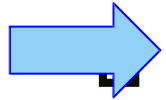


Basic Design Elements

Letters & Cards

Agenda



- Determining Mailability
 - Processing Categories - Letters
 - Machinable/Automation Letters
 - Barcode Readability Basics
 - Postcards

Determining Mailability

All mailpieces that are 1/4" thick or less must be:

- Rectangular in shape
- At least 3 1/2" high
- At least 5" long
- At least .007" thick

Put the
Address
IN!

Exceptions: Customized MarketMail, keys and identification devices



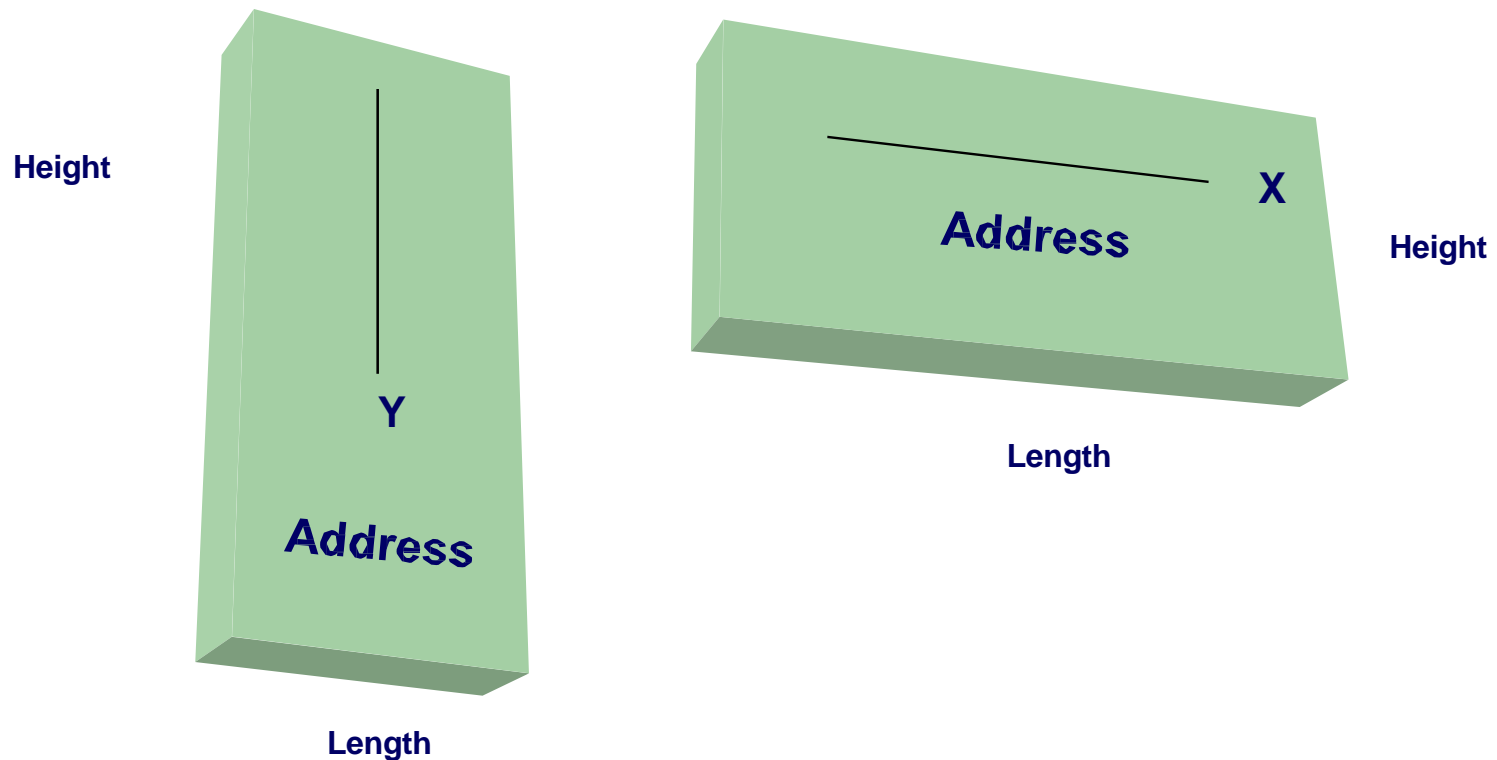
Determining Mailability – Rectangular Shape

- ❑ Rectangular in shape does prohibit some creative designs for letters and cards
- ❑ Letter-size mailpieces made of cardstock may have finished corners that do not exceed a radius of 0.125"
- ❑ Rectangular in shape means that the opposite sides of a mailpiece must be equal in length and meet at right angles
- ❑ Square mailpieces are mailable

Determining Mailability

Orientation of the address on the mailpiece determines height and length

The length is the dimension parallel to the address

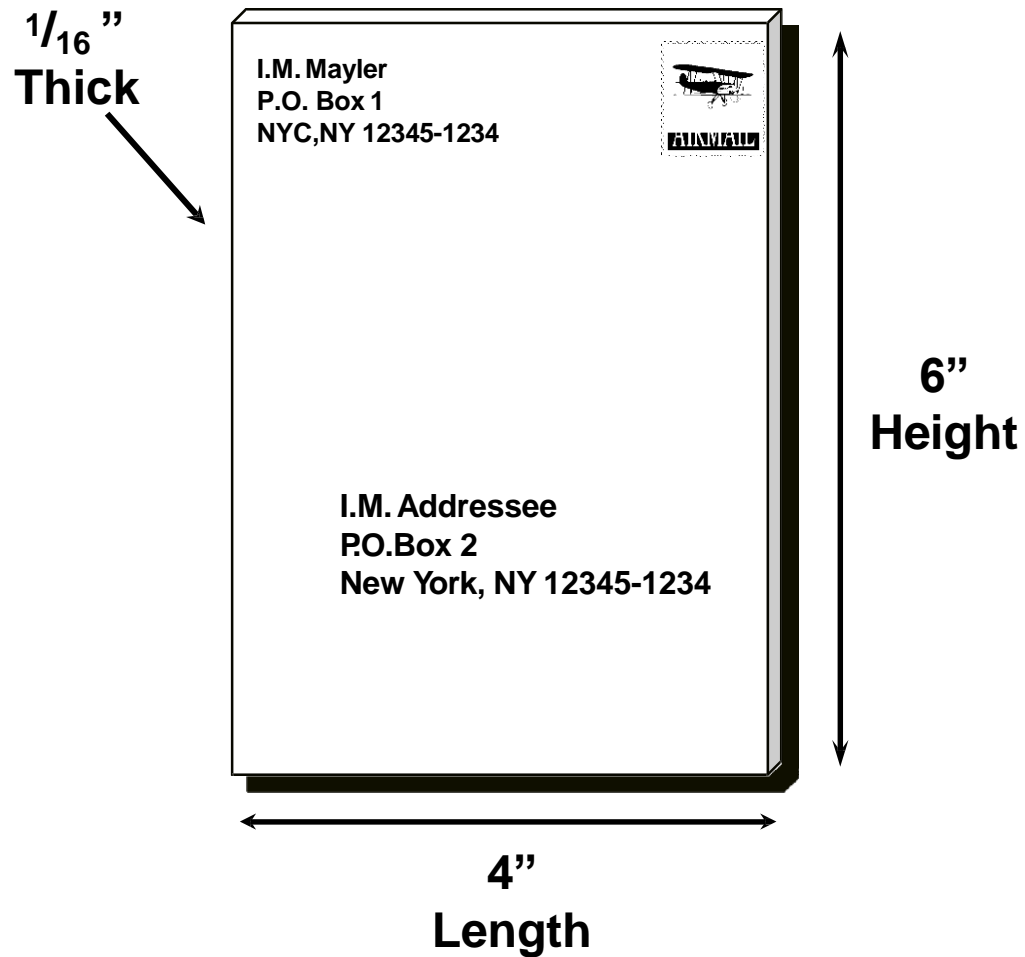


Determining Mailability

- ❑ Nonmailable means that the piece, as designed, is prohibited from the mailstream
- ❑ No fee, surcharge, or additional postage may make a nonmailable item mailable



Determining Mailability – Is This Mailable?



