



# **Basic Design Elements**

## **Letters & Cards**

# Agenda

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## Determining Mailability

- ❑ Processing Categories - Letters
- ❑ Machinable/Automation Letters
- ❑ Barcode Readability Basics
- ❑ Postcards

## Determining Mailability

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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

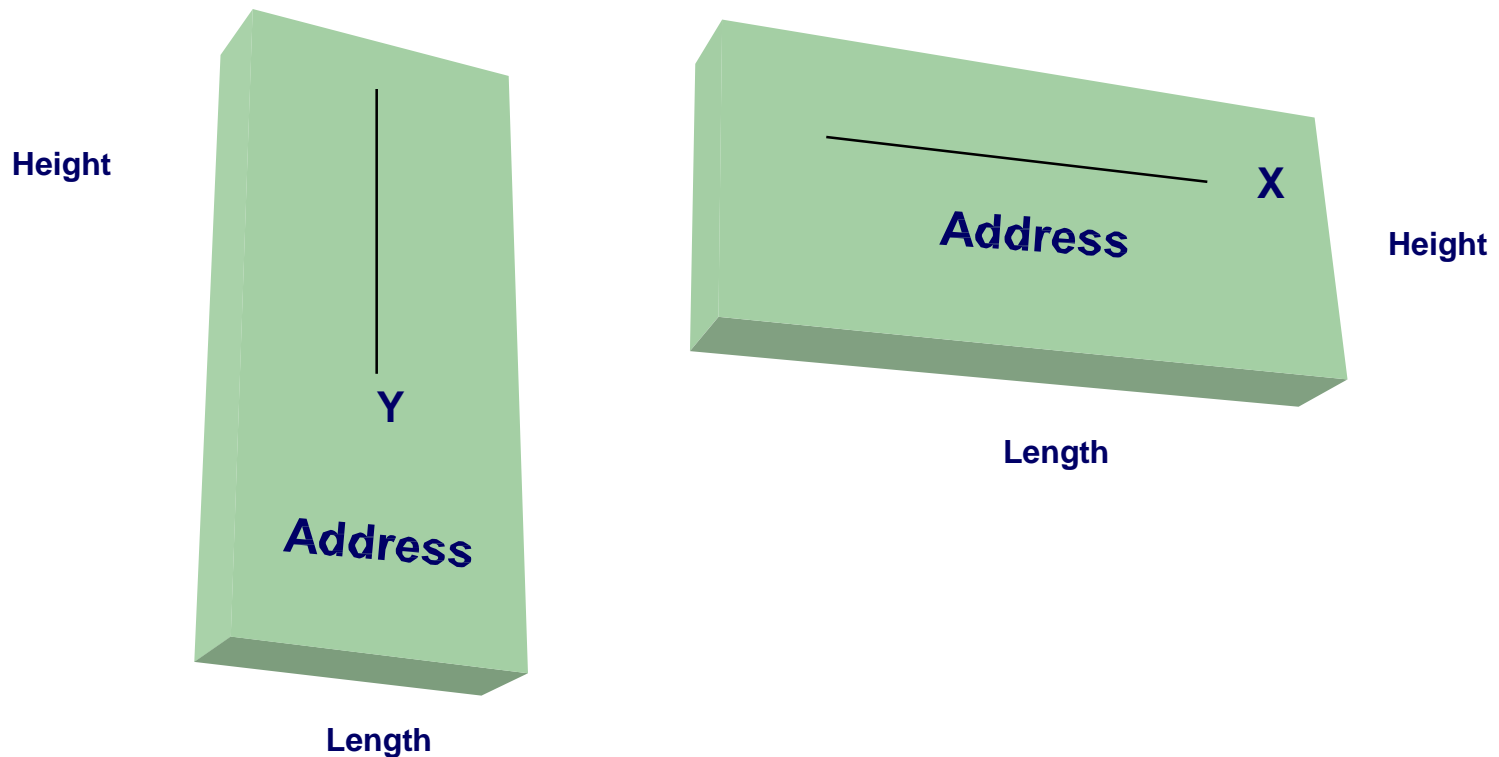
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- ❑ Rectangular in shape does prohibit some creative designs for letters and cards
- ❑ Letter-size mailpieces made of cardstock may have finished corners that do not exceed a radius of 0.125"
- ❑ Rectangular in shape means that the opposite sides of 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

