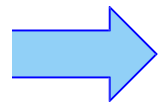


Basic Design Elements

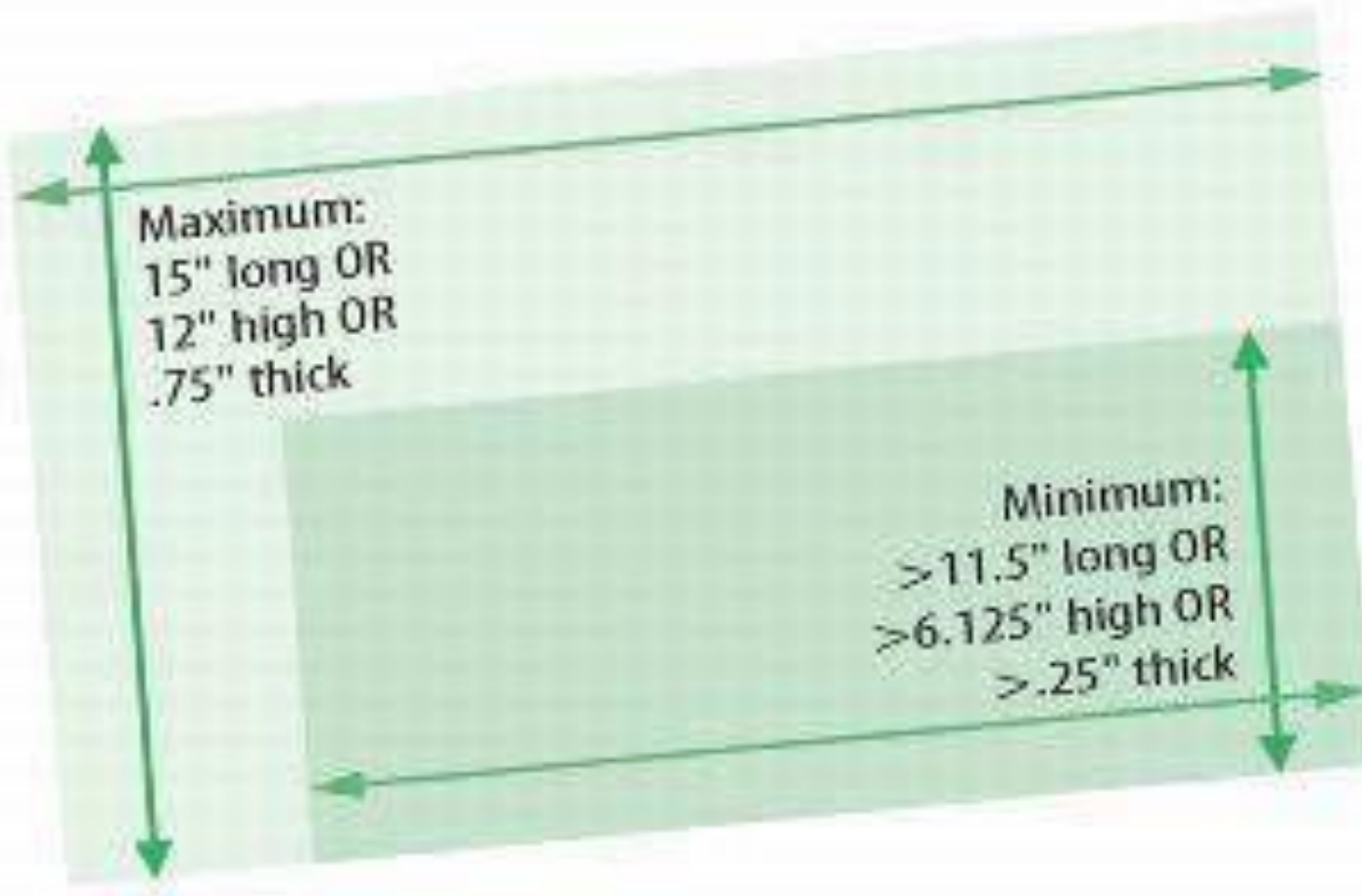
Flats

Agenda



- Physical Standards of Flats
- Addressing Standards for Flats
- Automation Flats

