



# 2024 DIRECT MAIL QUICK GUIDE

## 2024 POSTAL RATES

### FIRST CLASS MAIL

#### Retail Single Piece

	Sm Postcards	Letters	Flats
Up to 1 ounce	56.0¢	73.0¢	\$1.50
Each Additional Ounce (up to 3 oz)		27.0¢	
Additional 1/2 Ounce (up to 3.5 oz)		27.0¢	
Each Additional Ounce (up to 13 oz)			27.0¢

### FIRST CLASS MAIL

#### Automation (under 3.5oz)

	Sm Postcards	Letters	Flats
Presorted	43.5¢	63.6¢	1.40
AADC/ADC	40.6¢	59.6¢	1.212
Mixed AADC/ADC	41.9¢	62.2¢	1.355
3-Digit			1.132
5-Digit	38.4¢	54.5¢	87.4¢
Additional Ounce (not over 1.99 oz)		00.0¢	
Additional Ounce (up to 3 oz)		00.0¢	
Additional Ounce (up to 3.5 oz)		00.0¢	
Each Additional Ounce (up to 13 oz)			27.0¢

### STANDARD MAIL

#### Automation (Under 3.5 oz) Automation (Under 4 oz)

	Letters	Flats
Mixed AADC/ADC	40.2¢	1.041
AADC/ADC	38.0¢	97.1¢
3-Digit		86.4¢
5-Digit	34.5¢	68.7¢
ECR Basic	61.0¢	50.2¢
ECR High Density	33.8¢	41.9¢
ECR High Density Plus	26.4¢	34.2¢
ECR Saturation	23.7¢	30.0¢

### NONPROFIT MAIL

#### Automation (Under 3.5 oz) Automation (Under 4 oz)

	Letters	Flats
Mixed AADC/ADC	23.0¢	80.5¢
AADC/ADC	20.8¢	73.5¢
3-Digit		62.8¢
5-Digit	17.3¢	45.1¢
ECR Basic	44.3¢	41.9¢
ECR High Density	17.1¢	33.6¢
ECR High Density Plus	16.8¢	23.1
ECR Saturation	14.8¢	19.6¢

Drop Shipment  
Discount  
(applies to  
Standard and  
Nonprofit mail  
only)

DNDC	.066¢
DSCF	.07¢

## PHYSICAL STANDARDS

Commercial Postcards, Letters, Flats, Simple Spine Booklets  
and Folded Booklets

Small Postcard Dimensions	Minimum	Maximum	Aspect Ratio
Length in inches	5	6	Needs to be between 1.3 and 2.5 (length divided by height)
Height in inches	3.5	4.25	
Thickness in inches	.007	.016	
Letter and Large Card Dimensions	Minimum	Maximum	
Length in inches	5	11.5	
Height in inches	3.5	6.125	
Thickness in inches	.009 <sup>1</sup>	.25	

<sup>1</sup>007 for anything less than 6 x 4.25

Folded Self Mailers <sup>2</sup>	Minimum	Maximum
Length in inches	5	10.5
Height in inches	3.5	6
Thickness in inches	.009 <sup>1</sup>	.25

<sup>2</sup>Paper weight requirements:

Up to 1 ounce - paper has to be 70# text or greater

Over 1 ounce - paper has to be 80# text or greater

Flat Dimensions	Minimum <sup>3</sup>	Maximum
Length in inches	11.5	15
Height in inches	6.125	12
Thickness in inches	.25	.75

<sup>3</sup>A piece must mail as a flat when one of these dimensions are exceeded

Simple Spine Booklets <sup>4</sup> – tabbing required	Maximum
Length in inches	10.5
Height in inches	6
Weight in ounces	3

Folded Booklets <sup>4</sup> – tabbing required	Maximum
Length in inches	10.5
Height in inches	6
Weight in ounces	3

<sup>4</sup>For complete and detailed information on all booklet weights go to <http://pe.usps.gov/text/dmm300/201.htm#1085971>

## A FEW ENVELOPE SIZES

Common Name	Measurement in inches
#7	3.75 x 6.75
#9	3.875 x 8.875
#10	4.125 x 9.5
#12	4.75 x 11
#14	5 x 11.5
A-2	4.375 x 5.75
A-6	4.75 x 6.5
A-7	5.25 x 7.25
A-8	5.5 x 8.125
A-10	6 x 9.5

## Minimum quantities when mailing with an indicia:

Presort standard mail: 200 pieces and above  
First class mail: 200 pieces and above  
Presort first class mail: 500 pieces and above

PRSRT MKT  
US Postage  
**PAID**  
CPCneutek

Presort Standard Indicia Blind  
A return address is required to use this indicia.

