

Cover:

5" to 9" long: 60# paper

Over 9" up to 10.5" long: 70# paper



Oblong booklets with the spine on the trailing edge would not be considered machinable.

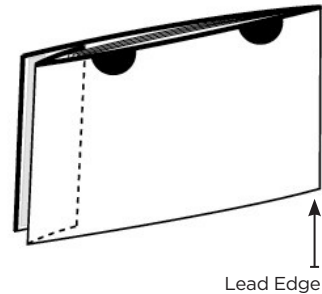
Oblong Booklets - Internal Flap

Cover:

5" to 9" long: 60# paper

Over 9" up to 10.5" long: 70# paper

The front OR back cover sheet is extended on the trailing edge and folded over the non-recessed internal pages. The flap is sealed inside the opposite cover sheet with glue. Extended front and back covers are not allowed with glue line seals.



The USPS requires mailers to demonstrate that they have updated their mailing list within 95 days before the mailing date. Non-compliance will result in additional postage fees. NCOA* is our default method of compliance.

Mailings that are addressed to "Current Resident," "Or Current Resident," "Current Occupant," or "Or Current Occupant" are exempt from this requirement.

*NCOA is an address correction service that matches a mailer's list against the USPS COA database. If there are any matches, updated information is provided back to the mailer or mailing agent.

Physical Standards for Commercial Flats

The USPS classifies commercial flats as either non-automation or automation flats or machinable and nonmachinable for periodicals.

A flat meets automation standards and qualifies for automation prices if it meets the specific addressing, barcoding, and design standards. Automation flats must have an Intelligent Mail barcode (IMb) with a delivery point routing code.

SHAPE: Rectangular, with four square corners, or with finished corners that do not exceed a radius of 0.125.”

MAXIMUM WEIGHT:

First-Class Mail: 13 ounces.

Periodicals: 20 ounces

USPS Marketing Mail: less than 16 ounces

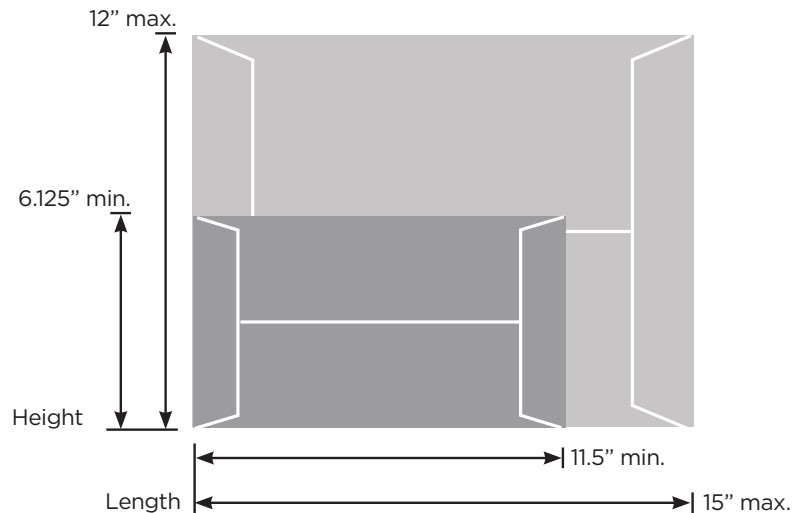
Bound Printed Matter: 20 ounces

FLEXIBILITY AND DEFLECTION: Flat-size pieces must meet flexibility (see page 9) and deflection criteria (see page 10). Flat-size pieces mailed at high density, high density plus, saturation, and basic carrier route prices are not required to meet deflection standards. All other flats not meeting deflection standards are subject to additional postage.

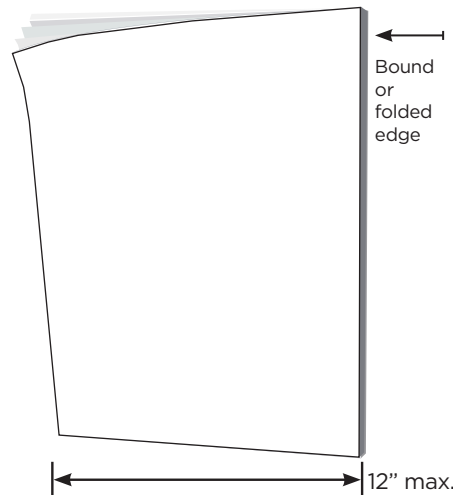
UNIFORM THICKNESS: The contents must be uniformly thick so that any bumps, protrusions, or irregularities do not cause more than 0.25” variance in thickness. When determining variance in thickness, exclude the outer edges of a mailpiece (1” from each edge) when the contents do not extend to the edges.

Mailpieces that do not meet the standards for flexibility, or uniform thickness must pay parcel prices.

Flat Dimensions



The length of a flat-size mailpiece is the longest dimension
Thickness: Minimum 0.009”; Maximum 0.75”



For bound or folded pieces, the edge perpendicular to the bound or folded edge may not exceed 12 inches.

Prohibitions

PROTRUSIONS: Clasps, strings, buttons, or like materials, or other protrusions that impede or damage mail processing equipment are prohibited.

STAPLES: Staples must not be substituted for tabs or wafer seals on pieces in automation price mailings. As a binding method, staples may be placed in the fold or spine of a magazine or booklet-type or similar mailpiece if parallel with the bound edge, tightly and securely inserted, and not protruding to damage or interfere with mail processing equipment.

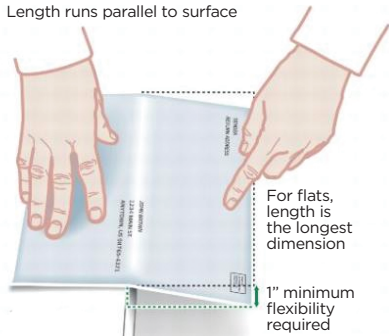
Flexibility

Flat-size pieces must be flexible. Boxes—with or without hinges, gaps, or breaks that allow the piece to bend—are not flats. Tight envelopes or wrappers that contain one or more boxes are not flats. Customers may perform the following test on their own mailpieces.

Flex test all flats as follows:

- Place the piece with the length parallel to the edge of a flat surface and extend the piece halfway off the surface.
- Press down on the piece at a point 1" from the outer edge, in the center of the piece's length, exerting steady pressure.
- The piece is not flexible if it cannot bend at least 1" vertically without being damaged.
- The piece is flexible if it can bend at least 1" vertically without being damaged and it does not contain a rigid insert.

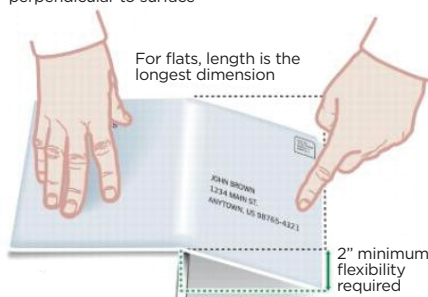
FLEX TEST
Length runs parallel to surface



Flex test flats 10" or longer as follows:

- Place the piece with the length perpendicular to the edge of a flat surface and extend the piece one-half of its length off the surface.
- Press down on the piece at a point 1" from the outer edge, in the center of the piece's width, exerting steady pressure.
- Turn the piece around and repeat steps 1 and 2. The piece is flexible if both ends can bend at least 1" vertically without being damaged.

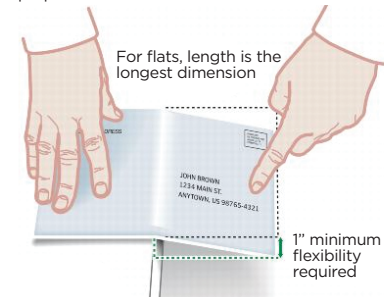
FLEX TEST
Flats 10" or longer that contain a rigid insert, perpendicular to surface



Flex test flats less than 10" as follows:

- Place the piece with the length perpendicular to the edge of a flat surface and extend the piece one-half of its length off the surface.
- Press down on the piece at a point 1" from the outer edge, in the center of the piece's width, exerting steady pressure.
- Turn the piece around and repeat steps 1 and 2. The piece is flexible if both ends can bend at least 1" vertically without being damaged.