Flats – Physical Standards



Length is the physically longer dimension



Height is perpendicular to the length

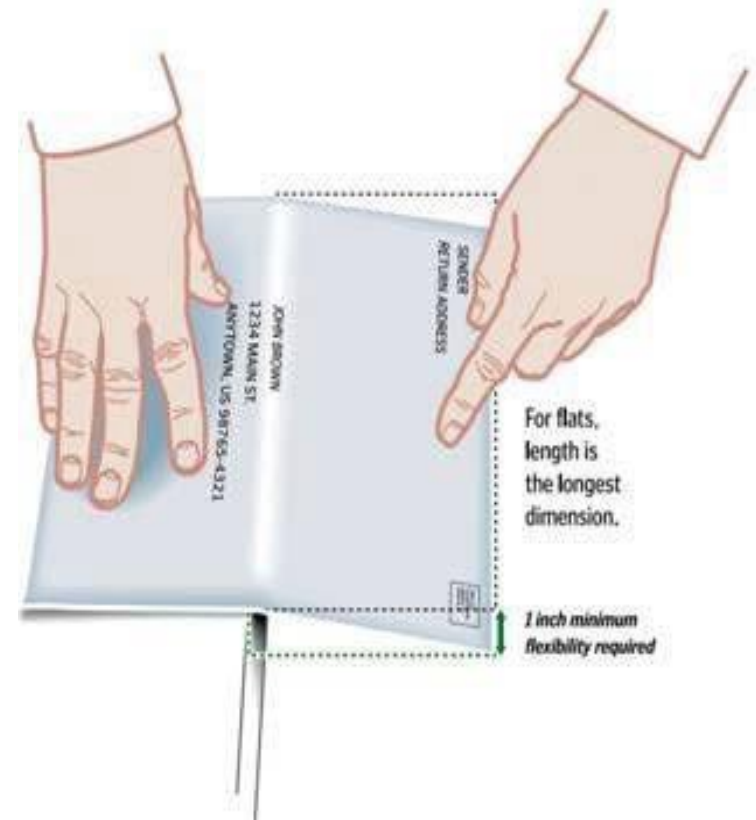
Flats – Physical Standards

Flat-size pieces must be:

- **Flexible**
- **Uniformly thick (within 1/4")**
- **Rectangular**
- **Deflection**

Flexibility Test – Part One

- First test pieces with the longest side parallel to the edge of a flat surface.
- Press down on the center of the piece 1 inch from the outer edge.
- The piece is not flexible if it cannot bend at least 1 inch Vertically without being damaged.
- The piece is flexible if can bend at least 1 inch vertically without being damaged and it contain a rigid insert.

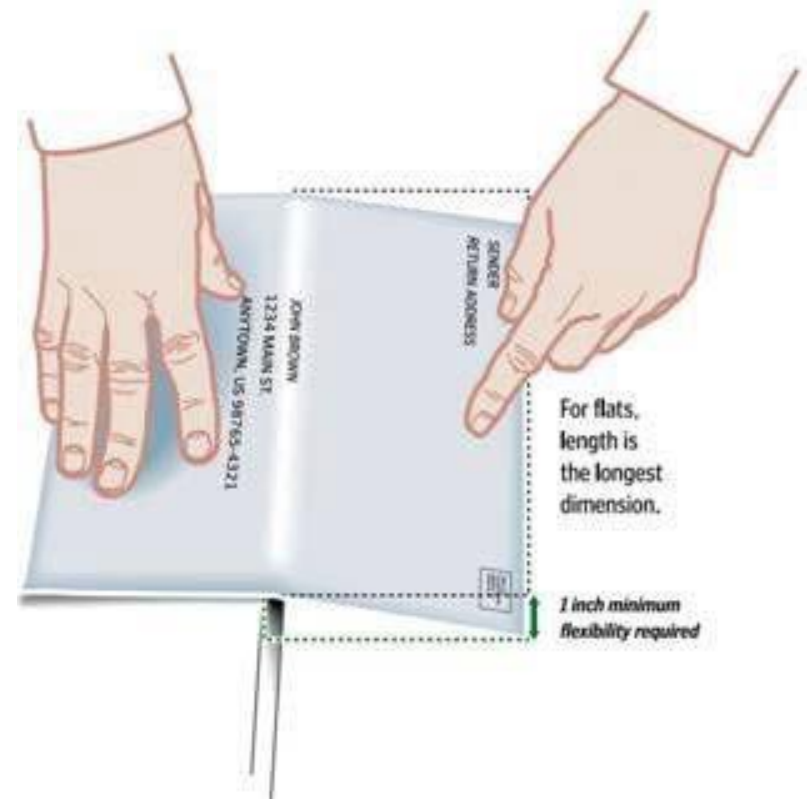


Flexibility Test – Part One

If the piece can pass this test **AND** does not contain a rigid insert, no further testing is necessary