PRSRT MKT  
US Postage  
**PAID**  
Grand Jct. CO  
Permit No. 31

Presort Standard Indicia  
No Return Address Needed

Presort  
First Class Mail  
US Postage  
**PAID**  
CPC Mail

Must have Return Address

Nonprofit Org.  
US Postage  
**PAID**  
CPC Mail

Non Profit Indicia Blind  
A specific return address is required to use this indicia.

Presort  
First Class Mail  
US Postage  
**PAID**  
Grand Jct. CO  
Permit No. 31

First Class Indicia Blind  
A return address is not required to use this indicia.

First Class Mail  
US Postage  
**PAID**  
CPC Mail

First Class Mail Indica  
Must have minimum of 200 pieces or weight 50 lbs.  
Must have a return address.

BPM PRSRT  
US Postage  
**PAID**  
CPC Mail

Bound Printed Matter Indica Blind  
A return address is required to use this indicia.

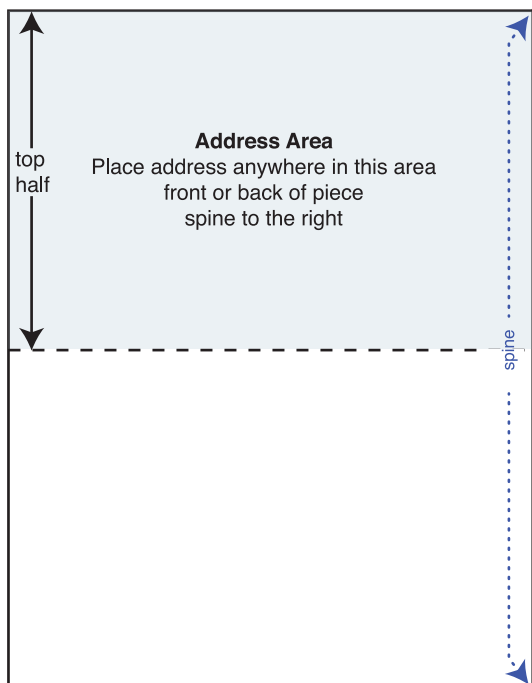
Go to <http://www.cpcneutek.com/direct-mail-guide/> to download indicia.

# ADDRESS PLACEMENT

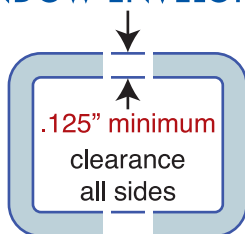
## FLAT BOUND MATERIAL

On all flats (periodicals, standard mail, bound printed matter, media mail, and library mail) mailed at presorted, automation, or carrier route prices, mailers must place the delivery address parallel or perpendicular to the top edge on the front or the back of the mailpiece and within the top half of the mailpiece. If there is a bound or folded edge, the address as read must be within the top half when the bound or folded edge is to the right. It cannot be upside down as read in relation to the top edge.

If the address is placed on a mailing wrapper, the address must be on a flat side, not on a fold. If a polybag is used, the address must not appear on a component that rotates within the bag and must remain visible throughout the addressed component's range of motion.



## WINDOW ENVELOPES



Address Window Clearance

When using a window envelope, the address should rest no closer to the edges of the window than an eighth of an inch. This clearance must be maintained when the mail piece shifts in the envelope. This is called the tap test. Fold the piece to near the envelope size to ensure it passes the tap test.