FLEX TEST
Flats less than 10" that contain a rigid insert; perpendicular to surface



Test deflection as follows for pieces 10" or longer:

- Place the piece on a flat, straight-edge surface with the length perpendicular to the edge of the surface and extend the piece 5" off the edge of the surface. Test square-shaped bound flats by placing the bound edge parallel to the edge.
- Place a flat 12" ruler (or other similar flat object 12" or longer) on top of the mailpiece with the length of the ruler parallel to the edge of the surface and as close to the edge as possible so that the 5# weight does not extend past the edge.
- Place a certified 5# weight on the center of the ruler to hold the piece in place.
- Determine the vertical deflection in inches.
- Turn the piece around 180 degrees and repeat the process.
- The piece is mailable as a flat if it does not droop more than 3" vertically at either end.

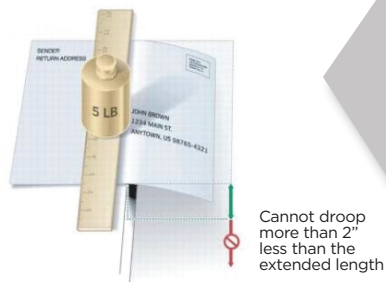
DEFLECTION TEST - Pieces 10" or longer
Length is the longest dimension



Test deflection as follows for pieces less than 10":

- Place the piece on a flat, straight-edge surface with the length perpendicular to the edge of the surface and extend the piece one-half of its length off the edge of the surface. Test square-shaped bound flats by placing the bound edge parallel to the edge.
- Place a flat 12" ruler (or other similar flat object 12" or longer) on top of the mailpiece with the length of the ruler parallel to the edge of the surface and as close to the edge as possible so that the 5# weight does not extend past the edge.
- Place a certified 5# weight on the center of the ruler to hold the piece in place.
- Determine the vertical deflection in inches.
- Turn the piece around 180 degrees and repeat the process.
- The piece is mailable as a flat if it does not droop more than 2" less than the extended length at either end.

DEFLECTION TEST - Pieces less than 10" long
Length is the longest dimension



For Example...

A piece 8" long would be extended 4" horizontally off a flat surface. It must not droop more than 2" vertically at either end.

Although not required, mailpieces may be prepared with tabs, wafer seals, cellophane tape, or permanent glue (continuous or spot) if these sealing devices do not interfere with the recognition of the barcode, price marking, postage information, and delivery and return addresses. Cellophane tape may not be placed over the barcode or where any part of the barcode will be printed. Tabs or seals placed in the area on which any part of the barcode is printed must contain a paper face meeting the standards for background reflectance.

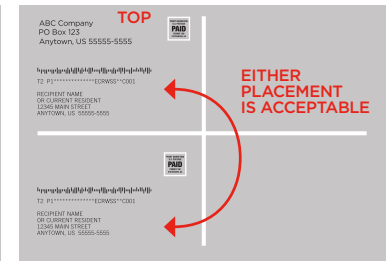
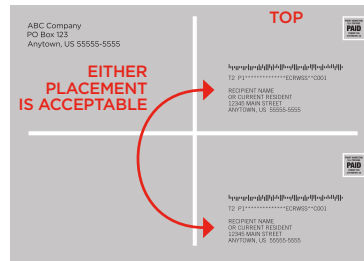
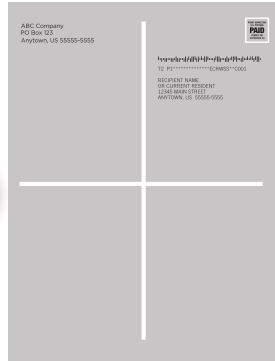
The contents of flat-size mailpieces prepared in sleeves or other wrappers must be sufficiently secure in the sleeve or wrapper to stay in place during processing. If material bearing the delivery address or barcode for the mailpiece is enclosed in a partial wrapper, that wrapper must be sufficiently secure to prevent the contents from shifting and obscuring the delivery address or barcode.

Address Placement on Flats

On all Periodicals, USPS Marketing Mail, Bound Printed Matter, Media Mail, and Library Mail flats mailed at presorted, automation, or carrier route prices, mailers must place the delivery address at least .125" from any edge of the mailpiece. The delivery address may appear on the front or the back of the mailpiece (but must be on the side bearing postage, except for Periodicals), parallel or perpendicular to the top edge, but it cannot be upside down as read in relation to the top edge.

OPTIMAL PLACEMENT:

The top edge of the delivery address block should be as close as possible to the top edge of the mailpiece to facilitate carrier scanning, but still remain at least 1" below the return address.



"Top" is the right or left edge as viewed in this horizontal orientation. The "top half" could be either the left or right half.

Address Placement on Bound or Folded Pieces

The following standards apply to bound or folded Periodicals, USPS Marketing Mail, Bound Printed Matter, Media Mail, and Library Mail flat-size pieces mailed at presorted, automation, or carrier route prices not in envelopes or polywrap:

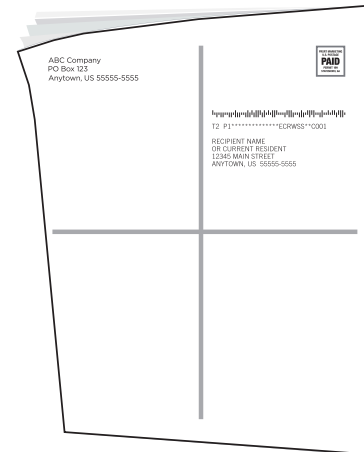
The "top" is the upper edge of the mailpiece when the bound or final folded edge is vertical and on the right side of the piece.

Exception: For Carrier Route (or Enhanced Carrier Route) saturation pieces, the "top" of the mailpiece is either of the shorter edges.

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

If a vertical address will not fit entirely within the top half, the address may cross the midpoint if it is placed within 1 inch of the top edge.

Optimal placement is at the top edge (while maintaining the .125" clearance requirement).



Bound or folded edge

A catalog is a bound flat-sized mailpiece with at least 16 pages. Catalogs must contain an order form, a phone number, or a web address to place orders and provide shipping options for the products offered. A catalog does not qualify as a Periodical.



Every Door Direct Mail™

Standard USPS Mail® flats are the only type of mailpiece that can be used with Every Door Direct Mail™ (EDDM).

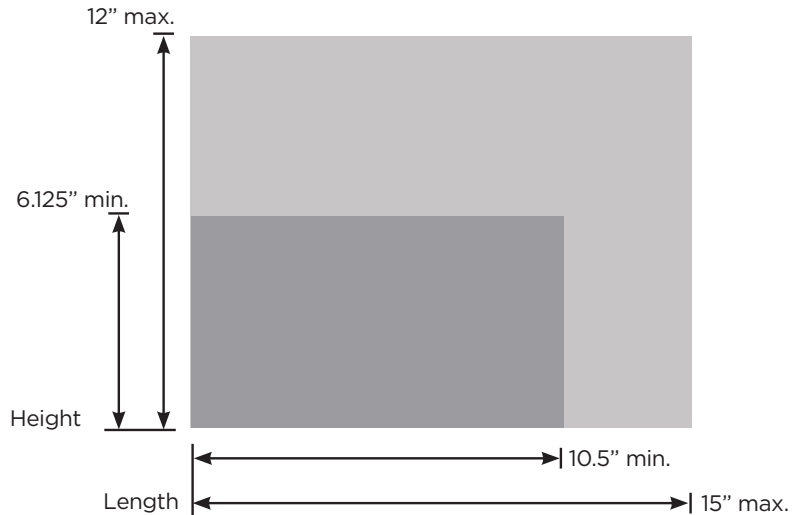
When deciding whether flats conform to mailing standards, keep in mind that the length of a flat-size mailpiece is its longest dimension and the height is the dimension perpendicular to its length.