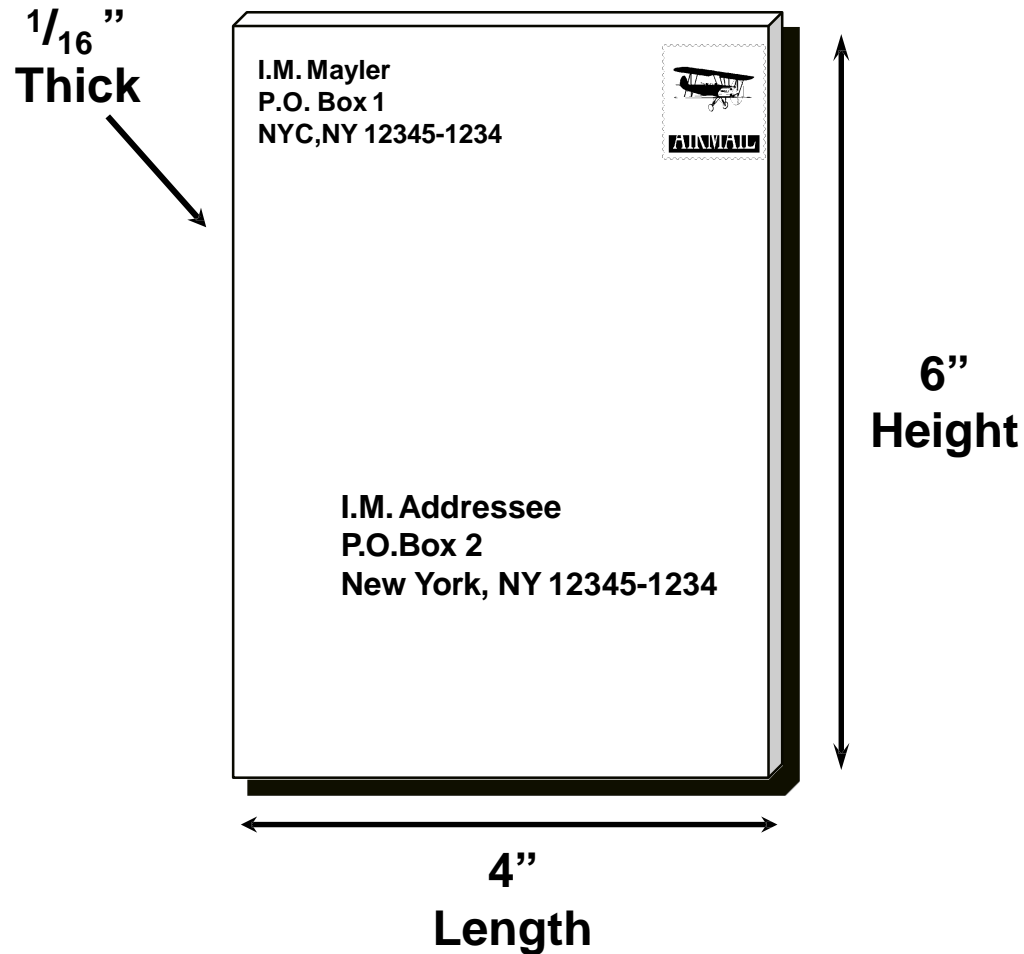


# Determining Mailability

- ❑ 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

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- Determining Mailability
- □ Processing Categories - Letters
- Machinable/Automation Letters
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# Processing Categories - Letters

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There are five mail processing categories:

- Letter
- Flat
- Machinable Parcel
- Irregular Parcel
- Outside Parcel

# Processing Categories - Letters

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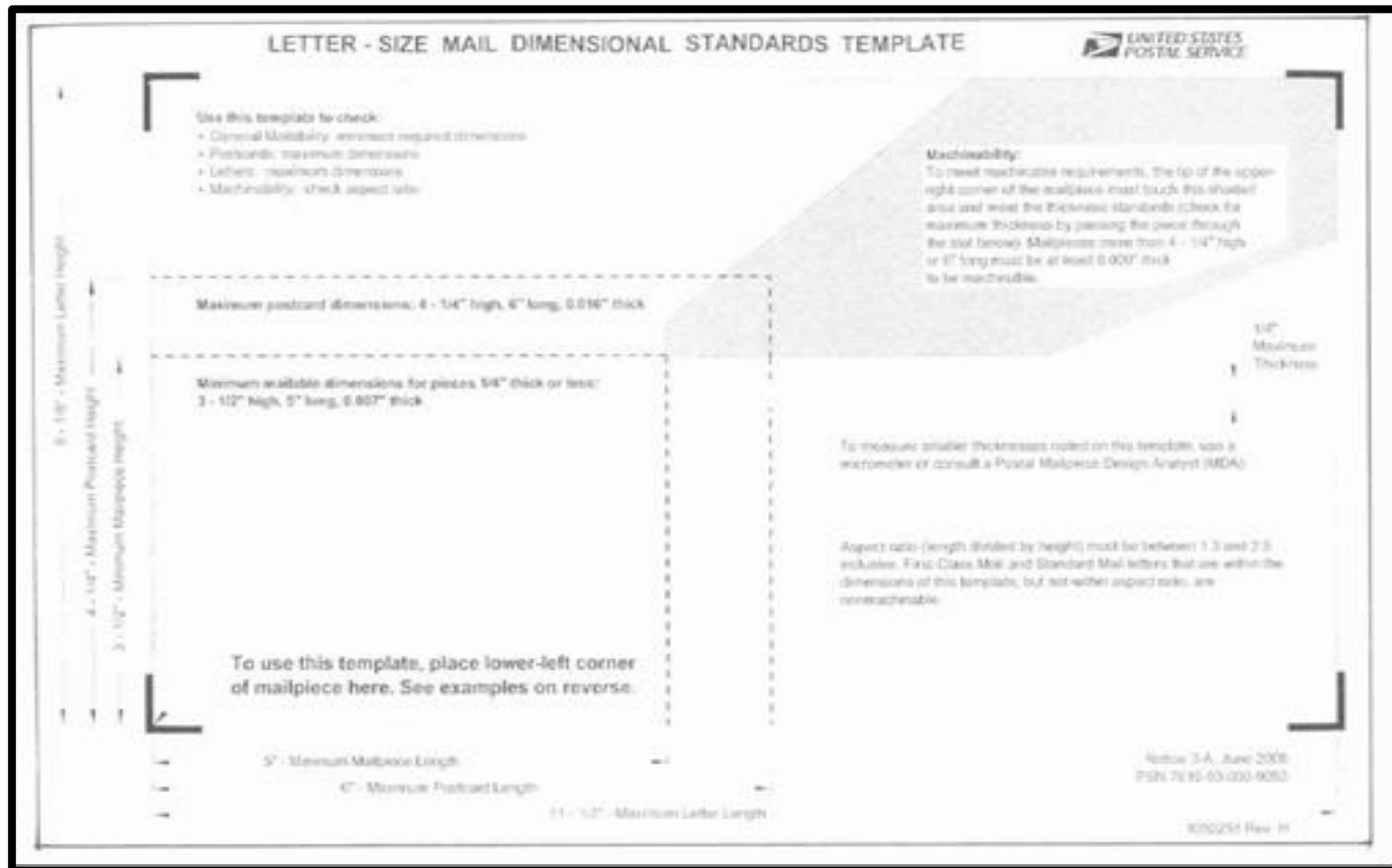
The processing category is based strictly on the physical dimensions and characteristics of the mailpiece

A yellow oval with a black border, centered on the page. Inside the oval, the text "Address is OUT!" is written in a bold, black, sans-serif font. The words "Address is" are on the top line, and "OUT!" is on the bottom line.