## BASIC GUIDELINES

### address block and barcode

#### Character Requirements

H .08" min (8pt)

H .2" max (20pt)

| .01" min thickness

I .027" max thickness

↓ IB .01" min space between

↓ IB .04" max space between

- Use simple sans serif type with uniform stroke thickness. (Helvetica, Arial, Futura, etc.)
- Use a dark ink on a light background with a uniform left margin.
- Left-justify every line in the address block.
- Use two-letter state abbreviations.
- Capital letters are the default, but proper case is also acceptable.

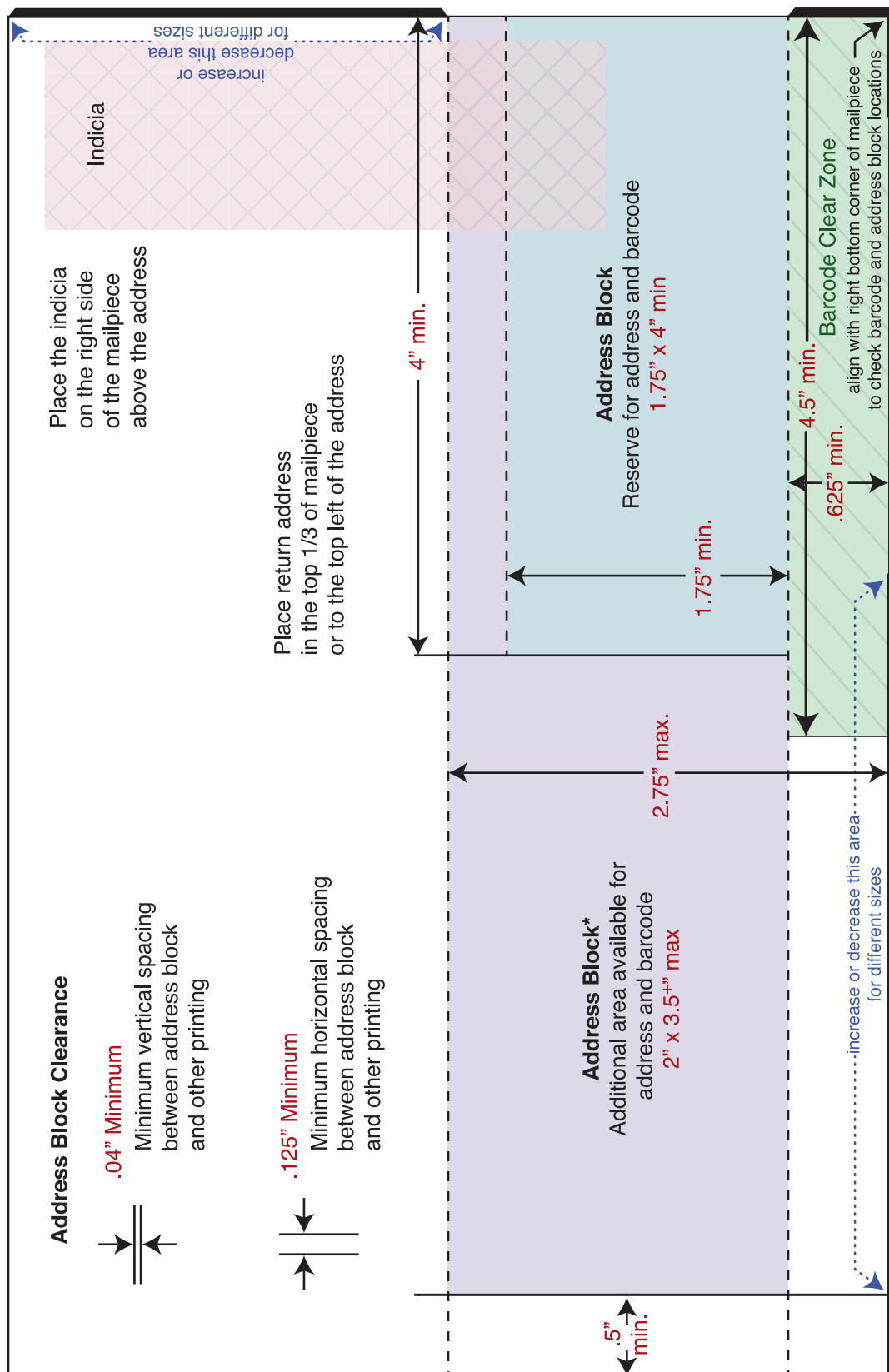
PAT DONAHOE  
POSTMASTER GENERAL  
475 L'ENFANT PLAZA SW  
WASHINGTON, DC 20260-0010