THE FOLLOWING CRITERIA CAN BE USED TO DETERMINE ELIGIBILITY OF FLAT-SIZED MAILPIECES:

- Rectangular with four square corners or finished corners that do not exceed a radius of .125.”
- Not weigh more than 3.3 ounces.
- Must be one of the following: more than 10.5” in length **OR** 6.125” in height **OR** .25” thick
- Cannot be more than 15” in length, 12” in height, and .75” thick.

EDDM Flats Dimensions

To be considered a flat, a mailpiece must exceed only one of the minimum dimensions but be within all flat maximum dimensions, otherwise it will be mailed as a parcel.



EDDM flats must be part of a saturation flats mailing with all pieces bearing simplified addresses.

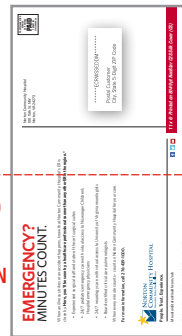


MAILING LABEL PLACEMENT

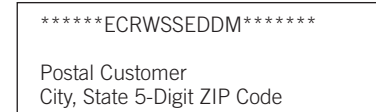
The simplified address label must be on the top half of the mailpiece. The orientation of the label, whether it's applied on the long or short side, does not matter (except that labels placed parallel to the shortest end must not be upside down). The shortest end will always be the top half of the piece. Length is always the longest side.



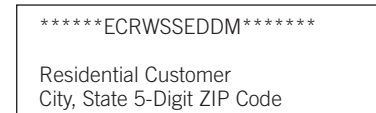
SIMPLIFIED ADDRESS LABEL MUST BE ON TOP HALF



The indicia must be in the upper right-hand corner of the mailer, within 1.625” from the right edge and 1.375” from the top edge. “ECRWSS” must be in the address area or within or below the permit indicia.



“Postal Customer” for all active deliveries (business and residential).



“Residential Customer” for residential deliveries.



“PO Box Holder” for PO Box deliveries.

- City, State, and 5-Digit Zip are recommended, but not required.
- “EDDM” must be included after ECRWSS on the label of pieces greater than 10.5” submitted at a BMEU.

Ancillary Service Endorsements

Sometimes, no matter how good the address is, the USPS still can't deliver the mail. For instance, the customer may have moved or the building may be vacant. By using ancillary service endorsements, you can give the USPS specific instructions of how to handle the mail if it is undeliverable as addressed. Depending on the purpose of the mailing, you may want those pieces forwarded to customers who have moved, or you may want a corrected address returned to you. Ancillary service endorsements include five basic phrases that are printed on the address side of the mailpiece:

- **Address Service Requested:** Forwarding and return. New separate address notification provided. Months 1 through 12: mailpiece forwarded; notice of new address provided, address correction fee charged. Months 13 through 18: mailpiece returned with new address attached. After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery.
- **Return Service Requested:** No forwarding, only return. Mailpiece returned with new address or reason for nondelivery.
- **Change Service Requested:** No forwarding or return. New address notification provided. Separate notice of new address or reason for nondelivery provided; mailpiece disposed of by USPS.
- **Forwarding Service Requested:** Forwarding and return. New address notification provided only with return. Months 1 through 12: mailpiece forwarded. Months 13 through 18: mailpiece returned with new address attached. After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.
- **Electronic Service Requested:** Mailpiece is directed to a Computerized Forwarding System (CFS) or Postal Automated Redirection System (PARS) site for processing. OneCode ACS mailers are required to insert this service request through a valid service type code in an Intelligent Mail barcode (IMb).

Undeliverable mail is handled differently depending on the class of mail, the endorsement you use, and how recently the customer has moved. Some of these actions have fees associated with them.

First-Class Mail is forwarded free of charge and, if undeliverable, returned for free. An ancillary service endorsement changes how the USPS treats the First-Class Mail. Undeliverable Marketing Mail that doesn't have an endorsement is thrown away by the Postal Service.

THE ENDORSEMENT MUST BE PLACED IN ONE OF THESE FOUR POSITIONS:

- 1 Directly below the return address.
- 2 Directly to the left of the postage area and below or to the left of any price marking.
- 3 Directly below the postage area and below any price marking.
- 4 Directly above the delivery address area (which includes the delivery address block and any related non-address elements such as a barcode, keyline, or optional endorsement line).



When a printed ancillary service endorsement is used, or a request is embedded within an Intelligent Mail barcode, a domestic return address must be placed in the upper left corner of the address side of the mailpiece or the upper left corner of the addressing area. If the return address is a multiple delivery address, it must show a unit designator (e.g., an apartment #).

Before you put an endorsement on your mailpiece, make sure you understand what service you will receive and what fees may be charged for that service. You must have your own indicia for most ancillary service endorsements.



Media Mail vs Library Mail

MEDIA MAIL

Only these items may be mailed at the Media Mail prices:

- Books, including books issued to supplement other books, of at least eight printed pages, consisting wholly of reading matter or scholarly bibliography, or reading matter with incidental blank spaces for notations and containing no advertising matter other than incidental announcements of books. Advertising includes paid advertising and the publishers' own advertising in display, classified, or editorial style.
- 16-millimeter or narrower width films, which must be positive prints in final form for viewing, and catalogs of such films of 24 pages or more (at least 22 of which are printed). Films and film catalogs sent to or from commercial theaters do not qualify for the Media Mail price.
- Printed music, in bound or sheet form.
- Printed objective test materials and their accessories used by or on behalf of educational institutions to test ability, aptitude, achievement, interests, and other mental and personal qualities with or without answers, test scores, or identifying information recorded thereon in writing or by mark.
- Sound recordings, including incidental announcements of recordings and guides or scripts prepared solely for use with such recordings.

Video recordings and player piano rolls are classified as sound recordings.

- Playscripts and manuscripts for books, periodicals, and music.
- Printed educational reference charts designed to instruct or train individuals for improving or developing their capabilities. Each chart must be a single printed sheet of information designed for educational reference. The information on the chart, which may be printed on one or both sides of the sheet, must be conveyed primarily by graphs, diagrams, tables, or other nonnarrative matter. An educational reference chart is normally but not necessarily devoted to one subject. A chart on which the information is conveyed primarily by textual matter in a narrative form does not qualify as a printed educational reference chart for mailing at the Media Mail prices even if it includes graphs, diagrams, or tables. Examples of qualifying charts include maps produced primarily for educational reference, tables of mathematical or scientific equations, noun declensions or verb conjugations used in the study of languages, periodic table of elements, botanical or zoological tables, and other tables used in the study of science.
- Loose-leaf pages and their binders consisting of medical

information for distribution to doctors, hospitals, medical schools, and medical students.

- Computer-readable media containing prerecorded information and guides or scripts prepared solely for use with such media.

LIBRARY MAIL

Each piece must show in the address or return address the name of a school, college, university, public library, museum, or herbarium or the name of a nonprofit, religious, educational, scientific, philanthropic (charitable), agricultural, labor, veterans, or fraternal organization or association.

The items described in this section may be mailed at the Library Mail price when sent between: (1) schools, colleges, universities, public libraries, museums, and herbariums and nonprofit religious, educational, scientific, philanthropic (charitable), agricultural, labor, veterans, and fraternal organizations or associations; (2) any such institution, organization, or association and an individual who has no financial interest in the sale, promotion, or distribution of the materials; or (3) any such institution, organization, or association and a publisher, if such party has placed an order to buy such materials for delivery to itself:

- Books, consisting wholly of reading matter, scholarly bibliography, or reading matter with incidental blank spaces

for notations and containing no advertising, except for incidental announcements of books. Printed music, whether in bound or sheet form. Bound volumes of academic theses, whether in typewritten or duplicated form.