Agenda

- Determining Mailability

-  □ Processing Categories - Letters

- Machinable/Automation Letters

- Barcode Readability Basics

- Postcards

Processing Categories - Letters

There are five mail processing categories:

- Letter
- Flat
- Machinable Parcel
- Irregular Parcel
- Nonmachinable Parcel

Processing Categories - Letters

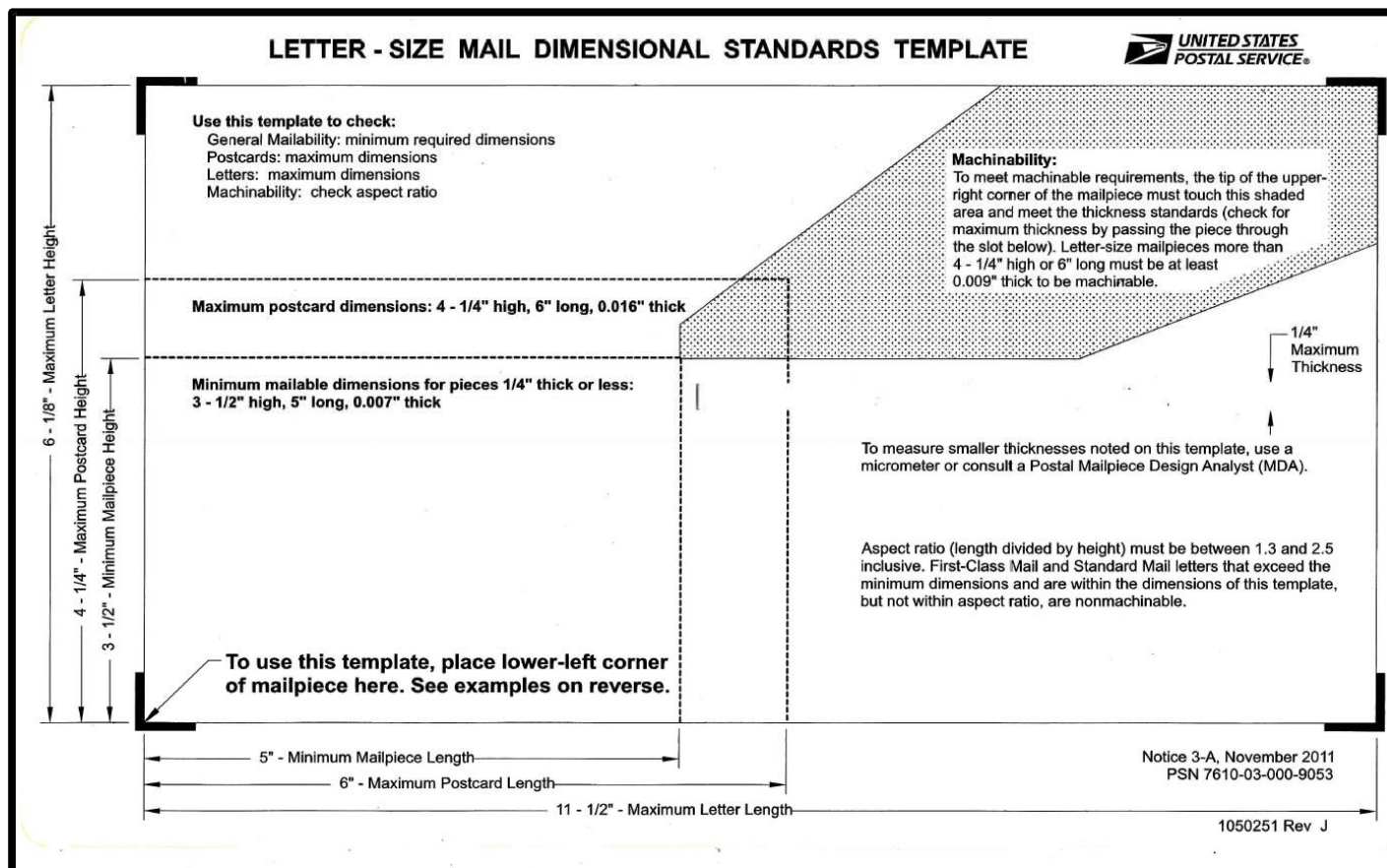
The processing category is based strictly on the physical dimensions and characteristics of the mailpiece

A yellow oval with a black outline, containing the text "Address is OUT!" in a bold, black, sans-serif font. The text is centered within the oval.

**Address is
OUT!**

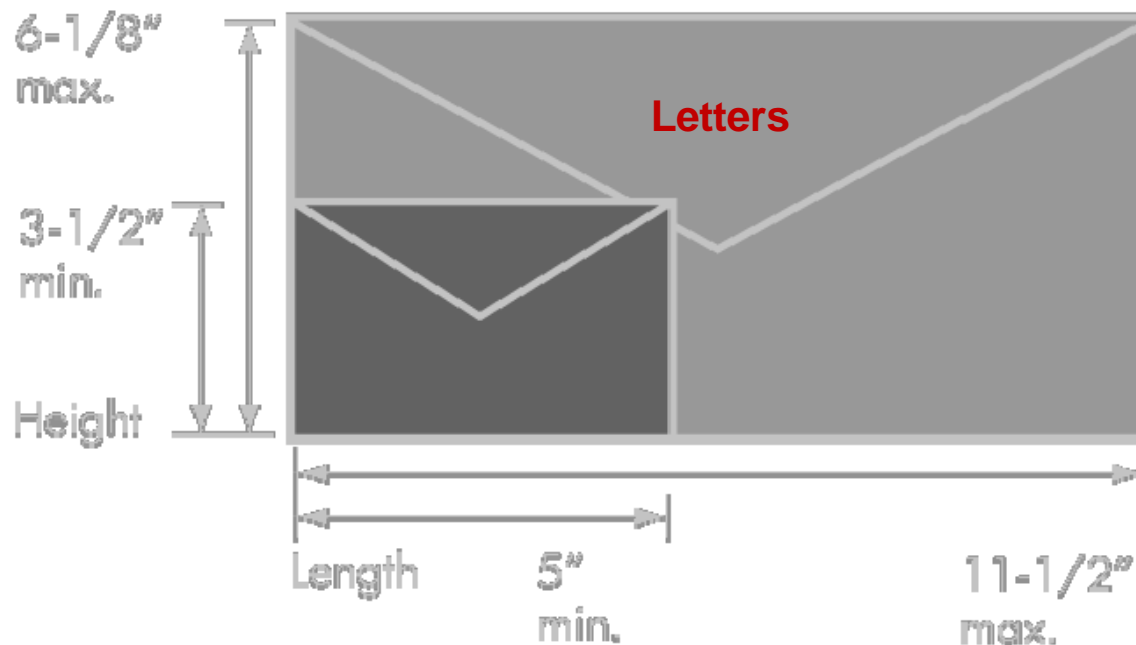
Processing Categories – Letters

Template Notice 3-A

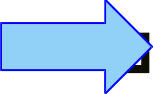


Processing Categories - Letters

	Minimum	Maximum
Height	3 1/2"	6 1/8"
Length	5"	11 1/2"
Thickness	.007"	.25" (1/4)