**Address is  
OUT!**

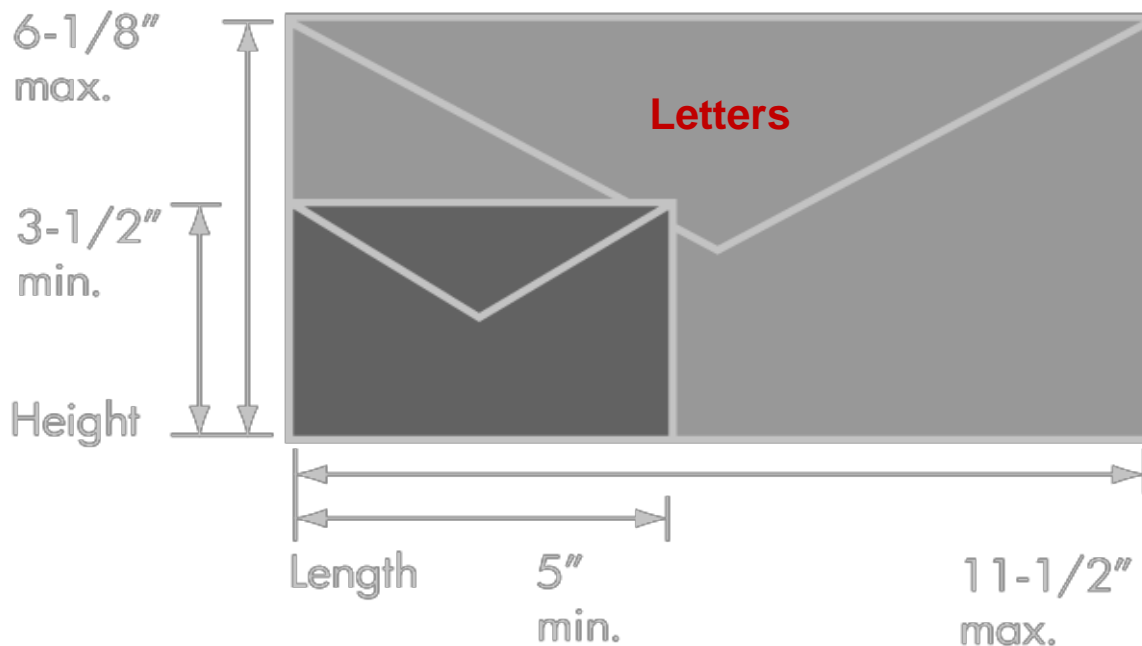
# Processing Categories – Letters

## Template Notice 3-A



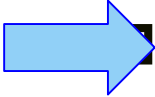
# Processing Categories - Letters

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



# Agenda

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# Machinable/Automation Letters- Definitions

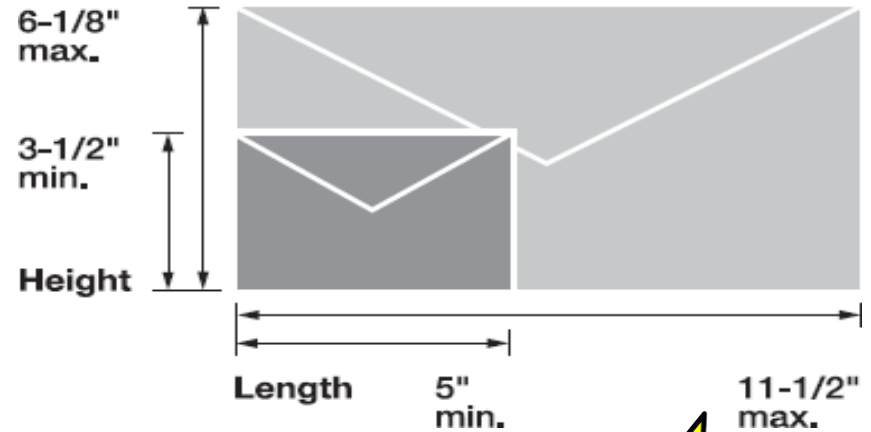
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- ❑ Machinable: Mail that meets standards for successful processing on the Postal Service's high-speed mail processing equipment
  
- ❑ Automation: Mail that is machinable and that is 100% barcoded using an Intelligent Mail barcode (IMb) encoded with the correct delivery point routing code
  - ❑ All machinable letters have the same physical characteristics required of automation letters except for the barcode and maximum allowable weight

# Machinable/Automation Letters – Physical Standards

## Dimensions:

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

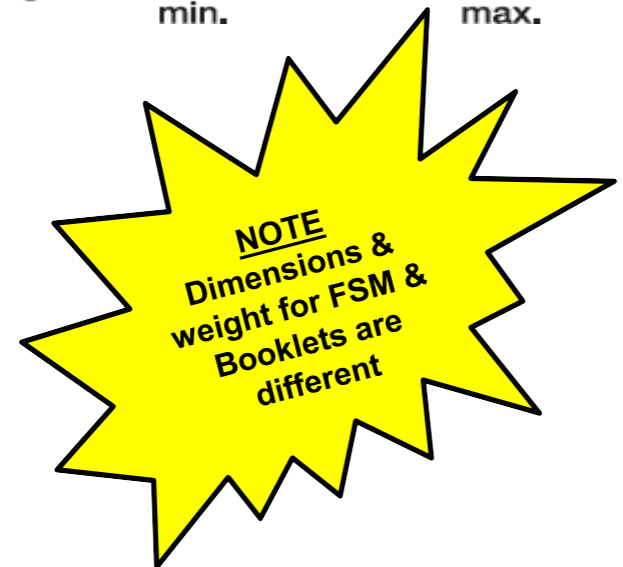


\*Minimum Thickness is .009" inch for letters that are more than 4-1/4 inches high or 6 inches long, or both.