- Periodicals, whether bound or unbound.
- Sound recordings.
- Other library materials in printed, duplicated, or photographic form or in the form of unpublished manuscripts.
- Museum materials, specimens, collections, teaching aids, printed matter, and interpretive materials for informing and furthering the educational work and interests of museums and herbariums.

The following specific items may be mailed at the Library Mail price when sent to or from schools, colleges, universities, public libraries, museums, and herbariums and to or from nonprofit religious, educational, scientific, philanthropic (charitable), agricultural, labor, veterans, or fraternal organizations:

- 16-millimeter or narrower width films, filmstrips, transparencies, slides, and microfilms. All must be positive prints in final form for viewing.
- Sound recordings.
- Museum materials, specimens, collections, teaching aids, printed matter, and interpretive materials intended for informing and furthering the educational work and interests of museums and herbariums.

- Scientific or mathematical kits, instruments, or other devices.
- Catalogs of the materials above and guides or scripts prepared solely for use with such materials.

BASIC ELIGIBILITY

Media Mail and Library Mail are subclasses of Package Services. The USPS does not guarantee the delivery of Media Mail or Library Mail within a specified time.

Each Media Mail and Library Mail piece must bear a delivery address and the sender's return address. The delivery address must include the correct ZIP Code or ZIP+4 code.

Media Mail and Library Mail are not sealed against postal inspection. The mailing of articles at Media Mail or Library Mail prices constitutes consent by the mailer to postal inspection of the contents.

All Media Mail and Library Mail parcels, unless inducted through a retail transaction or a USPS self-service kiosk, must bear an Intelligent Mail package barcode (IMpb).

There is no minimum weight for Media Mail or Library Mail. A single piece of Media Mail or Library Mail can weigh no more than 70 pounds.

Each piece claimed at Media Mail prices must be marked "Presorted (or "PRSRT") Media Mail." Each piece claimed at Library Mail prices must be marked "Presorted (or "PRSRT") Library Mail."

POSTAGE

Media Mail and Library Mail prices are based on the weight of the piece without regard to zone. Media Mail prices and Library Mail prices are charged per pound or fraction thereof; any fraction of a pound is considered a whole pound. The minimum postage price per piece is that for a piece weighing 1 pound.

A Presorted Media Mail mailing must contain a minimum of 300 pieces claimed at any combination of 5-digit and basic prices. A Presorted Library Mail mailing must contain a minimum of 300 pieces claimed at any combination of 5-digit and basic prices, and must be a separate mailing from any Media Mail mailing. If pieces are not identical in size and content, they may be presented as a single presorted mailing either with the correct postage affixed to each piece in the mailing or with postage paid with a permit imprint if authorized by director, Business Acceptance Solutions.

MEDIA MAIL: Commercial—Flats

Single Piece: \$2.89

Weight Not Over (lbs.)	5-Digit Presort	Basic Presort
1	\$1.76	\$2.67
ADD \$0.56 FOR EACH ADDITIONAL LB.		

LIBRARY MAIL: Commercial—Flats

Single Piece: \$2.75

Weight Not Over (lbs.)	5-Digit Presort	Basic Presort
1	\$1.67	\$2.54
ADD \$0.53 FOR EACH ADDITIONAL LB.		

General Terms

3602: USPS Postage Statement.

8125: USPS Plant-Verified Drop Shipment (PVDS) Verification and Clearance form.

BOUND PRINTED MATTER: A Package Services product weighing not more than 15 pounds that consists of permanently bound sheets of which at least 90% are printed with advertising, promotional, directory, or editorial matter (or a combination of such matter). In addition to the basic marking “Bound Printed Matter” or “BPM,” each piece of Bound Printed Matter mailed at a presorted or carrier route price must bear additional markings (PRSRT or CAR-RT SORT).

BUSINESS REPLY MAIL (BRM): A domestic service that allows a mailer to receive First-Class Mail pieces back from customers and pay postage only for the pieces returned to the mailer from the original distribution of BRM pieces. These pieces must have a specific address and format. Postage and fees are collected when the mail is delivered back to the original mailer.

CARRIER ROUTE: A group of addresses to which the USPS assigns the same code to aid in mail delivery.

CASS: Function within data processing to standardize address information by changing the address to conform to USPS approved abbreviations as well as validating that the address is a valid USPS delivery address (DPV).

COURTESY REPLY MAIL (CRM): Envelopes or postcards that a mailer provides to its customers to expedite delivery of their responses. The customer affixes the reply postage before mailing. The CRM envelope or postcard is generally enclosed in the original mailpiece sent to the customer.

DDU (Destination Delivery Unit): The delivery unit or other postal facility designated by USPS as a delivery unit where a mailer enters mail destined for addresses served by the carriers of the unit

DECEASED SUPPRESSION: Flag and remove the records of deceased individuals in the customer’s database.

DE-DUPE: Removing records from one or more files based on selection criteria. We can remove records based on values in any field or fields.
INDIVIDUAL – Records are considered duplicate if the FULL NAME and ADDRESS are exact matches.

FAMILY – Records are considered duplicate if the LAST NAME and ADDRESS are exact matches.

ADDRESS – Records are considered duplicate if the ADDRESS is an exact match.

SPECIAL – Eliminate duplicates by state, email, specific fields, etc.

DELIVERY POINT: A specific set of digits between 00 and 99 assigned to every address that is combined with the ZIP+4 code to provide a unique identifier for every delivery address. The DP is encoded within the Intelligent Mail barcode.

DNDC (Destination Network Distribution Center): The network distribution center (NDC) or other postal facility designated as an NDC such as an auxiliary service facility (ASF) where a mailer enters mail directly.

DSCF (Destination Sectional Center Facility): The sectional center facility (SCF) or other postal facility designated as an SCF where a mailer enters mail directly.

ECR (Enhanced Carrier Route): This is a subclass to standard mail. ECR has 3 rates, Basic (at least 10 pieces), High Density (at least 125 pieces and in walk sequence order), and Walk Sequence Saturation (at least 90% of residential deliveries or 75% of all residential and business addresses).

EPS (Enterprise Payment System) formerly CAPS: An electronic alternative to presenting checks and cash for postage and fees at multiple Post Offices.

FIM (Facing Identification Mark): A series of vertical bars which is required on all letter-size business reply mail, courtesy reply and meter reply mail enclosed in automation rate mailings.

IMb (Intelligent Mail barcode): A 65-bar Postal Service™ barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs simultaneously, expands mailers’ ability to track individual mailpieces, and provides greater mail stream visibility.

INDICIA: Imprinted designation and markings on mail that denote postage payment.

NCOA (National Change of Address):

Function to compare the delivery name and address against the USPS move/update database of individuals who filed a change of address record, and if a match is found then update the address. This process is also ensures the address is adequate for successful USPS delivery.

OEL (Optional Endorsement Line):

A line of data identifying the sortation level of a mail piece.

PERIODICALS: A class of mail formerly known as second class mail that consists of magazines, newspapers or other periodic publications.

PRECANCELLED STAMP: A postage stamp canceled by marking across the face before it is sold to mailers for use with bulk mailings. Also, a stamp designated as a precanceled stamp without cancellation marks. Mailpieces with these stamps do not go through a canceling machine (places a postmark) at the time of mail processing. Precanceled postage is an optional postage method for Presorted and automation First-Class prices and at all Standard Mail prices.

PRESORT: The process by which a mailer prepares mail so that it is sorted to at least the finest extent required by the standards for the price claimed.

SATURATION: Defined as mailing 90% of residential addresses within the route. The addresses must also be in walk sequence order. A mailer may alternately use 75% of the total residential and business deliveries.

SEEDS: Addresses placed in a list that can help determine what messages are sent to the list, track delivery rate and verify visible appearance of delivered messages.

STANDARDIZED (ADDRESS): An address which contains abbreviations and city names that meet USPS standards.

SUPPRESSION: Using one or more files as a master list of records to be removed from an input file or files. When files on the master list match with the files on the suppression list, they get removed.

WALK SEQUENCE: The exact path the carrier walks when delivering mail.