Agenda

- Determining Mailability
- Processing Categories - Letters
-  □ Machinable/Automation Letters
- Barcode Readability Basics
- Postcards

Machinable/Automation Letters- Definitions

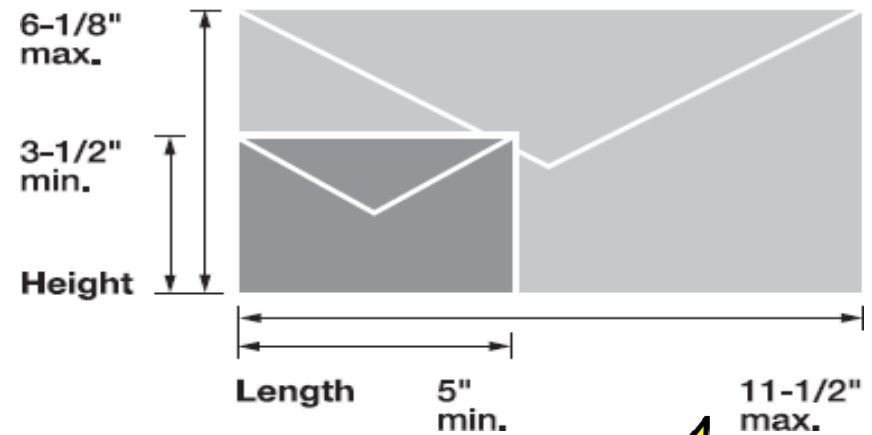
- Machinable: Mail that meets standards for successful processing on the Postal Service's high-speed mail processing equipment

- Automation: Mail that is machinable and that is 100% barcoded using an Intelligent Mail barcode (IMb) encoded with the correct delivery point routing code
 - All machinable letters have the same physical characteristics required of automation letters except for the barcode

Machinable/Automation Letters – Physical Standards

Dimensions:

	Minimum	Maximum
Height	3 ½"	6 ⅛"
Length	5"	11 ½"
Thickness*	.007"	¼"



*Minimum Thickness is .009" inch for letters that are more than 4-1/4 inches high or 6 inches long, or both.

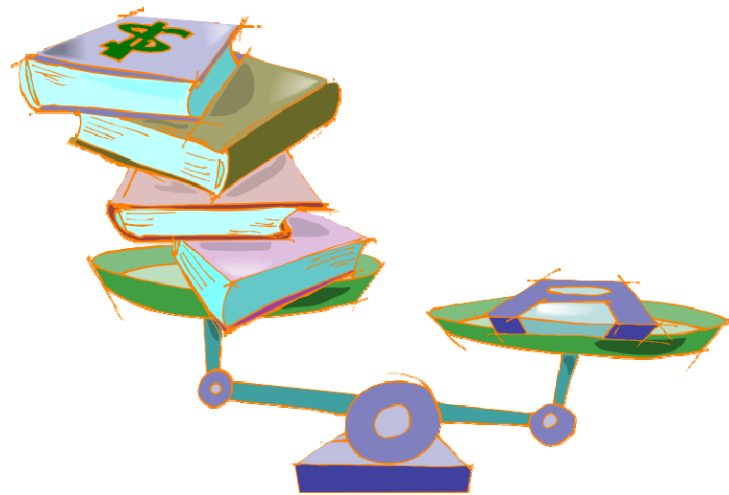
Maximum weight:
3.5 ounces

NOTE
Dimensions & weight for FSM & Booklets are different

Machinable/Automation Letters – Physical Standards

Heavy Letter Mail:

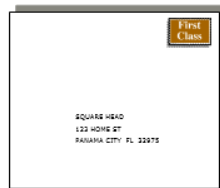
- ❑ Weight – Over 3 ounces up to 3.5 ounces
- ❑ Prepared in Sealed Envelopes
- ❑ Address Block Barcode
- ❑ No Stiff Enclosures



Machinable/Automation Letters – Physical Standards

Meet the Aspect Ratio Requirement

1/8 inch
thick
.075 oz



$$6 \div 6 = 1$$

Height 6
inches

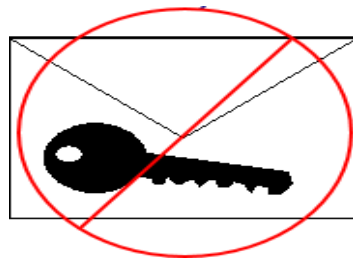
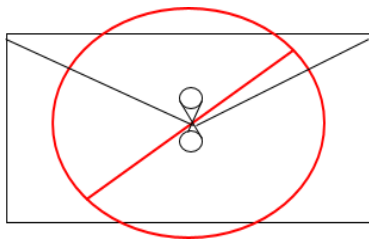
Length 6 inches

The length divided by the height must fall between 1.3 to 2.5.

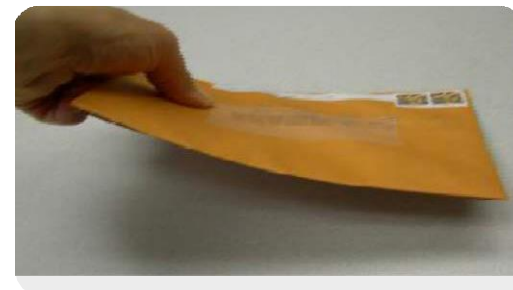
Not be Polybagged, Polywrapped, or enclosed in any plastic material. Staples or saddle stitching may be used only on the bound edge (spine) of booklet style pieces



Not have clasps, strings, or buttons or contain loose items (keys, coins, etc.)

