## ENVELOPE DIMENSIONS

| Length: | $5^{\prime \prime}-11 \frac{1}{2} \prime \quad$ Height: $\quad 31 / 2 "-6{ }^{\prime \prime} / 8^{\prime \prime}$ |
| :--- | :--- |
| Thickness: | $.009^{\prime \prime}-.25^{\prime \prime}$ |
| Weight: | Combined envelope + insert $\leq$ one ounce |
| Aspect Ratio: | $1.3-2.5$ (Length divided by height) |
| Shape: | Rectangular (No square envelopes) |
| Paper Weight: | 40 lb. book-grade paper minimum |
| Paper: | Non-glossy only. White paper is preferred; pastels acceptable. |
|  | No dark colors; no reverse printing |

## ADDITIONAL STANDARDS

Wraps \& Closures: No poly wrapping, poly bagging, or shrink wrapping; no clasps, strings, buttons, or similar closure devices or protrusions that damage the mail or mail processing equipment.

Enclosed Items: Rigid odd-shaped items (e.g. pens, keys, etc.) are prohibited. Odd-shaped items (e.g. coins, tokens, etc.) are only permitted if firmly affixed to and wrapped within the contents of the mailpiece. Reasonably flexible items (e.g. gift cards, credit cards, etc.) are permitted.
Flexibility Standards: The contents must bend easily when subjected to a transport belt tension of 40 lbs . around an 11"-diameter drum.

## 1 Facing Identification Mark (FIM)

Use FIM E for customized services
FIM Bars: 0.03" w ( $\pm 0.008^{\prime \prime}$ ) x 0.625" h ( $\left.\pm 1 / 8^{\prime \prime}\right)$;
positioned 2 " from right edge of mailpiece and no more
than $0.125^{\prime \prime}$ from top edge of mailpiece.
FIM Clear Zone: $\mathbf{1 . 2 5 "} \mathbf{w x} \mathbf{~ 0 . 6 2 5 " ~ h ; ~ p o s i t i o n e d ~ 1 . 7 5 " ~}$
from right edge of mailpiece and flush with top edge.
No printing allowed within zone other than FIM mark.

## POSTCARD DIMENSIONS

| Length: | $5^{\prime \prime}-6^{\prime \prime} \quad$ Height: $3122^{\prime \prime}-4 \frac{1}{4} 4^{\prime \prime}$ |
| :--- | :--- | :--- |
| Thickness: | $.009^{\prime \prime}-.016^{\prime \prime}$ |
| Aspect Ratio: | $1.3-2.5$ (Length divided by height) |
| Paper: | Non-glossy paper |

## ADDITIONAL STANDARDS

- The address side of the card must be divided into a right portion and a left portion, with or without a vertical grayscale rule. The left portion is the message area.
- The right portion contains the delivery address, postage and USPS markings or endorsements. This portion must be at least 2.13 " wide measured from the right edge.
- If lines are used on the right side of the card to identify where the address should be written, they should be in a grayscale.
- ID tag clearance: On the non-addressed side of mailpiece, leave a clear zone measuring 14 mm high $\times 118 \mathrm{~mm}$ wide from the lower left corner of the mailpiece.


## Indicia

Wording:
FIRST-CLASS MAIL
U.S. POSTAGE
PAID
[COMPANY NAME]
IMB-POSTAGE
t: Arial Bold, ALL CAPS
: 6 or 8 pt

Size: 6 or 8 pt

## SUBMISSION PROCESS

You must provide a sample mailpiece to the Share Mail email address: sharemail@usps.gov
The provided sample must be:

$\square$ A high quality pdf file
$\square$ Must appear exactly as it will be printed
$\square$ Must contain either defined outer edges or crop marks.
$\square$ Must print to $8.5^{\prime \prime} \times 11^{\prime \prime}$ paper for review

## The program office will review

 to ensure:$\square$ FIM pattern is properly formatted and positioned
$\square$ Indicia is properly formatted
$\square \mathrm{IMb}$ is present, properly formatted and meets Postal readability standards
MID/STID combination is correct within IMb
Allow at least one week for review. Written approval must be obtained prior to print and distribution of the mailpieces.

## IMb Parameters

For details on how to create an IMb:
https://ribbs.usps.gov/index.cfm?page=intelligentmail