## Maximum weight:

Machinable letters is 3.5 ounces

Automation letters is 3.5 ounces



# Machinable/Automation Letters – Physical Standards

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## Heavy Letter Mail:

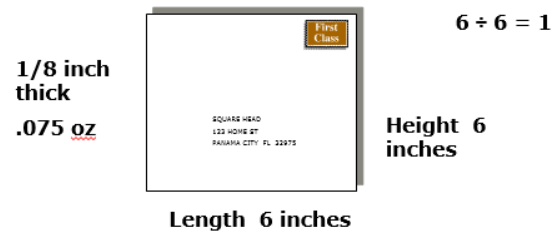
- ❑ Weight – 3 ounces up to 3.5 ounces
- ❑ Prepared in Sealed Envelopes
- ❑ Address Block Barcode
- ❑ No Stiff Enclosures





# Machinable/Automation Letters – Physical Standards

## Meet the Aspect Ratio Requirement

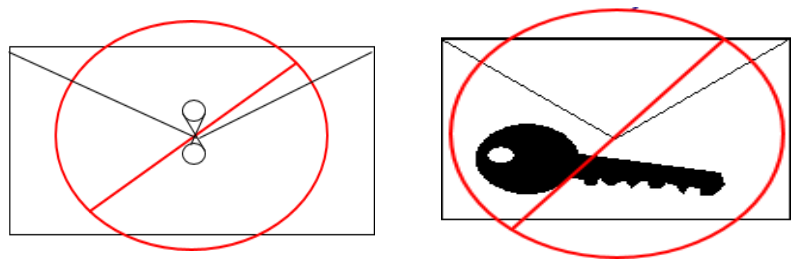


The length divided by the height must fall between 1.3 to 2.5.

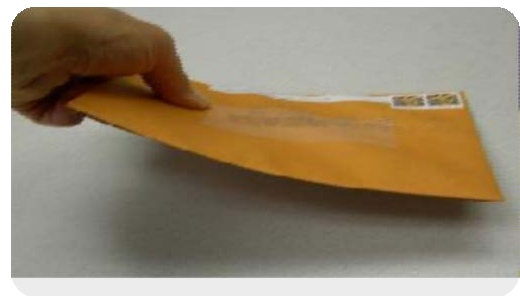
Not be Polybagged, Polywrapped, or enclosed in any plastic material. Staples or saddle stitching may be used only on the bound edge (spine) of booklet style pieces



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



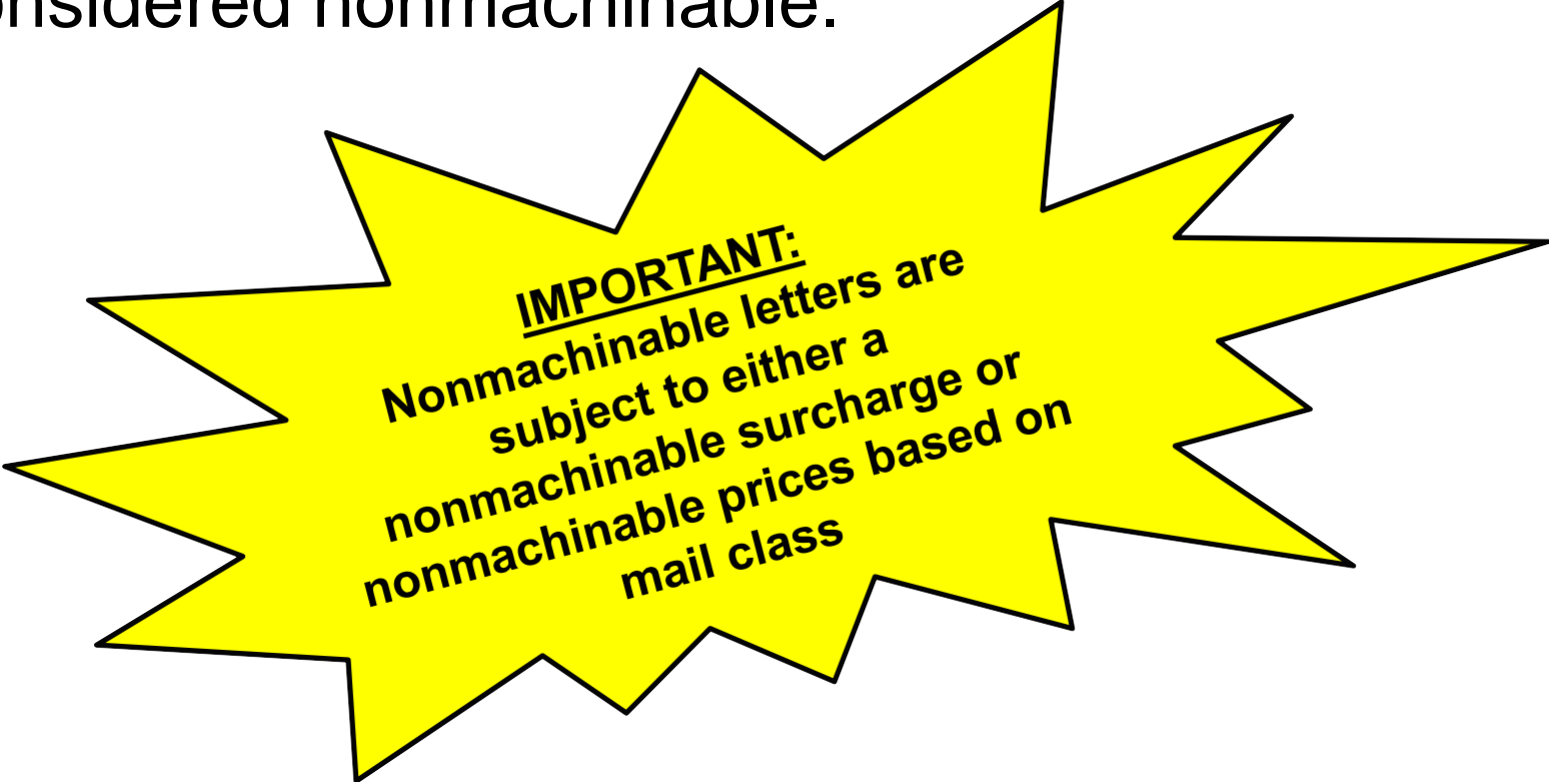
Bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn



# Machinable/Automation Letters – Nonmachinable

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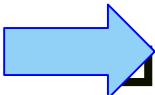
Letter-size designs that do not meet our machinable/automation physical standards are considered nonmachinable.