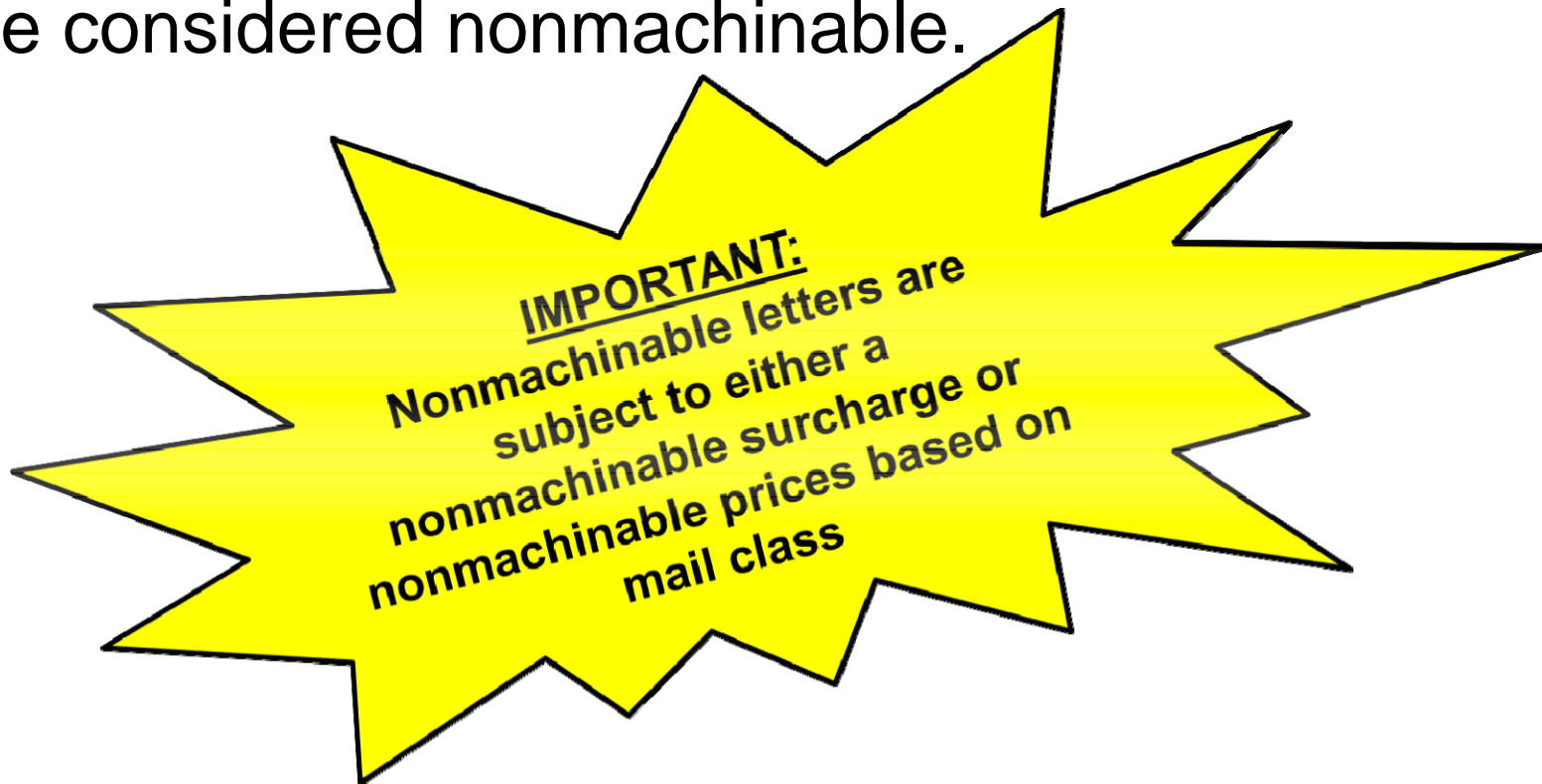


Bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn



Machinable/Automation Letters – Nonmachinable

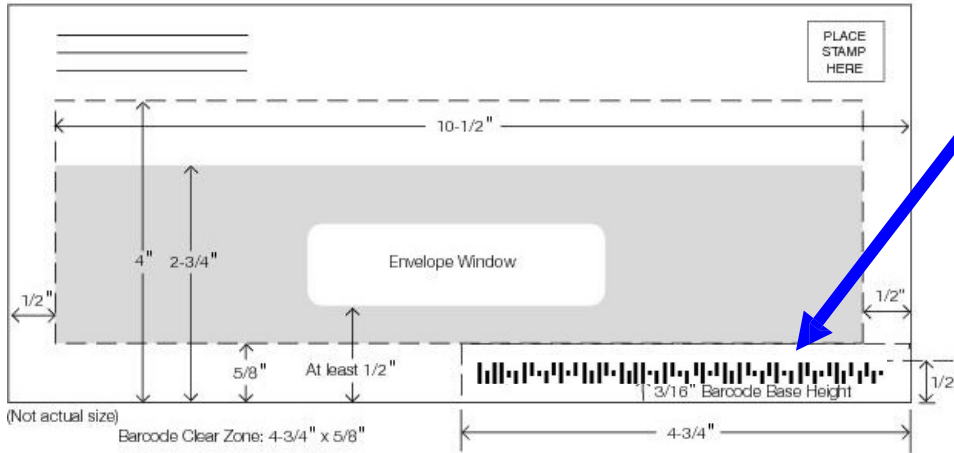
Letter-size designs that do not meet our machinable/automation physical standards are considered nonmachinable.



Agenda

- Determining Mailability
- Processing Categories - Letters
- Machinable/Automation Letters
- □ Barcode Readability Basics
- Postcards

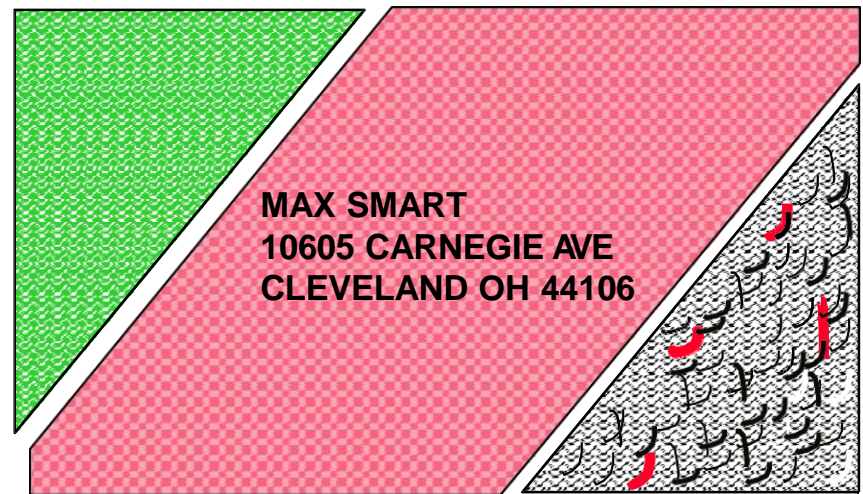
Barcode Readability – Reflectance



Automation mailpieces require a mailer applied Intelligent Mail Barcode (IMb)