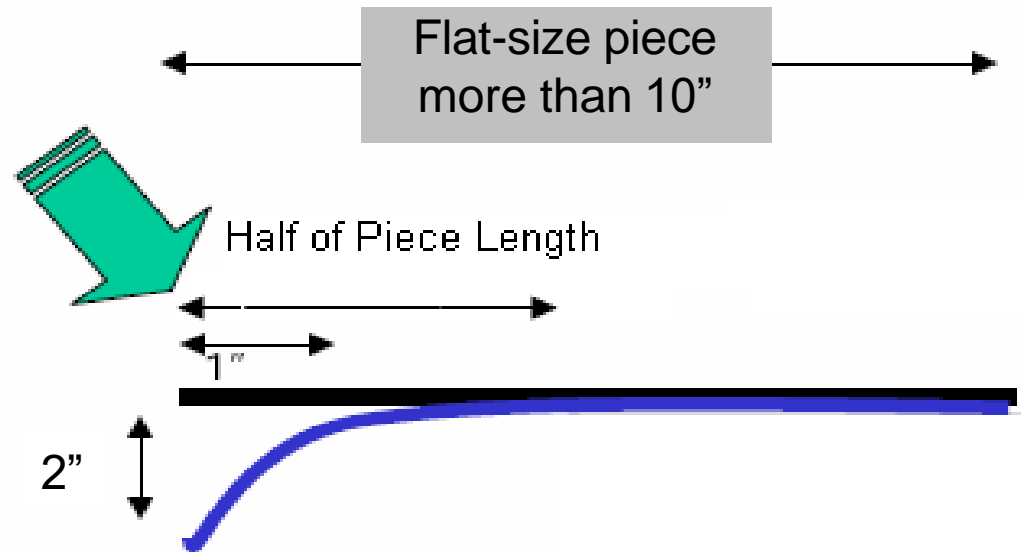
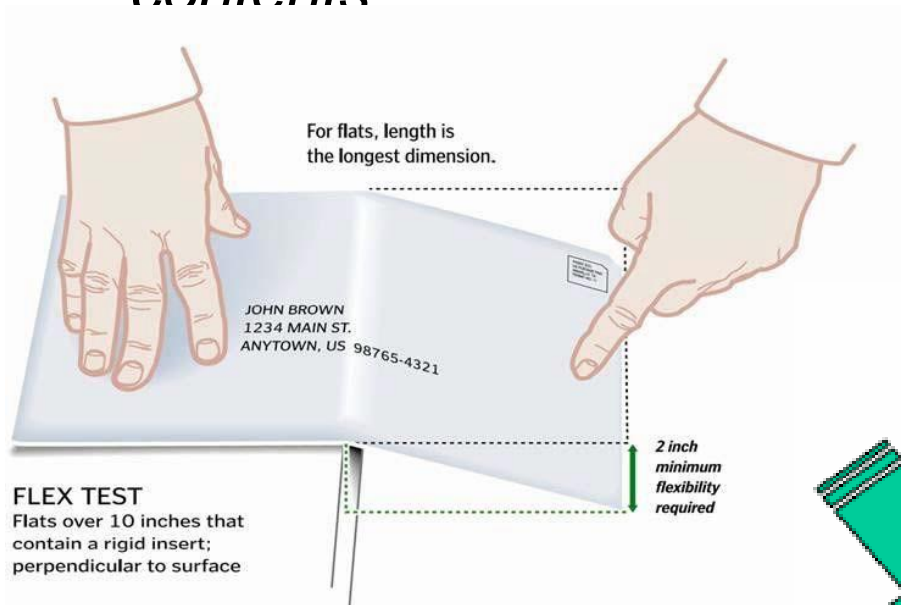
If the piece passes this test but it **DOES** have rigid contents, go to the next step, part 2

Note: A permanent bound edge is not considered a rigid item.