**IMPORTANT:**  
Nonmachinable letters are  
subject to either a  
nonmachinable surcharge or  
nonmachinable prices based on  
mail class

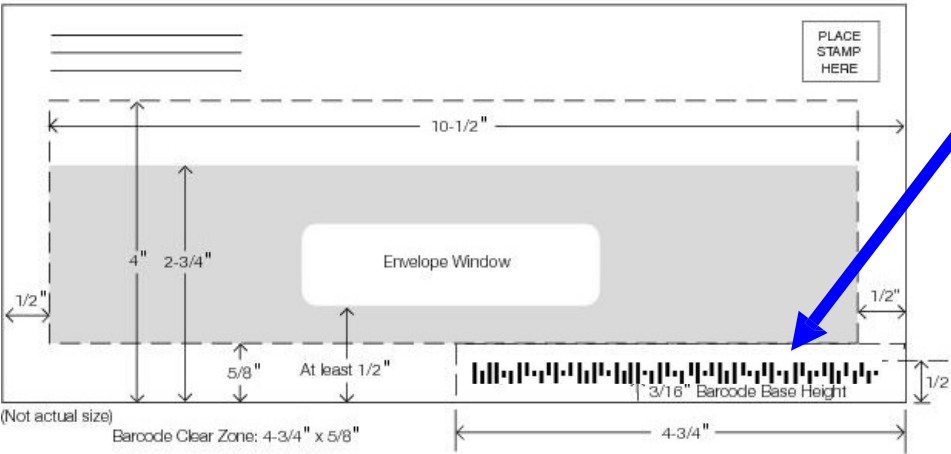
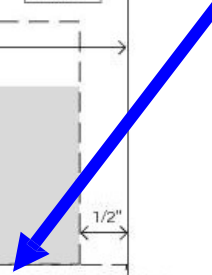
# Agenda

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- Machinable/Automation Letters
-  □ Barcode Readability Basics
- Postcards