Background Patterns

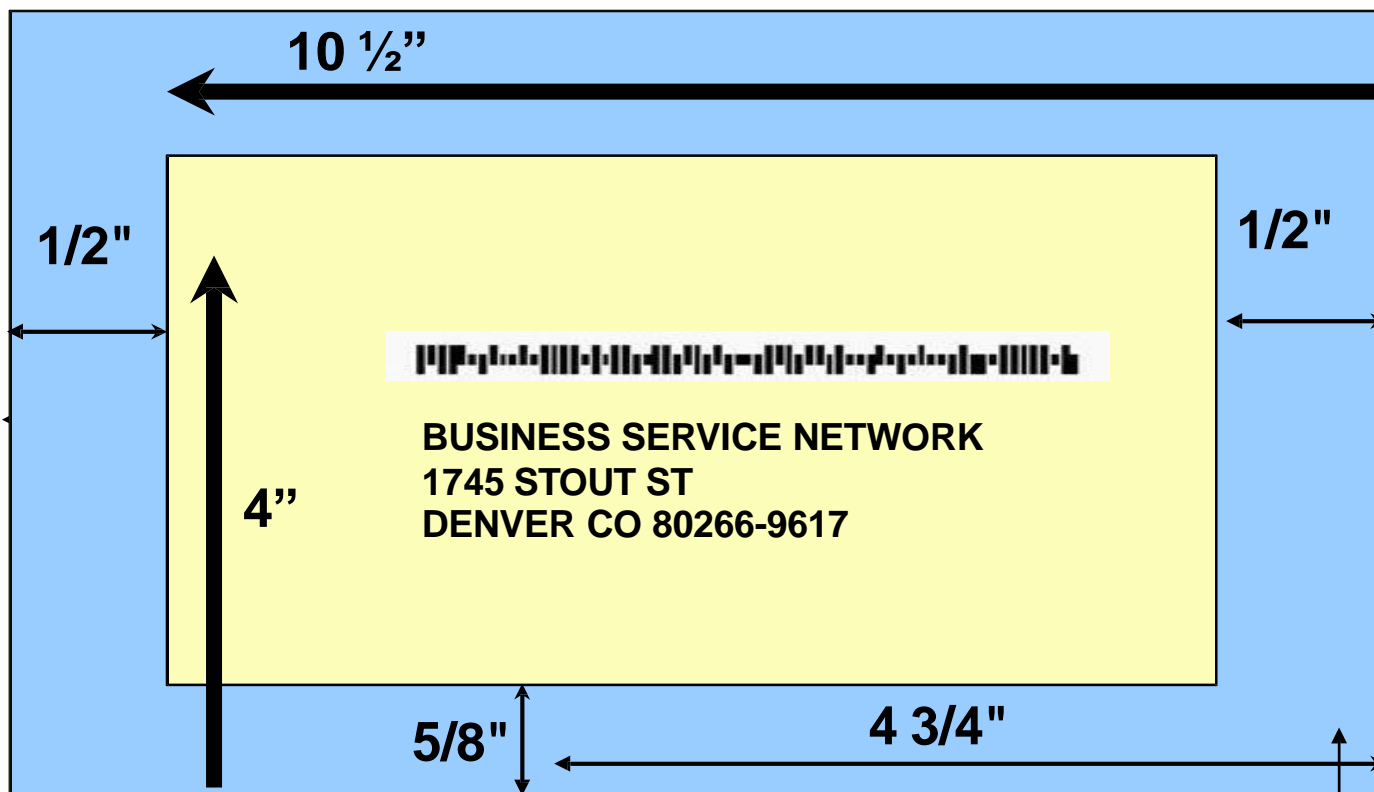
Opacity



Dark Fibers

Other Important Elements:
Background Reflectance
Print Reflectance Difference (PRD)

Barcode Readability – Placement



Conventional Lower Right
Barcode Clear Zone

1/4"

Barcode Readability – Placement

1/25" .028" IMb

XYZ Sales Company
212 N LIBERTY ST
SAN ANTONIO TX 78284-9623

1/8"

ALEX ALEXANDRIA
PO BOX 9623
SAN ANTONIO TX 78284-9623

***** 5-DIGIT 78284

#JAN84 000 CA #15081T 52 20 30
SUSAN HURLEY
PO BOX 9623
SAN ANTONIO TX 78284-9623

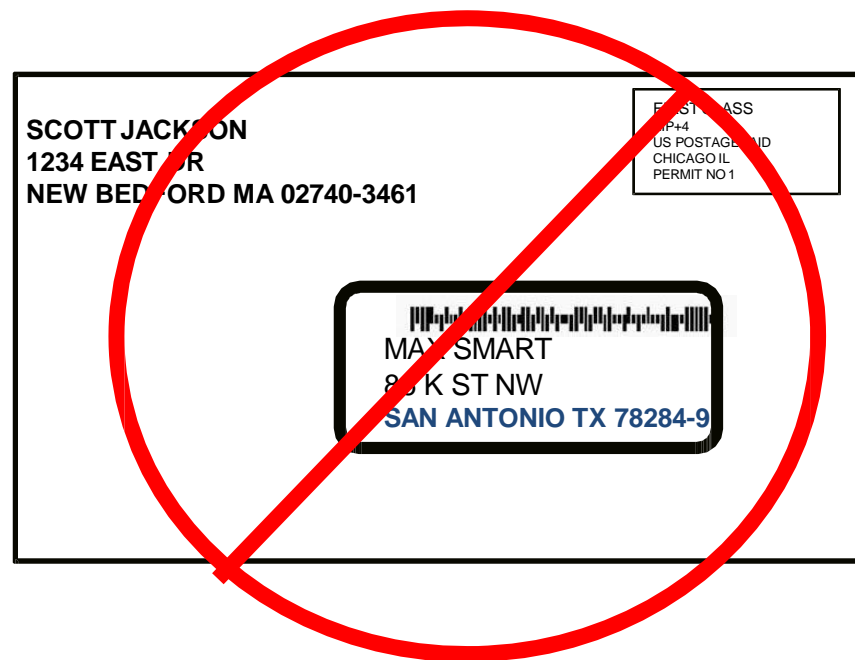
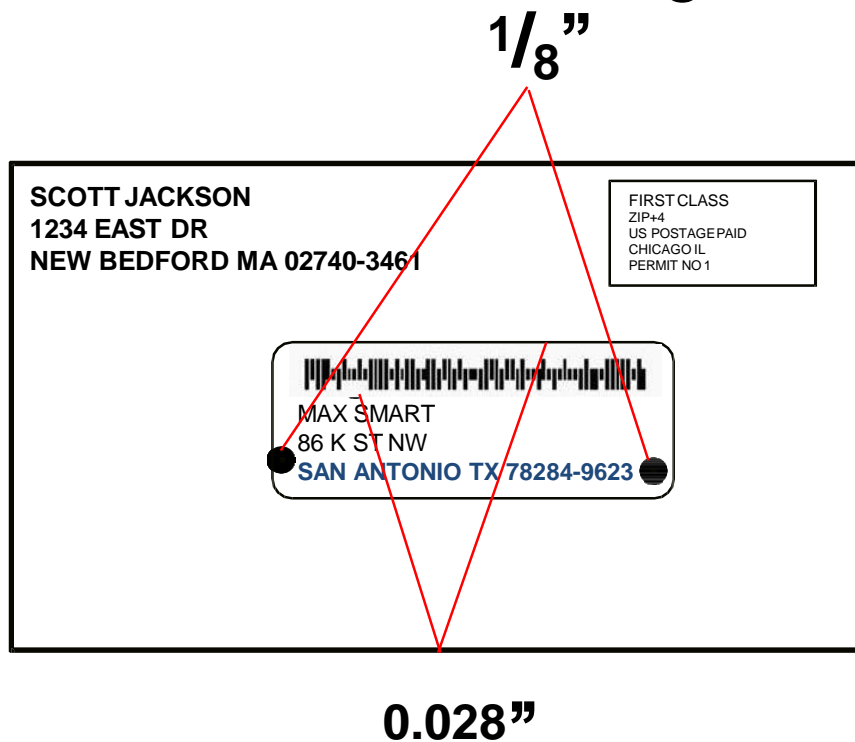
***** 5-DIGIT 78284