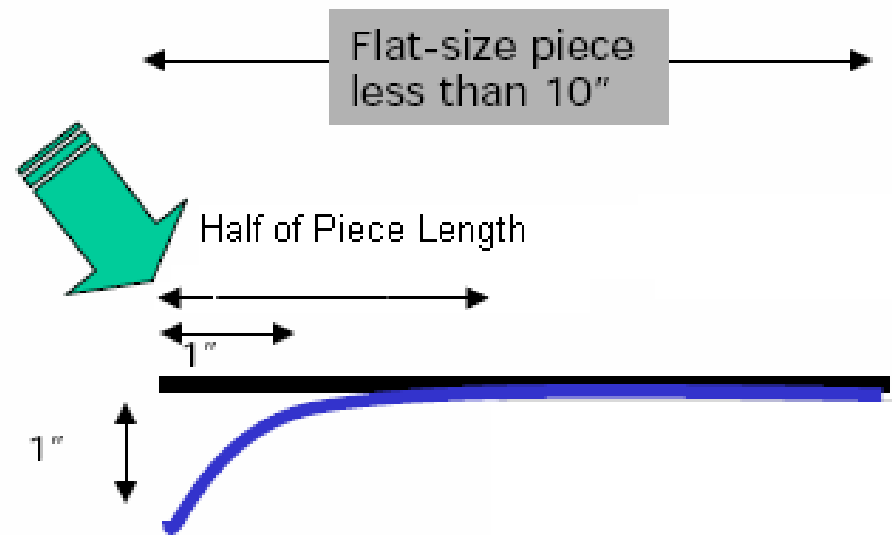
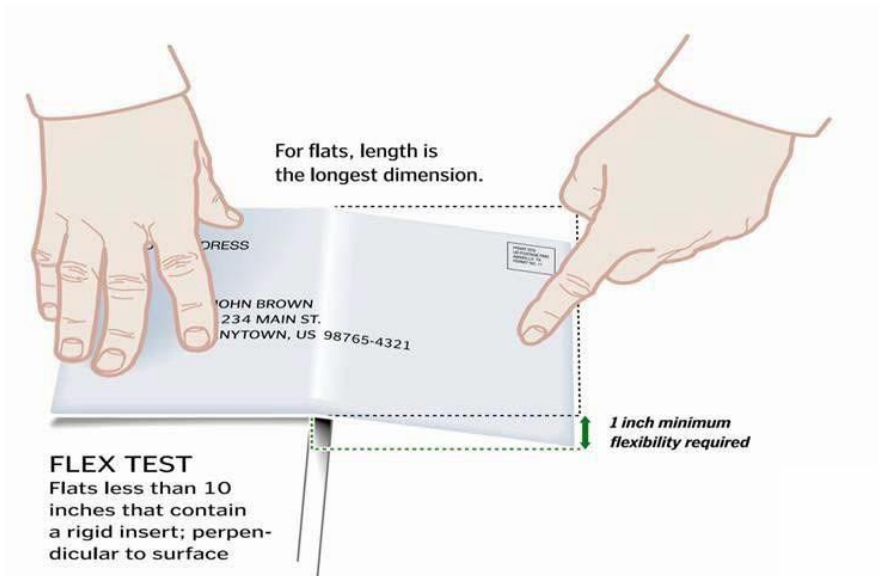