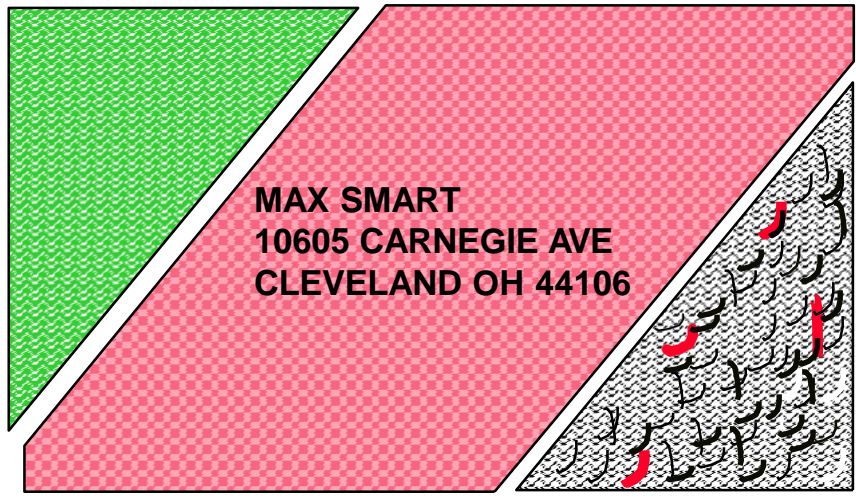
# Barcode Readability – Reflectance

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

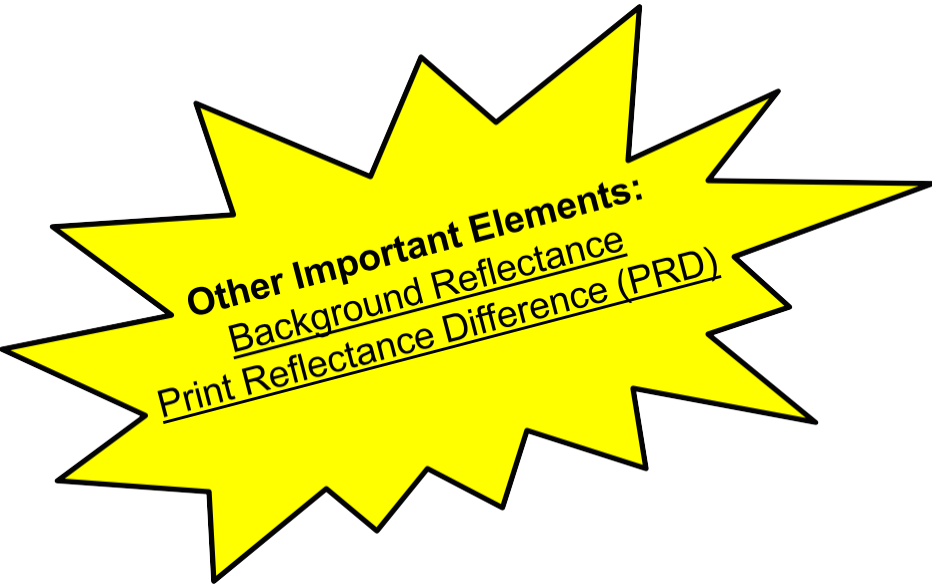


Background Patterns

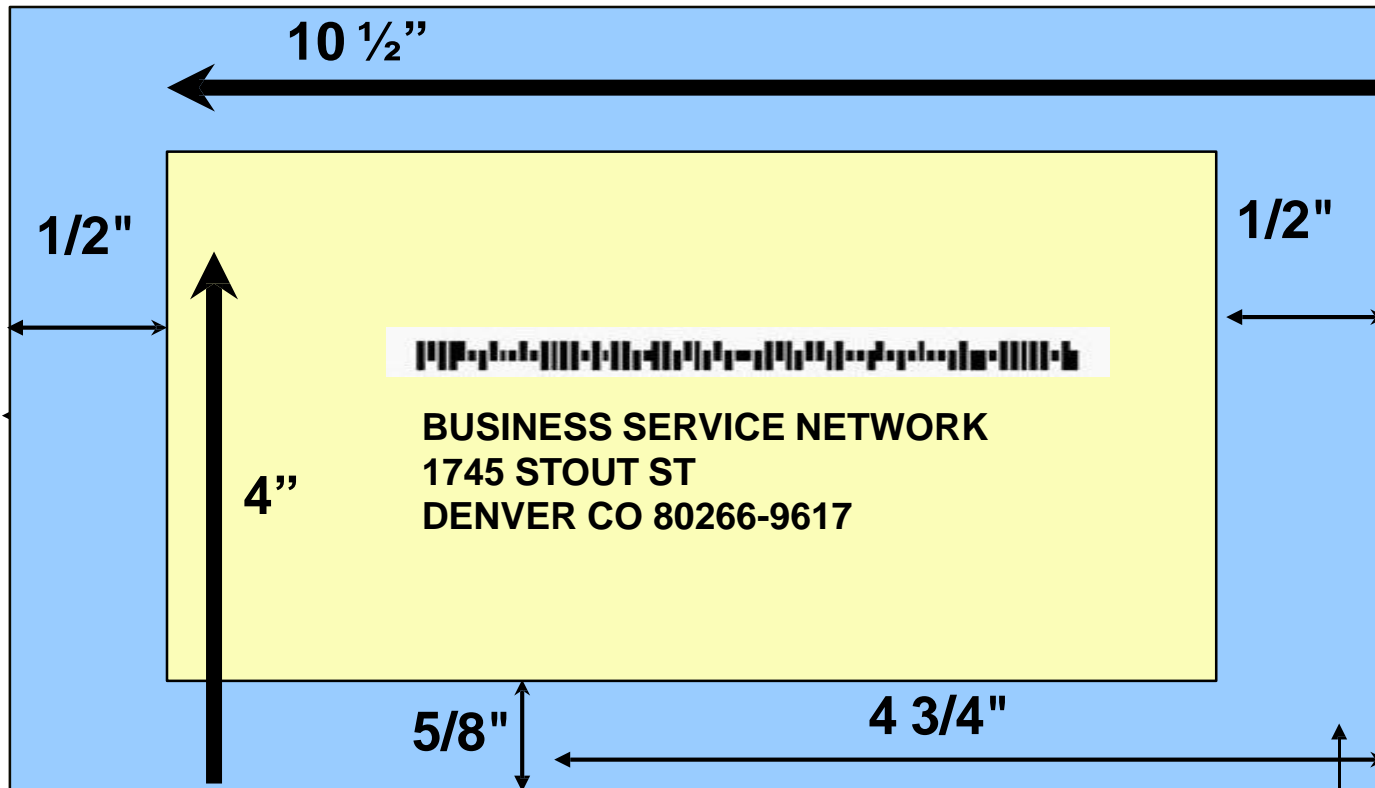
Opacity



Dark Fibers



# Barcode Readability – Placement



Conventional Lower Right  
Barcode Clear Zone

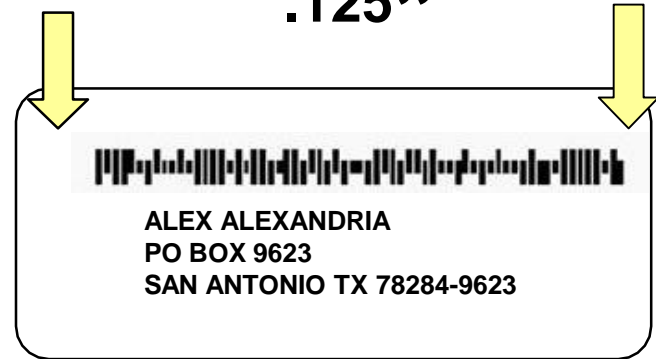
# Barcode Readability – Placement

.028”



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

.125”



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

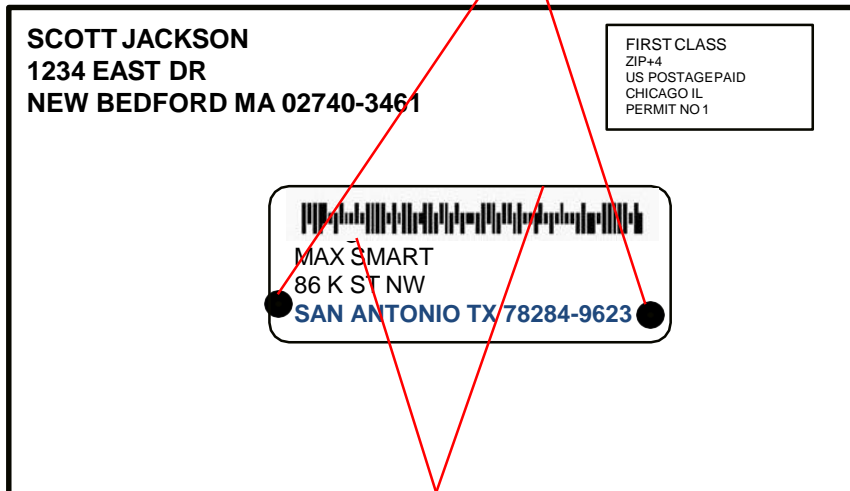
\*\*\*\*\* 5-DIGIT 78284  
#JAN84 000 CA #15081T 52 20 30  
TRAVIS MC GEE  
PO BOX 9623  
SAN ANTONIO TX 78284-9623

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

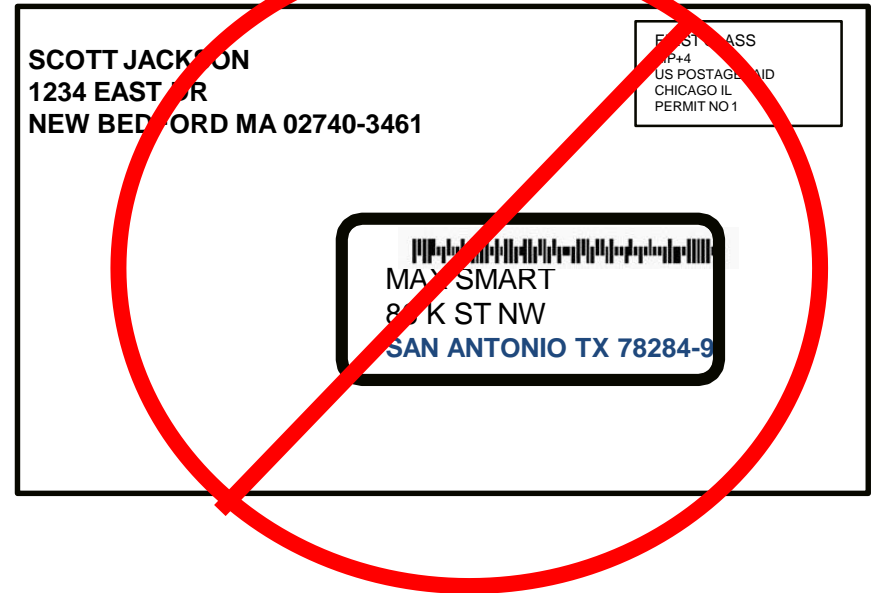
# Barcode Readability – Window Envelopes