## CARD TEMPLATE

### for designing card size and letter sized mail

Add this template to your document when designing your mail piece and align the lower right corners. Do not design anything within the address block area or right below, as these are needed for the delivery address and postal barcodes. The blue section is our minimum, but if you can spare the room, a larger area may offer more addressing flexibility. Keep the color to a minimum in this area as well. White is best but a slight tint may be acceptable. Do not use a patterned background in this area or automation may be rejected.



\*When printing on uncoated stock, it is recommended that the address block be located between the left edge and the center of the mailpiece.

# TAB PLACEMENT

Unenveloped letter size mailpieces prepared for automation mailings must be secured with tabs to prevent an open edge from jamming high-speed processing equipment. Standards for tabbing are based on paper weight and the location of the folded or bound edge. Tabs must not interfere with recognition of the barcode, rate marking, postage identification, or required address information. Additional tabs may be used in all cases. Tabs should be translucent (paper), although clear is available but not recommended. Tabs cannot have perforation.

## FOLDED SELF MAILERS

A folded self mailer is formed of panels that are created when one or more unbound sheets are folded together and sealed to make a letter size mailpiece. If the piece has any type of binding, it does not qualify as a Folded Self Mailer. Folded Self Mailers can have no more than 12 panels.

### Horizontally or Quarter Folded Self-Mailer

(total thickness must be .009 inches when folded)

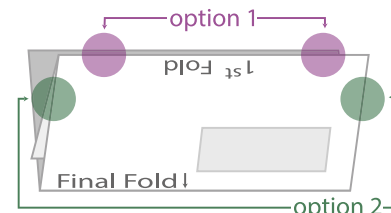
Tabs or Spot Glue	2
Folded Edge	Bottom
Fold Type	Bi-fold, Tri-fold, Quarter

#### New Regulations:

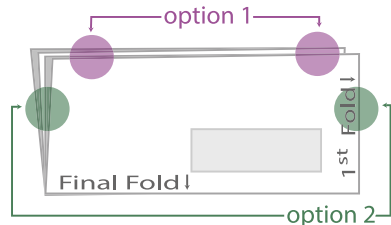
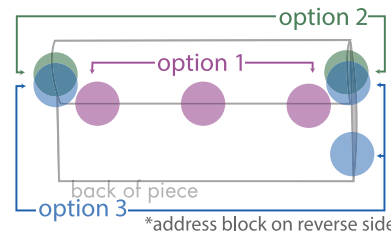
- Final fold must be on the bottom, first fold to the front
- Flaps must be a minimum of 1.5 inches
- End of flap needs to be no closer than 1 inch
- Accordion folds (aka Z folds) are no longer allowed
- Tabs on top edge, within 1 inch from the lead/trail edge
- Tabs on lead/trail edge, within 1 inch from the top edge
- Short flaps – 3 tabs across the flap or one tab on each of the lead/trail edges

#### Quarter folded pieces:

- First fold must be on the lead (right) edge and the final fold on the bottom
- Under 1 oz requires two 1 inch tabs on the top of the piece within 1 inch from the trailing and leading edges or within 1 inch from the top of the leading and trailing edges
- Over 1 oz requires three 1.5 inch tabs, one on the trailing edge and two on the leading edge



Addresses cannot be on the panel with the final fold.



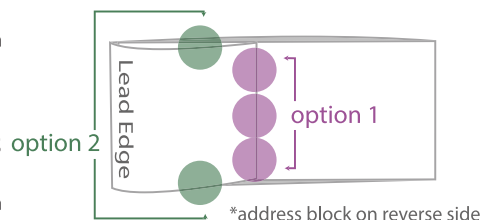
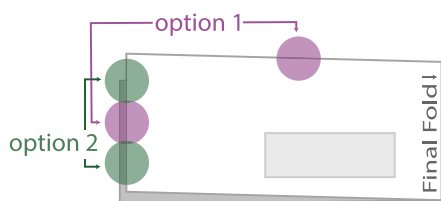
### Vertically Folded Self-Mailer