Flexibility Test – Part Two

Mailpieces that pass first test and contain rigid contents



Flexibility Test – Part Two

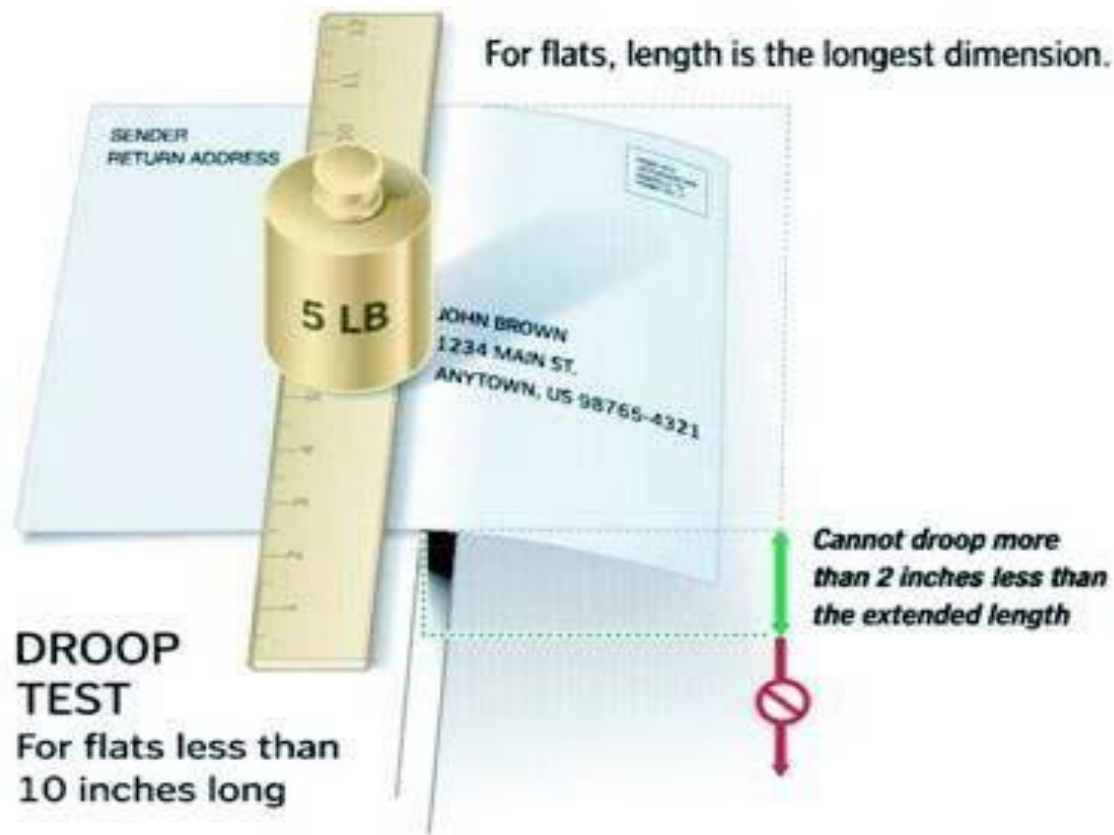


Deflection Test

For flats, length is the longest dimension



Deflection Test



Flats – Physical Standards

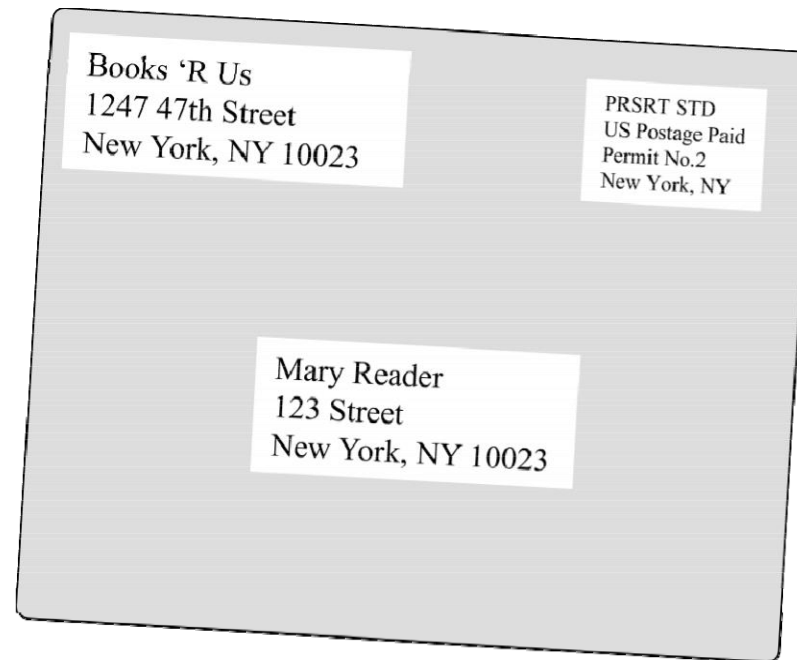
Uniform Thickness

- Flat-size mailpieces must be uniformly thick so that any bumps, protrusions, or other irregularities do not cause more than 1/4-inch variance in thickness.
- Mailers must secure nonpaper contents to prevent shifting of more than 2 inches within the mailpiece if shifting would cause the piece to be nonuniformly thick or result in the contents bursting out of the mailpiece

Flats – Physical Standards

Rectangular

- May be prepared with finished corners not exceeding a radius of .125" inch (1/8 inch)



Flats – Physical Standards

Polywrap Film or Similar Material:

- ❑ Only products listed as approved on the PostalPro website may be used

Physical Requirements:

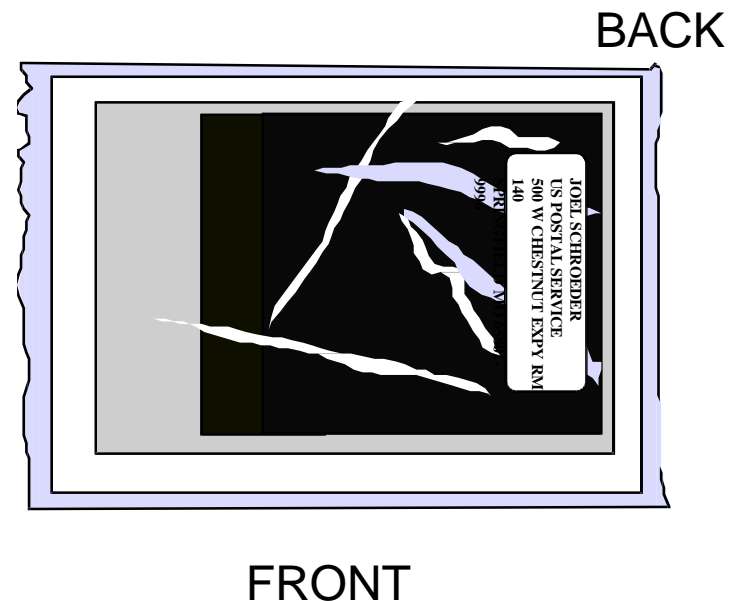
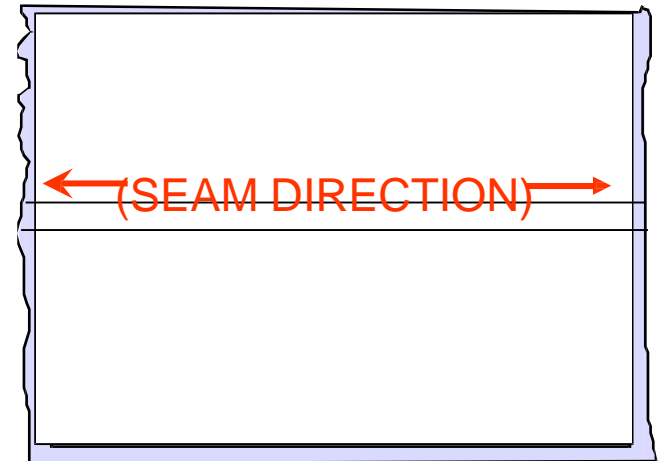
- ❑ Outlined in DMM section 201.4.5