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

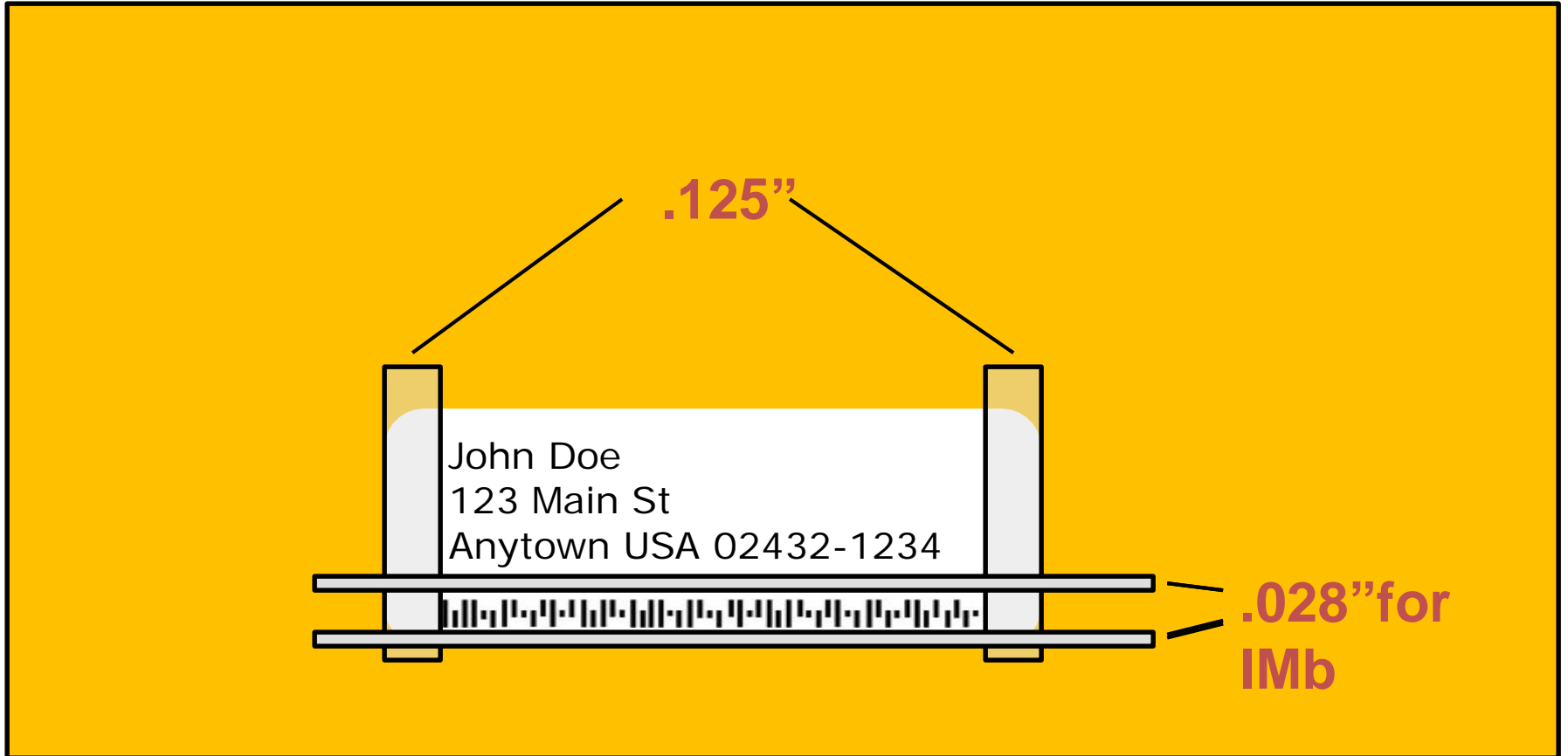
.125”



0.028”



# Barcode Readability – Tap Test Clearances

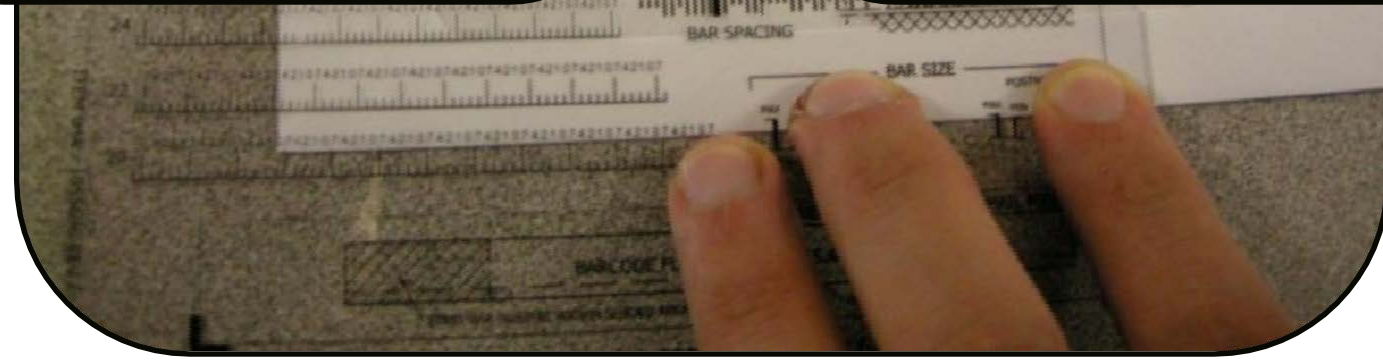
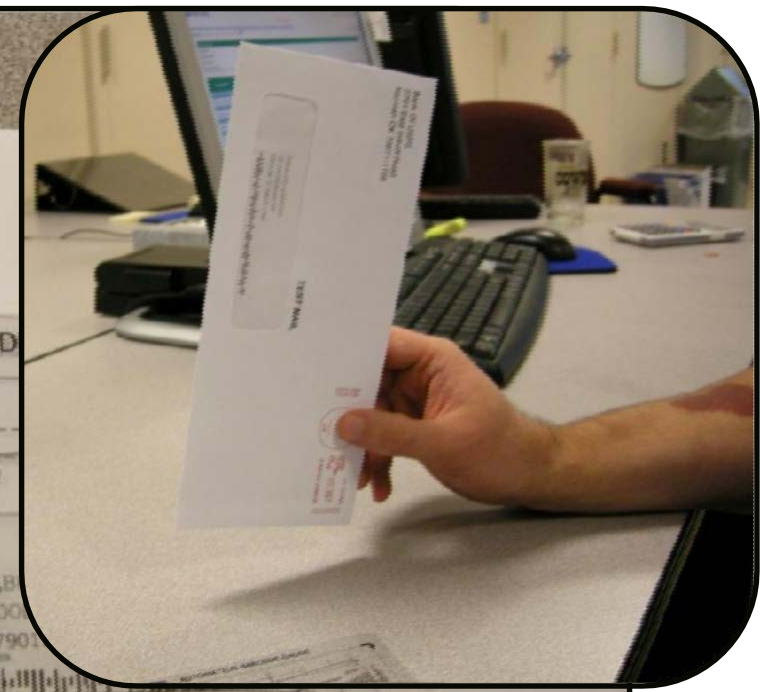