#JAN84 000 CA #15081T 52 20 30
TRAVIS MC GEE
PO BOX 9623
SAN ANTONIO TX 78284-9623

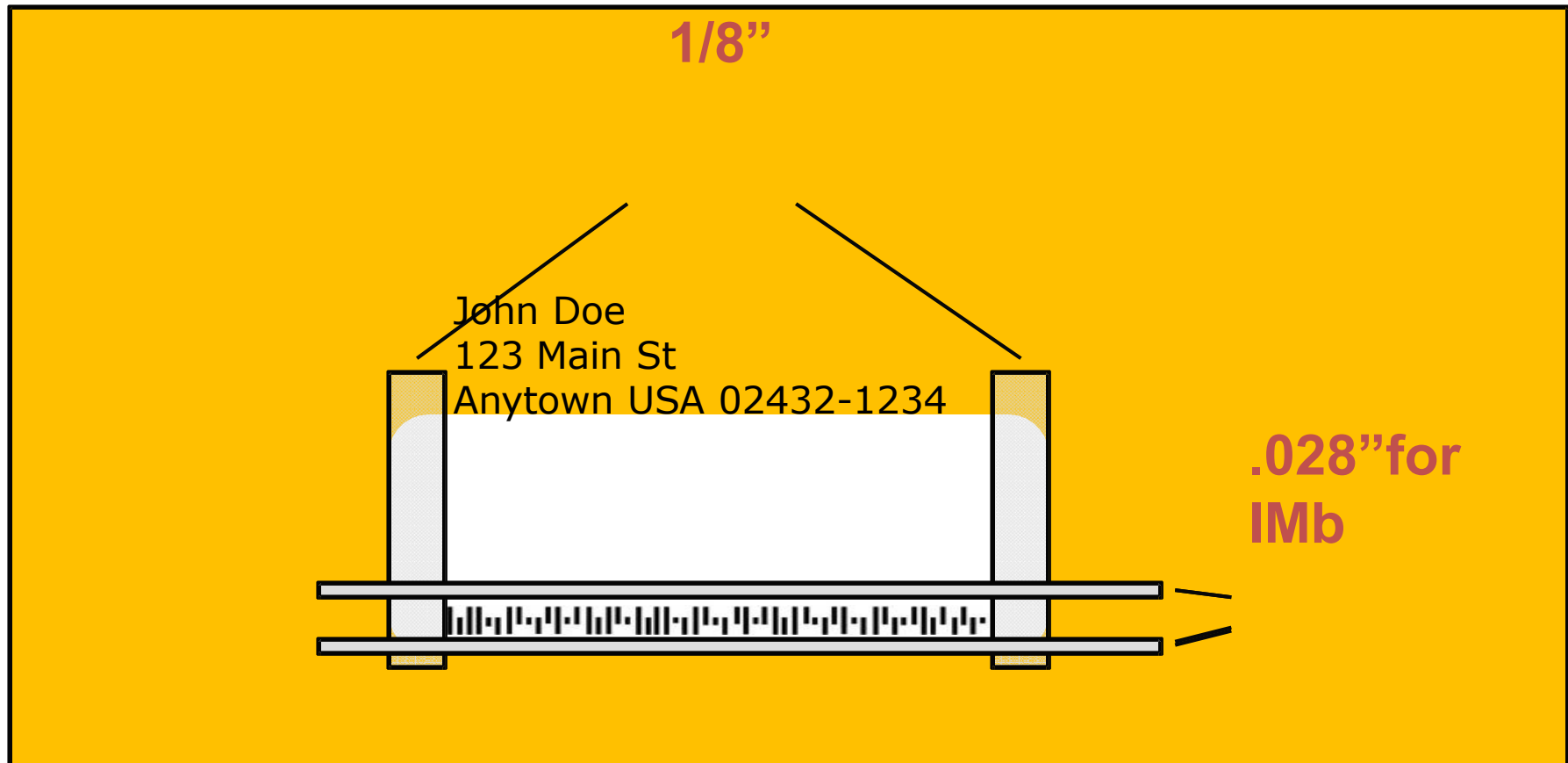
ATTN TIMOTHY HURST
XYZ SALES COMPANY
PO BOX 9623
SAN ANTONIO TX 78284-9623

Barcode Readability – Window Envelopes

Barcode may appear on the piece or on an insert showing through a barcode window



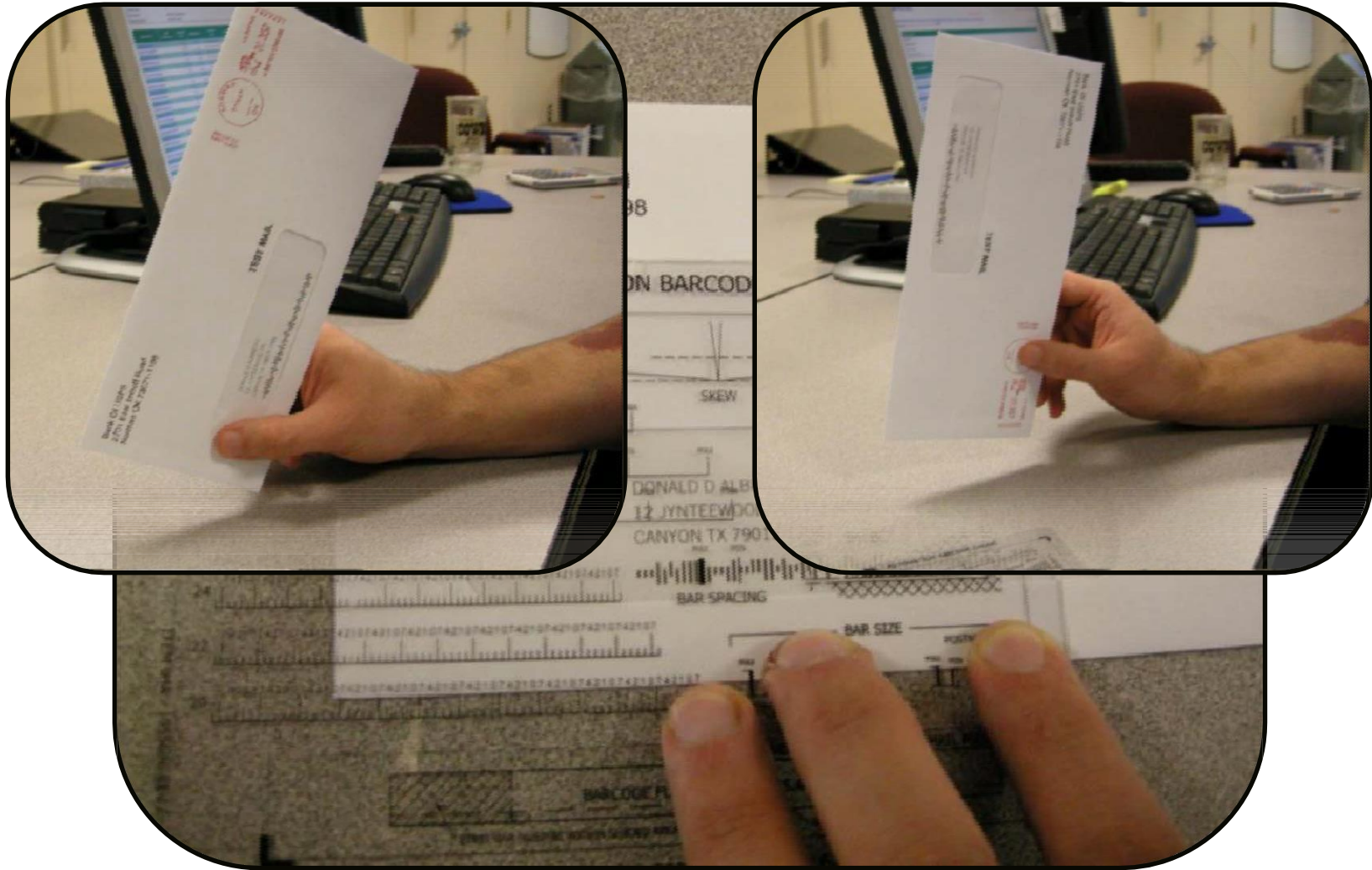
Barcode Readability – Tap Test Clearances