ZIP+4: The ZIP+4 code adds a hyphen and four digits to the existing five-digit ZIP Code. The first five numbers identify an area of the country and delivery office to which mail is directed. The sixth and seventh numbers denote a delivery sector, which may be several blocks, a group of streets, a group of Post Office boxes, several office buildings, a single high-rise office building, a large apartment building or a small geographic area. The last two numbers denoted a delivery segment, which might be one floor of an office building, one side of a street between intersecting streets, specific departments in a firm, or specific Post Office boxes.

USPS Interesting Facts

Benjamin Franklin was the first Postmaster General of the United States.

Two postmasters became U.S. Presidents later in their careers — Abraham Lincoln and Harry Truman.

The Post Office Department issued its first postage stamps on July 1, 1847.

In 1918, Walt Disney was a substitute mail carrier in Chicago, IL.

In 1958, New York City jeweler Harry Winston donated the 45.52 carat Hope Diamond—today, valued at \$350 million—to the Smithsonian. He so trusted in the USPS, that he turned to it to transport one of the world's most valuable gems. The cost of registered first-class postage was \$2.44 plus Winston paid an additional \$142.05 to insure it for \$1 million. It arrived safely at his destination.

Around 6,000 mailmen get chased, attacked or bitten by dogs each year.

With more than 200,000 vehicles, the USPS maintains one of the largest fleets of civilian vehicles in the world.



DID YOU KNOW ...

A facsimile check is nonmailable unless it states on the face of the check that it is not a negotiable instrument and has no cash value.

Commercial Mail Classes

USPS Marketing Mail

All USPS Marketing Mail prices are bulk prices, and each mailing must meet a minimum quantity of 200 pieces or 50 pounds of mail. There is no single-piece USPS Marketing Mail postage. USPS Marketing Mail is not forwarded or returned unless you request it with an ancillary service endorsement (see page 16). Forwarding and return services may result in additional fees or postage. You cannot send USPS Marketing Mail to international addresses.

USPS Non-Profit Marketing Mail

A lower Marketing Mail price that is available only to qualified nonprofit organizations and qualified national and state political committees specified by U.S. statute. USPS Non-Profit Marketing Mail is not forwarded or returned unless you request it with an ancillary service endorsement (see page 16). Forwarding and return services may result in additional fees or postage. You cannot send USPS Non-Profit Marketing Mail to international addresses.

First-Class Mail

A mail class that includes all matter wholly or partly in writing or typewriting, all actual and personal correspondence, all bills and statements of account, and all matter sealed or otherwise closed against inspection. First-Class Mail postage includes forwarding and return services. Each Presort First-Class mailing must meet a minimum quantity of 500 pieces. Quantities below the 500-piece minimum will qualify for First-Class Single Piece rates.

Periodicals

This class is designed for newspapers, magazines, and other periodical publications whose primary purpose is transmitting information to an established list of subscribers or requesters. Periodicals must be published at regular intervals, at least four times a year from a known office of publication, and be formed of printed sheets. There are specific standards for circulation, record keeping, and advertising limits. There is a formal application procedure to become authorized for Periodicals mailing privileges.

Addressing Guidelines

The delivery address is the most important information on the mailpiece. Lewis Color uses the following format for standard address fields:

Full Name: JANE L MILLER
Alternate Address: STE 2006
Delivery Address: 1960 W CHELSEA AVE
City, ST ZIP Code: ALLENTOWN PA 18104

- Always put the address and the postage on the same side of the mailpiece
- On a letter, the address should be parallel to the longest side
- All capital letters
- At least 10-point type
- Simple type fonts (fancy type fonts such as those used on wedding invitations do not read well on mail processing equipment).
- Left justified
- Black ink on white or light paper is recommended
- Always put the attention line on top - never below the city and state or in the bottom corner of the mailpiece.

EXCEPTIONAL ADDRESSING

Sometimes it's not important that the mailpiece reaches a specific customer, just that it reaches an address. One way to do this is to add a generic title such as "Or Current Resident or "Or Current Occupant." Mailpieces using this format are not subject to the Move Update standard (NCOA requirement).

Full Name: JANE L MILLER
OR CURRENT RESIDENT
Alternate Address: STE 2006
Delivery Address: 1960 W CHELSEA AVE
City, ST ZIP Code: ALLENTOWN PA 18104

Entry Point	Carrier Route					Automation				Non-automation			
	EDDM	Saturation	HD Plus	HD	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC

Terms for Presort Levels

Presort is the process by which a mailer prepares mail so that it is sorted to at least the finest extent required by the standards for the price claimed. Generally, presort is performed sequentially, from the lowest (finest) level to the highest level, to those destinations specified by standard and is completed at each level before the next level is prepared. Not all presort levels are applicable in all situations.

ENTRY POINT: For USPS Marketing Mail, lower postage prices are available for shipping to a Destination Network Distribution Center (DNDC) or Destination Sectional Center Facility (DSCF). For Carrier Route USPS Marketing Mail, there is also a lower price available for shipping flat-size and parcel-size mail to the Destination Delivery Unit (DDU). Letter-size mailpieces cannot be sent to a DDU.

CARRIER ROUTE: All pieces for delivery to the same city route, rural route, highway contract route, Post Office box section, or general delivery unit.

EDDM: Every-Door-Direct-Mail uses a simplified address such as “Postal Customer” in place of a complete delivery address.

SATURATION: This presort is based on the “carrier route” which is the area serviced by a single postal carrier. A mailing must be in walk sequence order and sent to at least 75% of all addresses in a carrier route or 90% of the residential addresses in the route.

HD PLUS (High Density Plus): In order to get high density plus rates, your list must be sorted together in sequence in quantities of at least 300 pieces for each carrier route (USPS Marketing Mail only; letters and flats).

HD (High Density): In order to get high density rates, your list must be sorted together in sequence in quantities of at least 125 pieces for each carrier route.

BASIC: Does not meet any criteria of the levels above.

AUTOMATION: Automation is mail that is 100% barcoded using an Intelligent Mail barcode (IMb) encoded with the correct delivery point routing code and prepared for the Postal Service’s high-speed mail processing equipment. To qualify for automation prices, letters and cards must conform to very specific criteria.

5-DIGIT: The delivery address on all pieces includes the same 5-digit ZIP Code.

3-DIGIT: The ZIP Code in the delivery address on all pieces begins with the same three digits.

ADC: All pieces are addressed for delivery in the service area of the same Area Distribution Center (ADC).

MIXED ADC: The pieces are for delivery in the service area of more than one Area Distribution Center (ADC).

NONAUTOMATION: Does not meet the specific criteria for USPS automation and does not contain a barcode.

SINGLE PIECE: First-Class mail that does not qualify for a presort price and is not required to bear markings. Single piece First-Class letters may use a “Presort First Class” marking as long as the endorsement line contains “**SINGLE PIECE” or “**SNGLP.”

LETTERS/CARDS

Height: 3.5" min. 6.125" max.* **Length:** 5" min. 11.5" max.*

Thickness: 0.009" min.** 0.25" max.