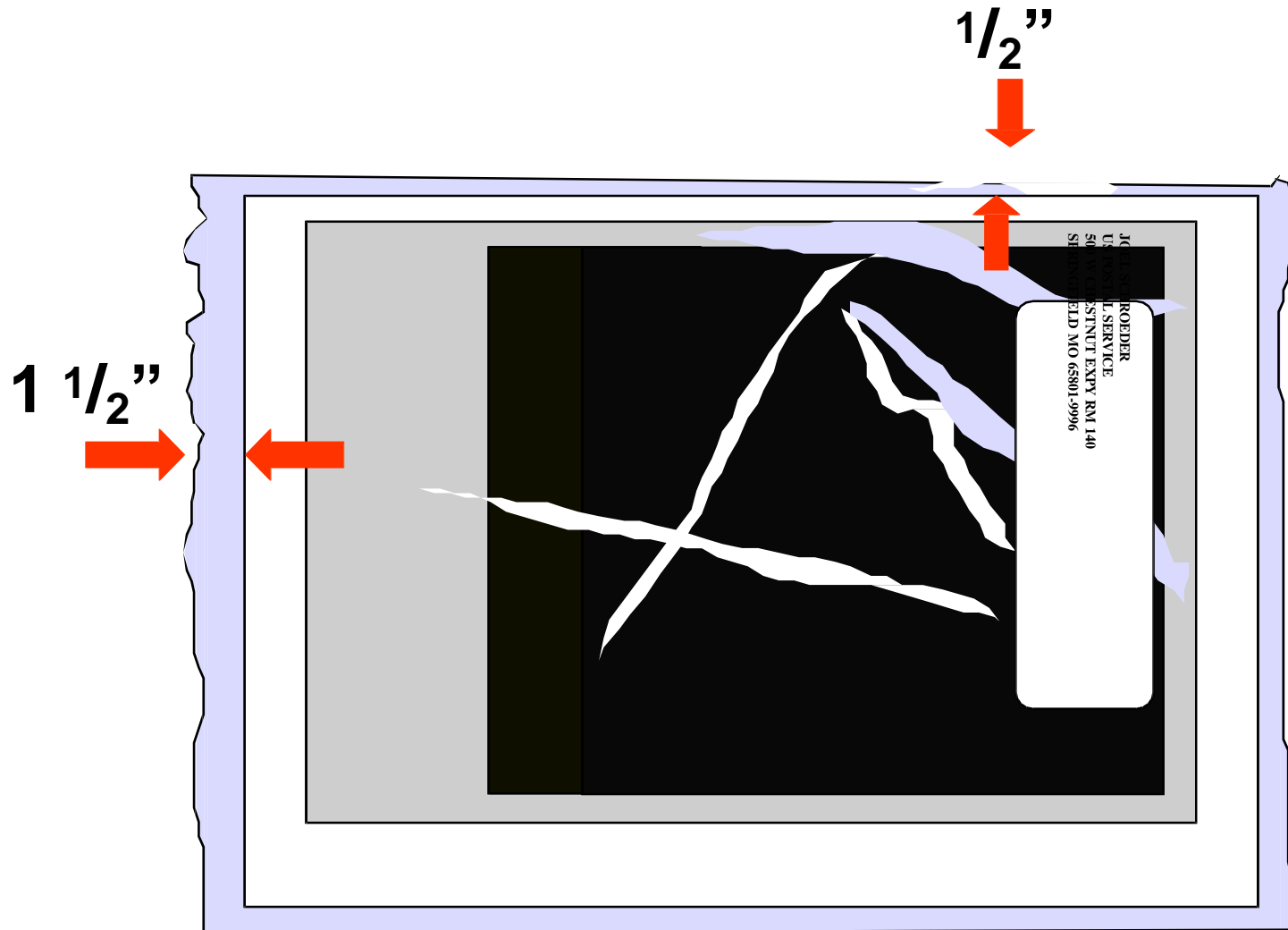
Flats – Physical Standards

Polywrap Film or Similar Material:

- ❑ Wrap direction must be around the longer axis
- ❑ Seam:
 - Parallel to longer dimension
 - Front or back
 - Not over address or barcode



Flats – Physical Standards



Flats – Physical Standards

Labels, Stickers, and Release Cards

- 201.4.8.1 – Use
- 201.4.8.2 – Pressure-Sensitive Label
- 201.4.8.3 – “Sandwich” Label
- 201.4.8.4 – Flats with Attached Release Cards
- 201.4.8.5 – Standards for Release Cards

Flats – Physical Standards

Catalogs

- A bound flat-sized mailpiece with at least 16 pages meeting flat physical criteria.
- Provide a listing of products offered for sale arranged systematically and include images, photographs or illustrations of the products, descriptive details, and prices.
- Must contain an order form, a phone number, or a web address to place orders and provides shipping options for the products offered for sale.



Nonautomation Flats

Additional Physical Standards by Mail Class:

- 201.5.1 – First-Class Mail
- 201.5.2 – Standard Mail
- 201.5.3 – Bound Printed Matter
- 201.5.4 – Media Mail and Library Mail
- 201.5.5 – Priority Mail Express, Priority Mail and Critical Mail Flats

Agenda

- Physical Standards of Flats

-  □ Addressing Standards for Flats

- Automation Flats

Flats – Addressing

- ❑ Minimum 8-point type (6-point for automation flats)
- ❑ 6-point if all capital letters with DPBC
- ❑ Characters in address can not overlap
- ❑ Address lines can not touch or overlap
- ❑ Address elements separated by no more than five blank character spaces