(total thickness must be .009 inches when folded)

Tabs or Spot Glue	2
Folded Edge	Bottom
Fold Type	Bi-fold, Tri-fold

#### New Regulations:

- Final fold must be on lead (right) edge
- Flaps must be a minimum of 1.5 inches
- Short panels must be on the inside or must fold from the right wrapping around the back of the piece
- Short panels must be a minimum of 5 inches long and no closer than 1 inch from the trailing edge
- One tab on the trailing edge and one tab on the top edge
- OR two tabs on the trailing edge
- Under 1 oz requires two 1 inch tabs and over 1 oz requires two 1.5 inch tabs
- Short panels require three tabs across the panel or one tab on both the top and bottom edge



### Gluing for folded pieces

- Spot glue is cost effective at 10,000 pieces and higher.
- Quarter folded pieces cannot be glued
- Continuous glue line: .125 inch in width to within .25 inch from the edge
- Glue spots: Minimum of .375 inch in diameter and three or four of them based on mail piece design
- Elongated glue lines: .125 inch in width by .5 inches in length and three or four of them based on mail piece design
- Glue lines must run parallel with the fold for either horizontally or vertically folded pieces

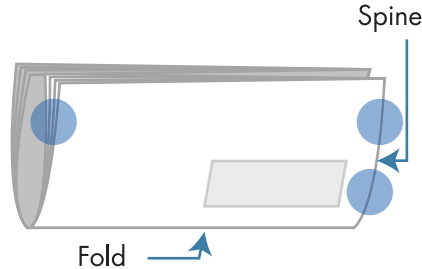
## FOLDED BOOKLETS AND RIGHT ANGLE FOLDED PIECES

<b>Maximum Weight</b>	<b>3 ounces</b>
<b>Maximum Height</b>	<b>6 inches</b>
<b>Maximum Length</b>	<b>10.5 inches</b>

Folded booklets are mailpieces that are bound and then folded to letter-size. The folded spine may be the leading edge or at the top of the piece. If necessary, it may be prepared with the spine as the trailing edge, however, this configuration is not recommended. They must be sealed with nonperforated 1.5" tabs.

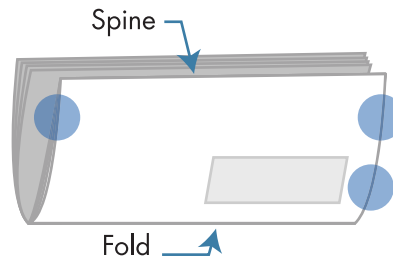
### Vertical Spine

Tabs 3  
Position upper tabs within 1" from top edge,  
position lower tab 1/2" from lower edge.



### Horizontal Spine

Tabs 3  
Position upper tabs within 1" from top edge,  
position lower tab 1/2" from lower edge.



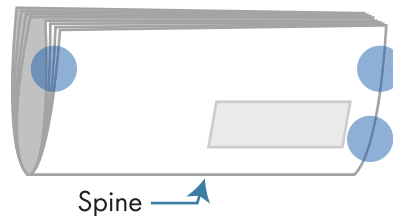
## SIMPLE SPINE BOOKLETS

<b>Maximum Weight</b>	<b>3 ounces</b>
<b>Maximum Height</b>	<b>6 inches</b>
<b>Maximum Length</b>	<b>10.5 inches</b>

The spine forms the bottom edge of the mailpiece.

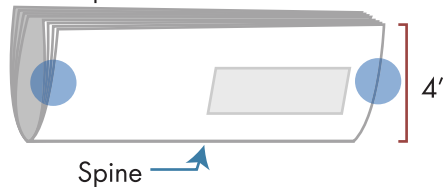
### Horizontal Spine

Tabs 3  
Position upper tabs within 1" from top edge,  
position lower tab 1/2" from lower edge.



### Horizontal Spine (4" or less)

Tabs 2  
Position tabs within 1" from top edge.