*Booklets and self-mailers: Maximum length is 10.5" - Maximum height is 6"

**Minimum thickness for letters less than 4.25" x 6" is 0.007"

Letters/ Cards 3.5 oz. or less (min. 200 pieces)	Entry Point	Carrier Route				Automation			Non-automation Machinable	
		Saturation	HD Plus	High Density	Basic	5-Digit	AADC	Mixed AADC	AADC	Mixed AADC
	None	0.191	0.201	0.219	0.296	0.259	0.285	0.304	0.302	0.311
DNDC	0.172+	0.182+	0.200+	0.275+	0.239+	0.265+	0.284+	0.282+	0.291+	
DSCF	0.168+	0.178+	0.196+	0.272+	0.235+	0.261+	-	0.278+	-	
DDU	-	-	-	-	-	-	-	-	-	

Letters/ Cards NON- AUTOMATION 4 oz. or less (min. 200 pieces)	Entry Point	Carrier Route				Nonmachinable			
		Saturation	HD Plus	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
	None	0.224	0.232	0.258	0.320	0.538	0.640	0.691	0.748
DNDC	0.186+	0.194+	0.220+	0.285+	0.469+	0.571+	0.622+	0.679+	
DSCF	0.179+	0.187+	0.213+	0.274+	0.460+	0.562+	0.613+	-	
DDU	-	-	-	-	-	-	-	-	

Letters/ Cards NON- AUTOMATION More than 4 oz. (min. 200 pieces)	Entry Point	Carrier Route				Nonmachinable			
		Saturation	HD Plus	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
	Per Pound Rate	None	0.609	0.609	0.609	0.752	1.00	1.00	1.00
DNDC		0.454+	0.454+	0.454+	0.612+	0.724+	0.724+	0.724+	0.724+
DSCF		0.426+	0.426+	0.426+	0.569+	0.689+	0.689+	0.689+	-
DDU		-	-	-	-	-	-	-	-
+	Per Pc.	0.072	0.080	0.106	0.132	0.288	0.390	0.441	0.498

For mailpieces over 4 oz., each piece is subject to both a per piece and per pound price. Multiply the number of pounds of the mailing by per pound price. Multiply the number of pieces in the mailing by per piece price. Add both totals.

DNDC - Destination Network Distribution Center | DSCF - Destination Sectional Center Facility | DDU - Destination Delivery Unit
 EDDM - Every Door Direct Mail (+) plus shipping to entry point; non-automation, more than 4 oz., also add per piece weighted fee

FLATS

Height: 6.125" min. 12" max.
Length: 11.5" min. 15" max.
Thickness: 0.009" min. 0.75" max.

Flats - 4 oz. or less (min. 200 pieces)	Entry Point	Carrier Route					Automation				Non-automation			
		EDDM	Saturation	HD Plus	HD	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
	None	0.225	0.224	0.232	0.258	0.320	0.450	0.588	0.663	0.726	0.538	0.640	0.691	0.748
	DNDC	0.187+	0.186+	0.194+	0.220+	0.285+	0.381+	0.519+	0.594+	0.657+	0.469+	0.571+	0.622+	0.679+
	DSCF	0.180+	0.179+	0.187+	0.213+	0.274+	0.372+	0.510+	0.585+	-	0.460+	0.562+	0.613+	-
	DDU	0.164+	0.163+	0.171+	0.197+	0.267+	-	-	-	-	-	-	-	-

Flats - more than 4 oz. (min. 200 pieces)	Entry Point	Carrier Route					Automation				Non-automation			
		EDDM	Saturation	HD Plus	HD	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Per Pound Rate	None	0.609	0.609	0.609	0.609	0.752	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
	DNDC	0.454+	0.454+	0.454+	0.454+	0.612+	0.724+	0.724+	0.724+	0.724+	0.724+	0.724+	0.724+	0.724+
	DSCF	0.426+	0.426+	0.426+	0.426+	0.569+	0.689+	0.689+	0.689+	-	0.689+	0.689+	0.689+	-
	DDU	0.365+	0.365+	0.365+	0.365+	0.541+	-	-	-	-	-	-	-	-
+	Per Piece	0.073	0.072	0.080	0.106	0.132	0.200	0.338	0.413	0.476	0.288	0.390	0.441	0.498

For mailpieces over 4 oz., each piece is subject to both a per piece and per pound price. Multiply the number of pounds of the mailing by per pound price. Multiply the number of pieces in the mailing by per piece price. Add both totals.

DNDC - Destination Network Distribution Center | DSCF - Destination Sectional Center Facility | DDU - Destination Delivery Unit
 EDDM - Every Door Direct Mail (+) plus shipping to entry point; more than 4 oz. also add per piece weighted fee



DID YOU KNOW ... ELECTION MAIL VS POLITICAL MAIL

Election Mail is any item mailed to or from authorized election officials that enables citizens to participate in the voting process, such as absentee ballots, voter registrations cards, and other balloting/polling related materials. Political Mail is any material mailed for political campaign purposes by a registered political candidate, a campaign committee (federal, state, or local), a committee of a political party (Democratic National Committee, Republican Congressional Campaign Committee), or Political Action Committees (PAC), Super-PACs, and other organizations engaging in issue-advocacy or voter mobilization.

LETTERS/CARDS

Height: 3.5" min. 6.125" max.* **Length:** 5" min. 11.5" max.*

Thickness: 0.009" min.** 0.25" max.

*Booklets and self-mailers: Maximum length is 10.5" - Maximum height is 6"

**Minimum thickness for letters less than 4.25" x 6" is 0.007"

Letters/ Cards 3.5 oz. or less (min. 200 pieces)	Entry Point	Carrier Route				Automation			Non-automation Machinable	
		Saturation	HD Plus	High Density	Basic	5-Digit	AADC	Mixed AADC	AADC	Mixed AADC
	None	0.111	0.116	0.133	0.210	0.138	0.164	0.183	0.181	0.190
DNDC	0.092+	0.097+	0.114+	0.189+	0.118+	0.144+	0.163+	0.161+	0.170+	
DSCF	0.088+	0.093+	0.110+	0.186+	0.114+	0.140+	-	0.157+	-	
DDU	-	-	-	-	-	-	-	-	-	

Letters/ Cards NON- AUTOMATION 4 oz. or less (min. 200 pieces)	Entry Point	Carrier Route				Nonmachinable			
		Saturation	HD Plus	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
	None	0.136	0.144	0.168	0.230	0.344	0.446	0.497	0.554
DNDC	0.098+	0.106+	0.130+	0.195+	0.275+	0.377+	0.428+	0.485+	
DSCF	0.091+	0.099+	0.123+	0.184+	0.266+	0.368+	0.419+	-	
DDU	-	-	-	-	-	-	-	-	

Letters/ Cards Non- automation more than 4 oz. (min. 200 pieces)	Entry Point	Carrier Route				Nonmachinable			
		Saturation	HD Plus	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
	Per Pound Rate	None	0.437	0.437	0.437	0.576	0.866	0.866	0.866
DNDC		0.282+	0.282+	0.282+	0.436+	0.590+	0.590+	0.590+	0.590+
DSCF		0.254+	0.254+	0.254+	0.393+	0.555+	0.555+	0.555+	-
DDU		-	-	-	-	-	-	-	-
+	Per Pc.	0.027	0.035	0.059	0.086	0.127	0.229	0.280	0.337

For mailpieces over 4 oz., each piece is subject to both a per piece and per pound price. Multiply the number of pounds of the mailing by per pound price. Multiply the number of pieces in the mailing by per piece price. Add both totals.

DNDC - Destination Network Distribution Center | DSCF - Destination Sectional Center Facility | DDU - Destination Delivery Unit
 EDDM - Every Door Direct Mail (+) plus shipping to entry point; non-automation, more than 4 oz., also add per piece weighted fee

FLATS

Height: 6.125" min. 12" max.
Length: 11.5" min. 15" max.
Thickness: 0.009" min. 0.75" max.

