Quick Reference Guide
Domestic Direct Mail

Minimum 500 pieces to qualify for presort discounts. Can use permit with a minimum of 200 pieces, but cannot receive discounts.

Highly personalized mail such as invoices, check, and financial statements MUST go First Class Mail.

Presorted
First Class Mail
US Postage Paid
Permit No. XXX
Any City, MD

Sample Indicia when presorting mail

First Class Mail
US Postage Paid
Permit No. XXX
Any City, MD

Sample Indicia when NOT presorting mail

	Postcards	Letters**	Flats	Media Mail
Single piece	0.44	0.60	1.20	3.26
Presorted	0.359	0.515	0.934	N/A

*Any weight over one ounce, contact your Account Executive
**Presorted and Automated Letters up to 3.5 oz. will mail at the one ounce rate

USPS Marketing Mail & Non profit USPS Marketing Mail (formally Standard Mail)*

Minimum 200 pieces or 50 pounds total to qualify for presort discounts.

Mail can be drop shipped to a BMC that is in a different city than where the permit is held.

Non profit USPS Marketing Mail — the name and address registered for the permit at the Post Office MUST match the return name and address on the mail piece.

Presorted
Standard
US Postage Paid
Permit No. XXX
Any City, MD

Sample of Standard Permit Number

Non-Profit Org.
US Postage Paid
Permit No. XXX
Any City, MD

Sample of Non-Profit Permit Number

USPS Marketing Mail Rates* **	**(Up to 3.5 ounces)** Letters	**(Up to 4.0 ounces)** Flats	**(Up to 3.3 ounces)** Marketing Parcel
Single piece	N/A	N/A	N/A
Presorted	0.349	0.854	2.77

Non profit USPS Marketing Mail Rates* **	**(Up to 3.5 ounces)** Letters	Flats	Marketing Parcel
Single piece	N/A	N/A	N/A
Presorted	0.207	0.648	2.60

***Any weight over 3.5 ounces, contact your Account Executive
***Automated/Bar-coded rates are based on machinable mail pieces

Quick Tips Before You Print

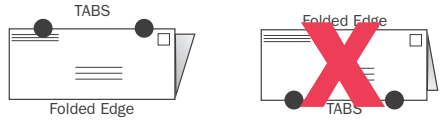
Is your mail piece Automation compatible?

A quick check list…

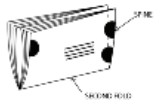
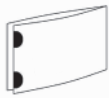
OCR area is clear and has plenty of clearance for the address. The address needs at least 1/2" clearance from the right hand side, 5/8" clearance from the bottom and 1/8" clearance around the barcode and any other type (copy) for letter size mail pieces. For flat size envelopes, either left or right side are considered the top, for all other flat size mailers, it must be addressed on the top half of mail piece.

If the letter size piece is folded and weighs less than an ounce it will require two – 1" tabs at the top.

If the letter size piece is folded and weighs more than an ounce it will require two – 1 1/2" tabs at the top.



If the piece is a "Folded Self-Mailer" or a "Letter Size Booklet," does it meet the following criteria:

If the spine or final fold is…		And the length is…	The cover stock must be at least…	Mailers must seal the piece with…	And place the tabs in these locations…
	Spine or fold on the bottom (longer) edge	5" to 9" long	50-pound	Two 1.5" non-perforated tabs	One tab on leading edge: one tab on trailing edge. Position upper tabs 1 inch from the top edge.
		Over 9", up to 10.5" long	60-pound		
	Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge	5" to 10.5" long	40-pound	Three 1.5" non-perforated tabs	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.
	Spine on the leading (shorter) edge	5" to 9" long	60-pound	Two 1.5" non-perforated tabs	Two tabs on top and bottom of trailing edge. Position top and bottom tabs 1 inch from edges.
		Over 9", up to 10.5" long	70-pound		
For glue closure methods, please contact your Account Executive.					

If the mailer contains a business reply portion, does the reply piece contain the intelligent mail barcode?

How am I paying for postage – permit/indicia, meter, or stamp?

Does the indicia have the permit number, city, and state on it?

Is the paper heavy enough to travel to the end consumer without damage?

Sizes of Domestic Mail

Postcards – Minimum, 3.5 inches high and 5 inches long – maximum 4.25 inches high by 6 inches long and must be on a stock at least 7 pt. thick. Larger sizes mailed at letter rates must be on at least 9 pt. stock.

Letter/Card – 3.5 inches and 6 1/8 inches high by 5 inches and 11.5 inches long. Thickness of 0.007 minimum to a maximum of 0.016.

Letter Size Booklet (or folded self-mailer) – 6 inches high and no longer than 10.5 inches.

Flat – Between 6 1/8 inches and 12 inches high by 11.5 inches and 15 inches long. Thickness of 0.25 inch minimum to a maximum of 0.75 thick.

Packages – Length (longest side) plus girth (measurement around the thickest part of perpendicular to the length) combined cannot exceed 108 inches.

EDDM – Retail – (Std Mail Saturation Flats accepted at Retail) $0.192 per piece.

NOTE: Letters and postcards not meeting any of the above machinable criteria may be subject to a surcharge of $0.20 per piece.