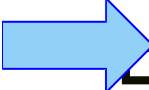
Barcode Readability – Tap Test Vertical Shift



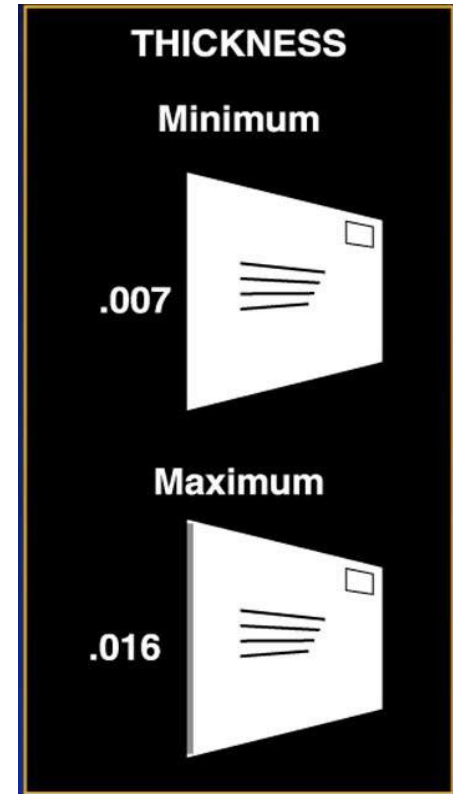
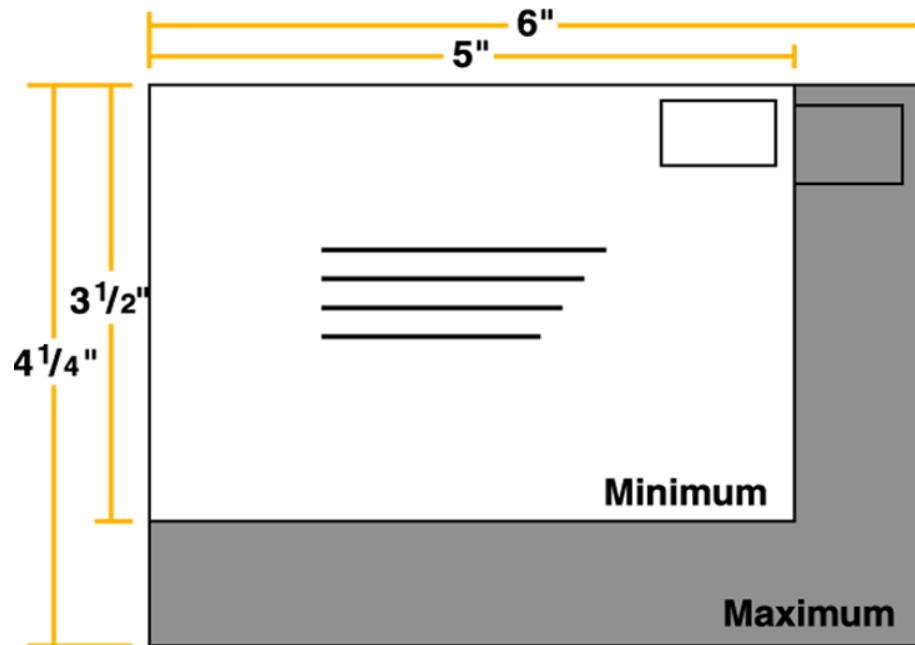
Barcode Readability – Tap Test Horizontal Shift



Agenda

- Determining Mailability
- Processing Categories - Letters
- Machinable/Automation Letters
- Barcode Readability Basics
-  □ Postcards

Postcards




Postcards – Attachments

Paper label or decal affixed with permanent adhesive

Dear Member

Come by and save today




Back Side of Card


50% ★ Memorial Day Sale ★
Sale Ends MONDAY May 28

50% OFF	Solid Silk Blend and Spring Patterned Sportcoats.....	reg. \$295	NOW	\$147.50
50% OFF	Classic Super 100s Business Express Suit Separates.....	reg. \$395	NOW	\$197.50
<small>(Jacket and Matching Trousers)</small>				
50% OFF	Corporate Collection Suits.....	reg. \$495	NOW	\$247.50
50% OFF	UltraSoft Polyestec Dress Pants.....	reg. \$ 95	NOW	\$47.50
50% OFF	Featherweight Blazers.....	reg. \$295	NOW	\$147.50
50% OFF	Featherweight Dress Pants.....	reg. \$195	NOW	\$97.50

Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable to Factory or Outlet stores, rest through catalog or internet. For store information, call 1-800-522-4557 or visit us at www.worthington.com



Please deliver on or before May 21


 CARRIE WITT
 1234 ELM ST
 ANY TOWN NY 12345-6789

Priority Mail
 First Class Mail
 U.S. Postage
 PAID
 Any Town, NY
 Permit # 99

Message Area

50% ★ Memorial Day Sale ★
Sale Ends MONDAY May 28

50% OFF	Solid Silk Blend and Spring Patterned Sportcoats.....	reg. \$295	NOW	\$147.50
50% OFF	Classic Super 100s Business Express Suit Separates.....	reg. \$395	NOW	\$197.50
<small>(Jacket and Matching Trousers)</small>				
50% OFF	Corporate Collection Suits.....	reg. \$495	NOW	\$247.50
50% OFF	UltraSoft Polyestec Dress Pants.....	reg. \$ 95	NOW	\$47.50
50% OFF	Featherweight Blazers.....	reg. \$295	NOW	\$147.50
50% OFF	Featherweight Dress Pants.....	reg. \$195	NOW	\$97.50

Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable to Factory or Outlet stores, rest through catalog or internet. For store information, call 1-800-522-4557 or visit us at www.worthington.com



Please deliver on or before May 21


 CARRIE WITT
 1234 ELM ST
 ANY TOWN NY 12345-6789

Priority Mail
 First Class Mail
 U.S. Postage
 PAID
 Any Town, NY
 Permit # 99

Left of the Address Block

Postcards – Vertically Divided

Address, postage and any Postal Service markings must appear on the right side measuring at least 2 1/8" wide (measured from the right edge of the card)