Flats - 4 oz. or less (min. 200 pieces)	Entry Point	Carrier Route					Automation				Non-automation			
		EDDM	Saturation	HD Plus	HD	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
	None	0.137	0.136	0.144	0.168	0.230	0.256	0.394	0.469	0.532	0.344	0.446	0.497	0.554
	DNDC	0.099+	0.098+	0.106+	0.130+	0.195+	0.187+	0.325+	0.400+	0.463+	0.275+	0.377+	0.428+	0.485+
	DSCF	0.092+	0.091+	0.099+	0.123+	0.184+	0.178+	0.316+	0.391+	-	0.266+	0.368+	0.419+	-
	DDU	0.076+	0.075+	0.083+	0.107+	0.177+	-	-	-	-	-	-	-	-

Flats - more than 4 oz. (min. 200 pieces)	Entry Point	Carrier Route					Automation				Non-automation			
		EDDM	Saturation	HD Plus	HD	Basic	5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Per Pound Rate	None	0.437	0.437	0.437	0.437	0.576	0.866	0.866	0.866	0.866	0.866	0.866	0.866	0.866
	DNDC	0.282+	0.282+	0.282+	0.282+	0.436+	0.590+	0.590+	0.590+	0.590+	0.590+	0.590+	0.590+	0.590+
	DSCF	0.254+	0.254+	0.254+	0.254+	0.393+	0.555+	0.555+	0.555+	-	0.555+	0.555+	0.555+	-
	DDU	0.193+	0.193+	0.193+	0.193+	0.365+	-	-	-	-	-	-	-	-
+	Per Piece	0.028	0.027	0.035	0.059	0.086	0.039	0.177	0.252	0.315	0.127	0.229	0.280	0.337

For mailpieces over 4 oz., each piece is subject to both a per piece and per pound price. Multiply the number of pounds of the mailing by per pound price. Multiply the number of pieces in the mailing by per piece price. Add both totals.

DNDC - Destination Network Distribution Center | DSCF - Destination Sectional Center Facility | DDU - Destination Delivery Unit
 EDDM - Every Door Direct Mail (+) plus shipping to entry point; more than 4 oz. also add per piece weighted fee

DID YOU KNOW ...

An automation-compatible mailpiece may not be polywrapped, polybagged, or shrinkwrapped; have clasps, strings, buttons, or similar closure devices; or have protrusions that might impede or damage the mail or mail processing equipment.

SINGLE PIECE	Weight (Not Over)	Rate
Postcards: Length: Min 5" Max 6"; Height: Min 3.5" Max 4.25"; Thickness: Min 0.007" Max 0.016"	1 oz.	0.36
Letters/Cards: Length: Min 5" Max 11.5"; Height: Min 3.5" Max 6.125"; Thickness: Min 0.009" Max 0.25" Minimum thickness for letters less than 4.25 x 6 is 0.007" Maximums vary for self-mailers and booklets, see pages 3 and 5.	1 oz.	0.55
	2 oz.	0.75
	3 oz.	0.95
	3.5 oz.	1.15
	Nonmachinable surcharge	0.20
Flats: Length: Min 11.5" Max 15"; Height: Min 6.125" Max 12"; Thickness: Min 0.25" Max 0.75" Flats must exceed at least one of these dimensions: length - 11.5", height - 6.125", thickness 0.25"	1 oz.	1.00
	2 oz.	1.20
	3 oz.	1.40
	4 oz.	1.60
	Additional Ounce	0.20

For Your Information

The price of First-Class Mail includes forwarding service to a new address for up to 12 months and return service if the mailpiece is undeliverable.

Letters/ Cards 3.5 oz. or less (min. 500 pieces)	Automation				Machinable	Non-Machinable
	Weight (Not Over)	5-Digit	AADC	Mixed AADC	Presorted	Presorted
	3.5 oz.	0.398	0.428	0.450	0.460	0.660
Non-machinable surcharge 0.20						
Postcard	0.269	0.279	0.285	0.293	-	-

Flats 13 oz. or less (min. 500 pieces)	Automation					Non-Auto
	Weight (Not Over)	5-Digit	3-Digit	ADC	Mixed ADC	Presorted
	1 oz.	0.460	0.618	0.666	0.774	0.870
Additional Ounce	0.200	0.200	0.200	0.200	0.200	0.200

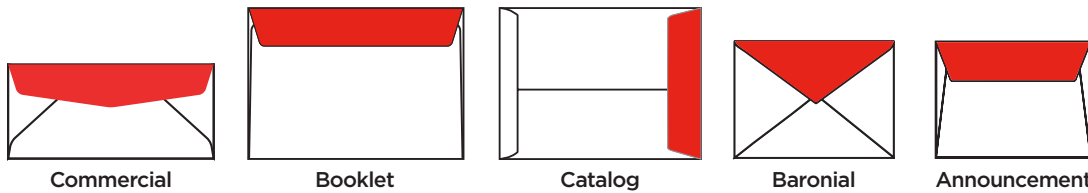
DID YOU KNOW ...

Postage stamps **MUST** be placed in the top right corner of the mailpiece in order for the USPS to apply a postmark/cancellation.

Automated mail processing machines read addresses on mailpieces from the bottom up and will look first for a city, state, and ZIP code. For automated processing, do not put anything below the zip code line.



Envelope Types, Sizes and Flaps



- Commercial and side seam flap styles are preferred for machine insertion
- Booklet envelopes open on the long side and are used for machine inserting
- Catalog envelopes open on the short side and are hand-inserted
- For machine inserting, flaps should be shorter than 2"

Commercial

Type	Size (inches)*	Postal Class
5	3.125 x 5.5	Letter
6 1/4	3.5 x 6	Letter
6 3/4	3.625 x 6.5	Letter
7	3.75 x 6.75	Letter
7 3/4	3.875 x 7.5	Letter
8 5/8	3.625 x 8.625	Letter
9	3.875 x 8.875	Letter
10	4.125 x 9.5	Letter
11	4.5 x 10.375	Letter
12	4.75 x 11	Letter
14	5 x 11.5	Letter

Booklet / Catalog

Type	Size (inches)	Postal Class
1	6 x 9	Letter
1 3/4	6.5 x 9.5	Flat
3	7 x 10	Flat
6	7.5 x 10.5	Flat
9 3/4	8.75 x 11.25	Flat
10 1/2	9 x 12	Flat
12 1/2	9.5 x 12.5	Flat
13 1/2	10 x 13	Flat
14 1/2	11.5 x 14.5	Flat
15	10 x 15	Flat
15 1/2	12 x 15.5	Flat

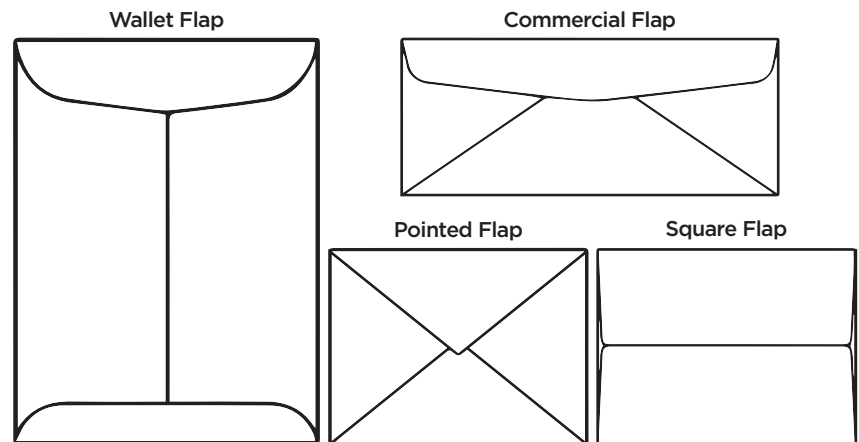
**Size (inches)" is measured height by length

DID YOU KNOW ...