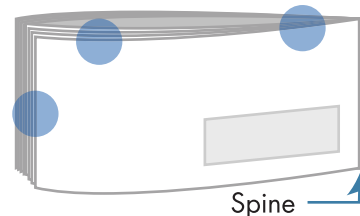
## OBLONG BOOKLETS

<b>Maximum Weight</b>	<b>3 ounces</b>
<b>Maximum Height</b>	<b>6 inches</b>
<b>Maximum Length</b>	<b>10.5 inches</b>

The spine is located on the leading (shorter) edge.

### Vertical Spine

Tabs 3  
Position upper tabs within 1" from each side edge,  
position trailing edge tab in the middle of the  
trailing edge.





**3-Digit:** Referring to a “scheme sort,” which is the distribution of mail to its destination according to a systematic plan determined by the mail processing functional area. Typically, a scheme sort allows mailers, like CPC Solutions, to combine pieces addressed to two or more 5-digit or 3-digit zip code areas.

**5-Digit:** Similar to 3-digit.

**AADC** (automated area distribution center): A distribution center that uses multiline optical character readers (MLOCs), barcode sorters, and other equipment designed for processing automation-compatible mail.

**ADC** (area distribution center): Similar to an AADC

**DNDC** (destination network distribution center): Mail drop shipped to these postal locations are discounted, but it only makes sense if the mailing to that particular area is large enough. Freight to the DNDC has to be factored in and is paid in advance.

**Drop Shipment Discount:** Containers of mail shipped to a DNDC or DSCF to maximize postage discounts. This may save time and it is typically only considered for large, concentrated mailings to a particular part of the country as additional freight is required.

**DSCF** (destination sectional center facility): Mail drop shipped to these postal locations are discounted even further, but it only makes sense if the mailing to that particular area is large enough. Freight to the DSCF has to be factored in and is paid in advance.

**ECR** (enhanced carrier route): Bundles prepared by CPC Solutions specifically for the individual carrier routes, rural routes, highway contract routes, PO box sections or general delivery units.

**ECR Basic aka ECRLT** (enhanced carrier route line of travel): A mailer needs 10 or more pieces sorted in the mail carrier’s line of travel in a single route (requires a purchased list).

**ECR High Density aka ECRWSH** (enhanced carrier route walk sequence high-density): A mailer needs 125 pieces or more in carrier walk sequence (requires a purchased list).

**ECR High Density Plus** – A new rate category between ECR High Density and ECR Saturation for volumes well above the high-density threshold (125 pieces per carrier route), but below the saturation threshold (90 percent of residential households). This new category is for mailings of at least 300 pieces per carrier route.

**ECR Saturation aka ECRWSS** (enhanced carrier route walking sequence saturation): A mailer needs 90% of the residences to be in a single carrier route in carrier walk sequence (requires a purchased list).

**Indicia:** Imprinted designation on mail that denotes postage payment (e.g., metered postage or permit imprint).

**Intelligent Mail barcode (IMb)** – Formerly referred to as the 4-State Customer barcode, is a Postal Service barcode used to sort and track letters and flats. The Postal Service is mandating the use of the Intelligent Mail barcode because it expands the ability to track individual mailpieces and provides customers with greater visibility into the mailstream. The Intelligent Mail barcode combines the data of the existing POSTNET™ and the PLANET Code® barcodes, as well as other data, into a single barcode. The Intelligent Mail barcode is a type of height-modulated barcode, that uses four distinct vertical bar types (Full, Tracker, Ascender and Descender) as shown below.



**Presort:** The process by which a mailer groups mail by zip code so that it is sorted to the finest extent required by the standards for the price claimed. This involves sorting mail pieces by postal route and the containerization of mailing.

Disclaimer: This guide is not all inclusive and is not intended to replace the official published rates of the USPS\*, but it is deemed accurate as of June 3, 2015. Postage will vary depending on a multitude of variables. This guide is intended to illustrate some of the most common postage rates for our clients, at CPC Solutions, and is useful for obtaining a general sense of postage costs.

\*<http://pe.usps.gov/cpim/ftp/manuals/dmm300/Notice123.pdf>

Contact us toll free 800.332.1069

[www.cpcneutek.com](http://www.cpcneutek.com)

2024 Postal Quick Guide © 2024 CPCneutek. All Rights Reserved.