There must be 1/8" clear space around the delivery address



Wells Water Company 60813 Parrill Rd, Any Town, NY 12345				Prescribed First Class Mail U.S. Postage PAID Any Town NY Permit #0510			
SERVICE PERIOD		METER					
FROM	TO	PREVIOUS					
ACTUAL CU FT. USAGE	/100 CU FT	BASE	IRRIGATION				
	/100 CU FT	BASE	IRRIGATION				
DCWA	FIRE FLOWS		ACCOUNT NO.				
\$	\$						
PREVIOUS	CURRENT	LATE PYMT. CHG	AMOUNT DUE				
\$	\$	\$	\$				
METER RATES: Schedule number 1 meter reading to be rounded off to nearest 100.				WELLS WATER COMPANY 60813 PARRILL RD ANYTOWN NY 12345			
<table border="1"> <tr> <td style="text-align: center;">ACCOUNT</td> <td style="text-align: center;">AMOUNT DUE</td> <td style="text-align: center;">\$</td> </tr> </table>				ACCOUNT	AMOUNT DUE	\$	BALANCE DUE 10TH OF THE MONTH PLEASE RETURN THIS STUB WITH PAYMENT
ACCOUNT	AMOUNT DUE	\$					
MR GORDON CAT 1298 RIVER RD ANYTOWN US 98765-4321							

Postcards – Horizontally Divided

Address, postage and any markings must appear on the portion containing the address and measure at least 1½” high from the top or bottom edge of the card

There must be 1/8” clear space around the delivery address

1 ½”

50%		★ Memorial Day Sale ★	
		Sale Ends MONDAY May 28	
50% OFF	Solid Silk Blend and Spring Patterned Sportscoats.....	reg. \$295	NOW \$147.50
50% OFF	Classic Super 100s Business Express Suit Separates..... (Jacket and Matching Trousers)	reg. \$395	NOW \$197.50
50% OFF	Corporate Collection Suits.....	reg. \$495	NOW \$247.50
50% OFF	Ultrasoft Polynosic Dress Pants.....	reg. \$ 95	NOW \$47.50
50% OFF	Featherweight Blazers.....	reg. \$295	NOW \$147.50
50% OFF	Featherweight Dress Pants.....	reg. \$195	NOW \$62.50

Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable at Factory or Outlet stores, retail through catalog or Internet. For more information, call 1-800-823-4067 or visit us at www.emmerthclothing.com

Emmerth Clothing
ESTABLISHED 1981

Please deliver on or before May 21

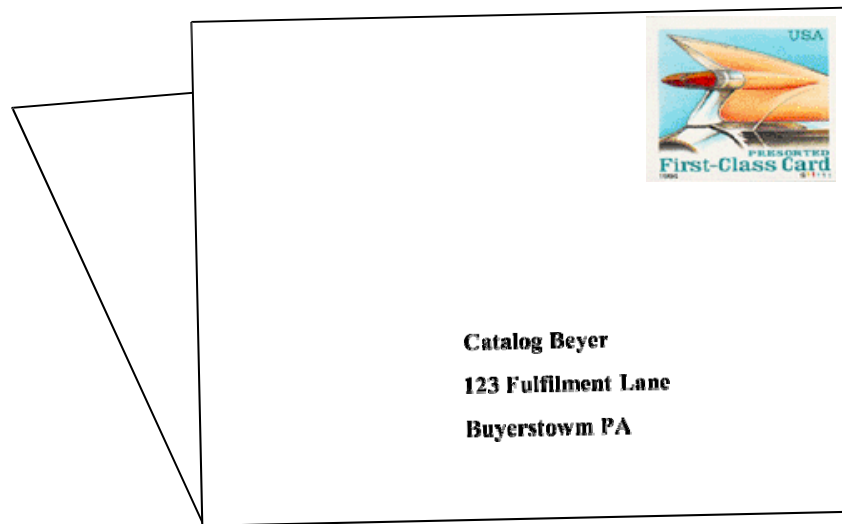
CARRIE WITT
1234 ELM ST
ANY TOWN NY 12345-6789

Presorted
First Class Mail
U.S. Postage
PAID
Any Town, NY
Permit # 99

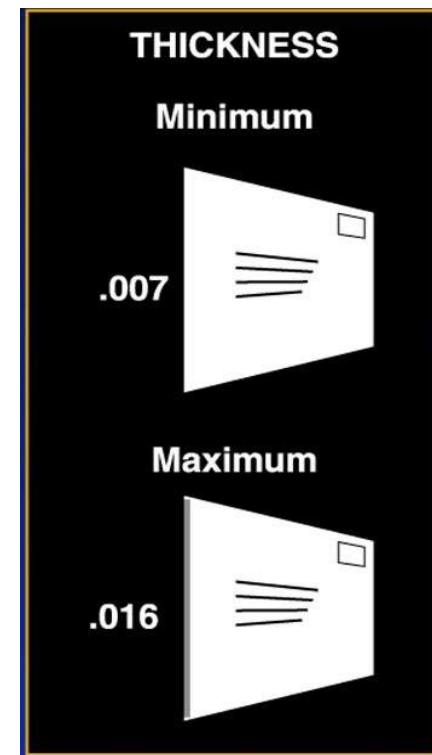
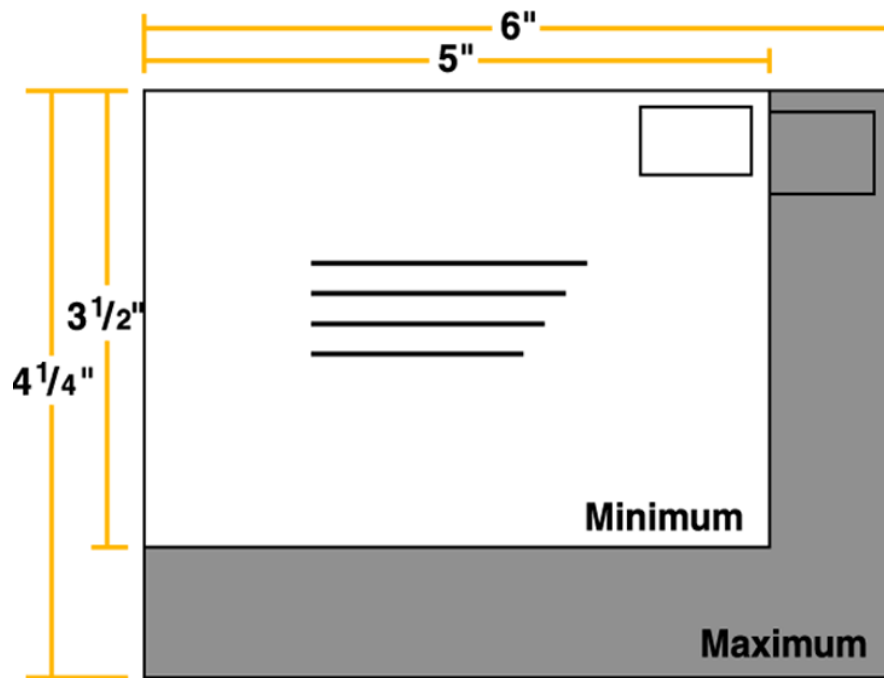
With or without rule

Postcards – Double Cards

Reply half- must be used for reply and not convey a message to addressee



Postcards – Machinable/Automation Cards



MDA SUPPORT CENTER

Contact Information

by phone **855-593-6093**

OR

by email **MDA@USPS.GOV**

**MONDAY – FRIDAY, 7am – 5pm
CST**

ADDITIONAL RESOURCES

Visit our websites at:

www.usps.com

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

Contains the DMM, IMM and various publications.

<https://postalpro.usps.com/>

Contains information on Intelligent Mail, Full Service, eInduction, Seamless Acceptance etc.