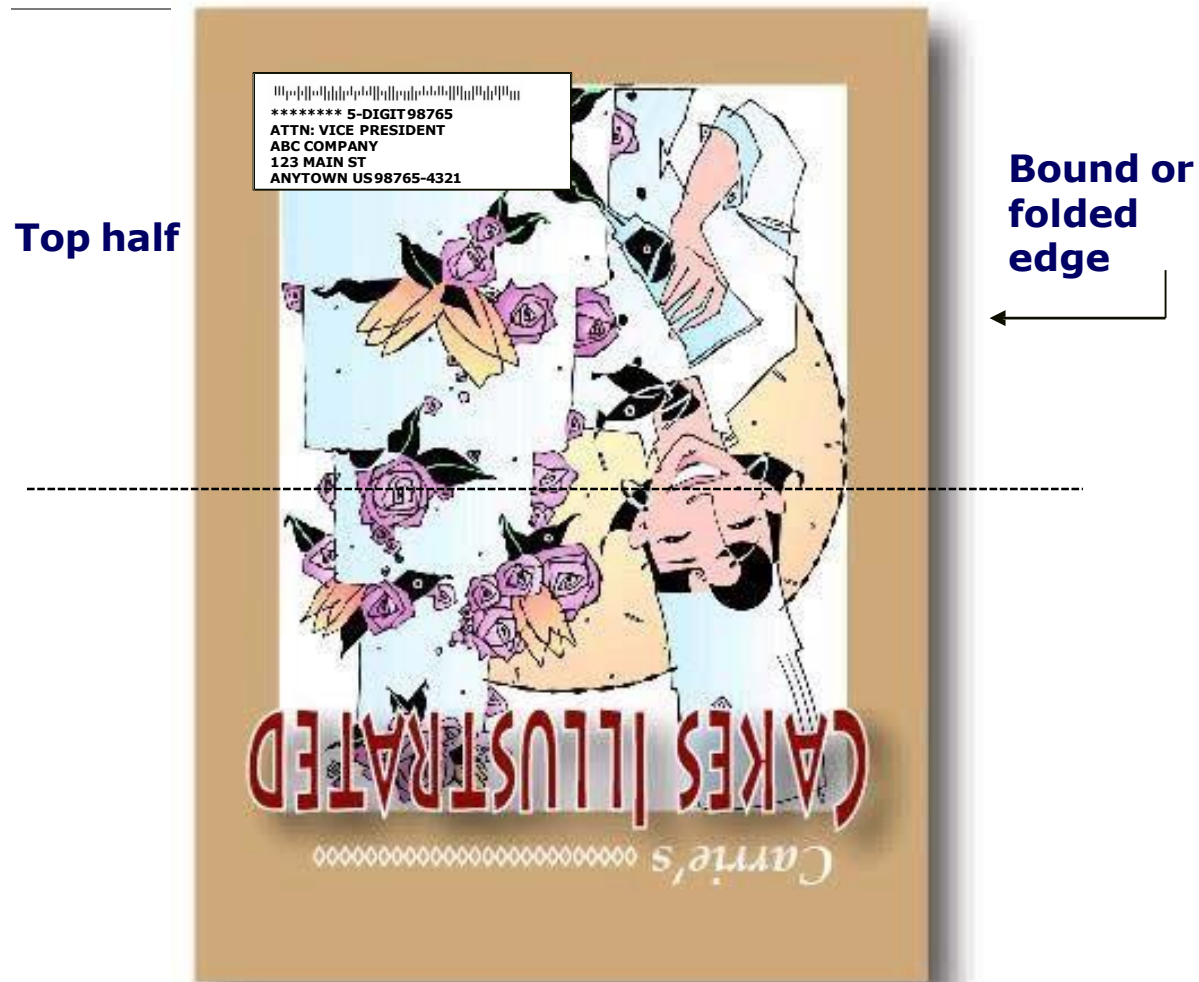
Address Placement Enveloped, Polywrapped, or Card-style Flats

Top edge

Top half



Address Placement - Bound or Folded Flats



Agenda

- Physical Standards of Flats
- Addressing Standards for Flats
- □ Automation Flats

Automation Flats – Physical Standards

Dimensions	Minimum	Maximum
Height	5"	12"
Length	6"	15"
Thickness	.009"	0.75"

Automation Flats

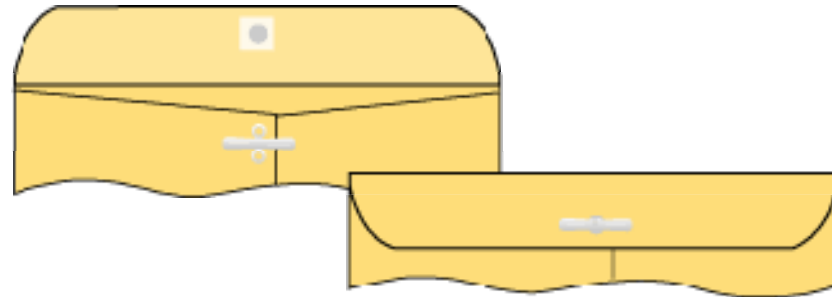
Weight Maximums

- ❑ First-Class Mail: 13 ounces
- ❑ Periodicals: 20 ounces
- ❑ Standard Mail: < 16 ounces
- ❑ Bound Printed Matter: 20 ounces

Automation Flats

Prohibitions

- Protrusions
- Staples



Tabs, Wafer Seals, Tape, and Glue



Booklet-Type Piece or Magazine

Flats – Physical Standards

Short Covers

- More than $\frac{3}{4}$ " from each edge
- Secured with at least two tabs etc. at least 1" from top and bottom edges of the cover



Outside Stickers

- Affixed with permanent adhesives



Automation Flats - Barcoding

Barcode:

- ❑ Intelligent Mail barcode (IMb)



Placement:

- ❑ On address side at least 1/8 inch from any edge of the piece

Clearances:

- ❑ 1/8 inch between the leftmost and rightmost bars to any printing, label edge or window edge
- ❑ .028" inch above and below barcode to any printing, label edge or window edge



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.

MDA SUPPORT CENTER

Contact Information
by phone **855-593-6093**
OR
by email **MDA@USPS.GOV**

MONDAY – FRIDAY, 7am – 5pm CST