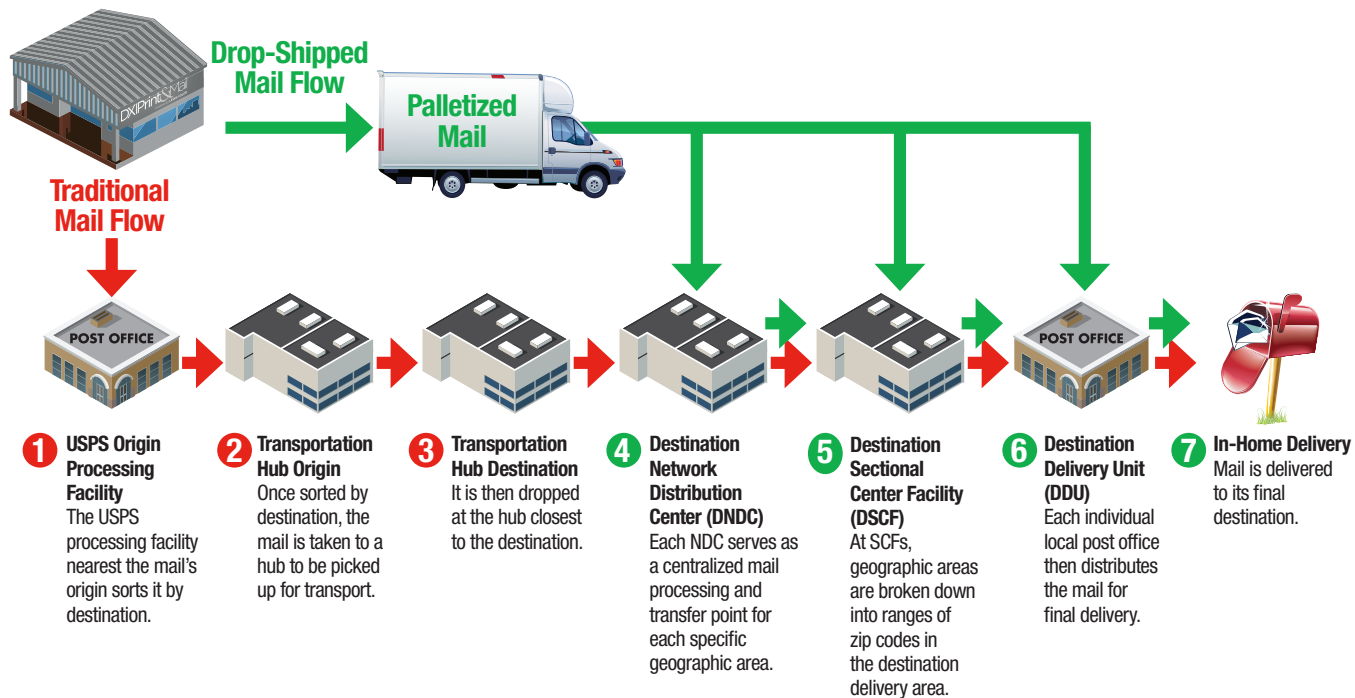
A letter-size courtesy reply envelope (CRM) must bear a Facing Identification Mark (FIM) if it is provided as an enclosure in an automation-price mailing.

Baronial / Announcement

Type	Size (inches)	Postal Class
4 Bar	3.625 x 5.125	Letter
5 1/2 Bar	4.375 x 5.75	Letter
6 Bar	4.75 x 6.5	Letter
Lee	5.25 x 7.25	Letter
A-2	4.375 x 5.75	Letter
A-6	4.75 x 6.5	Letter
A-7	5.25 x 7.25	Letter
A-8	5.5 x 8.125	Letter
A-9	5.75 x 8.75	Letter
A-10	6 x 9.5	Letter



Understanding Mail Flow



Lewis Color Permit Imprints



The sender's domestic return address with either a 5-digit or Zip+4 ZIP code must appear legibly on all mail using a company permit imprint.



The required elements of a permit imprint indicia include:

- Line 1: Class marking
- Line 2: The words "U.S. Postage"
- Line 3: The word "Paid"
- Line 4: The word "Permit" and your permit number
- Line 5: City and State where permit is held

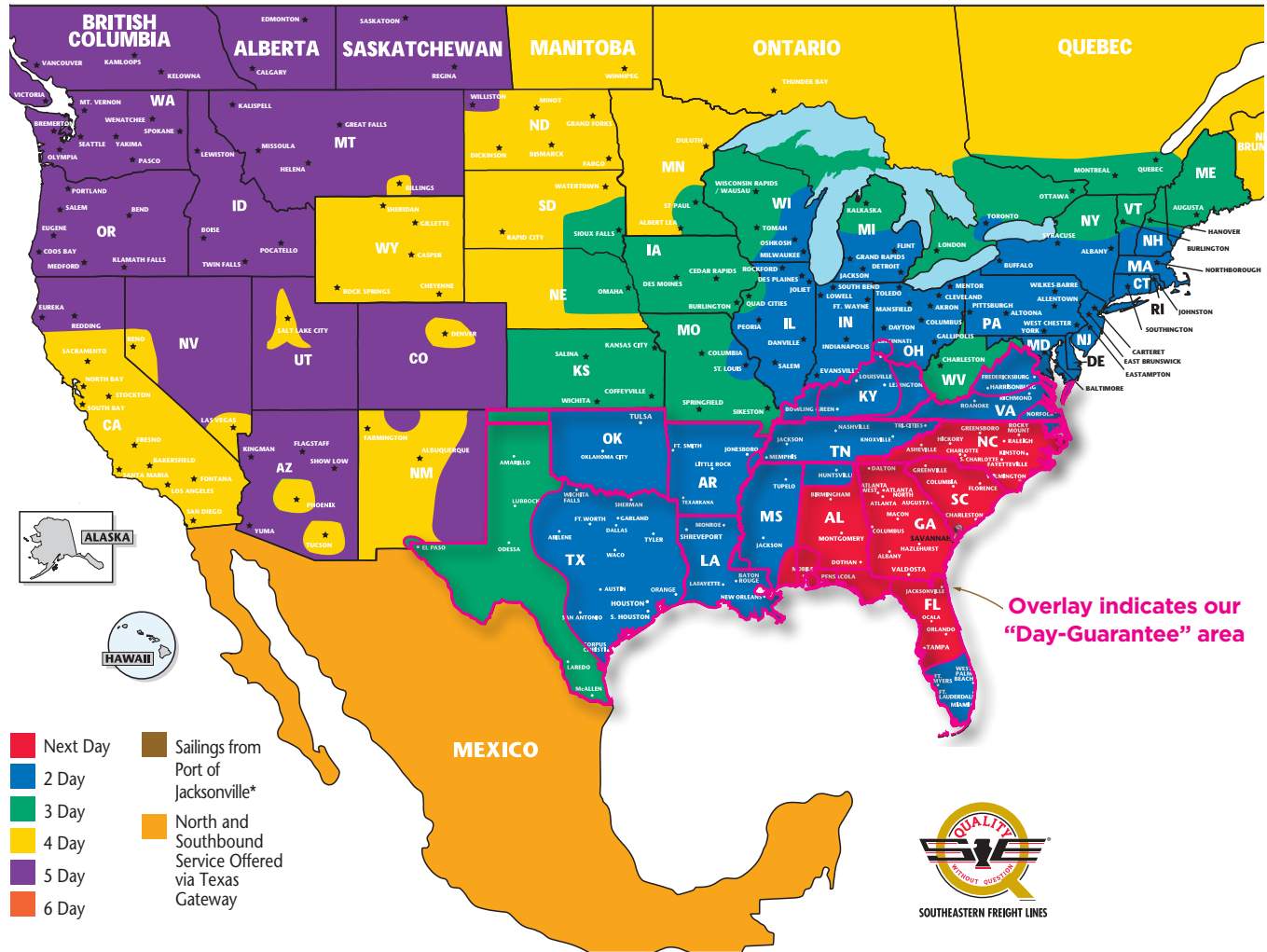
When not in the indicia, the class of mail must be marked on the mailpiece directly below or to the left of the indicia. Your permit imprint may be four or five lines long.

On your mailpiece, the permit imprint must appear to the upper right in relation to the delivery address.

Acceptable required markings that indicate the class of mail are:

- "First-Class"
- "Marketing" or "MKTG" or "MKT", "Standard" or "STD"
- "Presorted USPS Marketing" or "PRSRT MKTG" or "PRSRT MKT", "Presorted Standard" or "PRSRT STD"
- "Nonprofit Organization," "Nonprofit Org.," or "Nonprofit"

SEFL Drop Shipment Travel Days from Statesboro, GA



Some outlying zip codes may require additional day(s) transit.
 Refer to www.sefl.com for exact transit times. The origin zip is 30458.



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