# Barcode Readability – Tap Test Vertical Shift

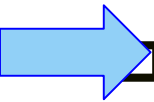


# Barcode Readability – Tap Test Horizontal Shift

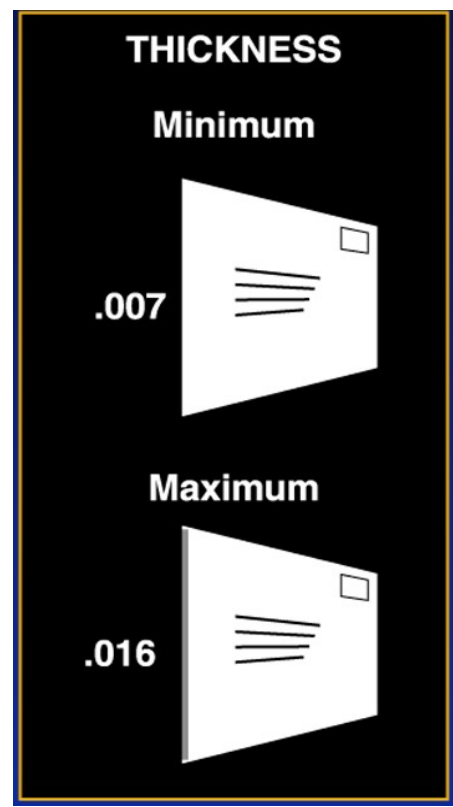
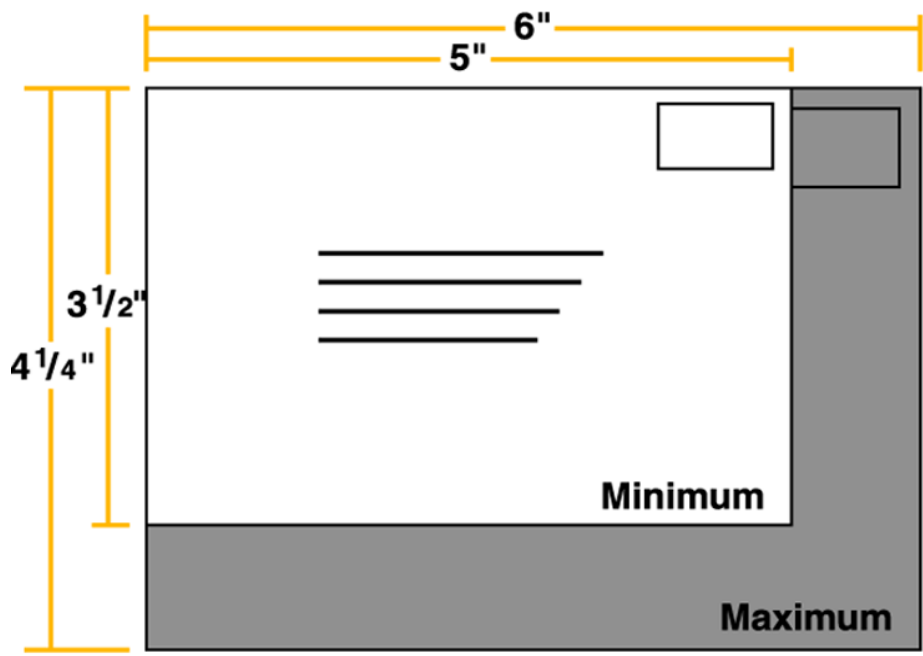


# Agenda

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- ❑ 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

<b>50% OFF</b>	Solid Silk Blend and Spring Patterned Sportcoats.....	reg. \$295	<b>NOW</b>	<b>\$147.50</b>
<b>50% OFF</b>	Classic Super 100s Business Express Suit Separates.....	reg. \$395	<b>NOW</b>	<b>\$197.50</b>
(Jacket and Matching Trousers)				
<b>50% OFF</b>	Corporate Collection Suits.....	reg. \$495	<b>NOW</b>	<b>\$247.50</b>
<b>50% OFF</b>	UltraSoft Polyneon Dress Pants.....	reg. \$ 95	<b>NOW</b>	<b>\$47.50</b>
<b>50% OFF</b>	Featherweight Blazers.....	reg. \$295	<b>NOW</b>	<b>\$147.50</b>
<b>50% OFF</b>	Featherweight Dress Pants.....	reg. \$195	<b>NOW</b>	<b>\$62.50</b>

Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable if: Factory or Outlet stores, not through catalog or internet. For store information, call 1-800-322-4057 or visit us at www.uswestclothing.com



Please deliver on or before May 21

**CARRIE WITT**  
1234 ELM ST  
ANY TOWN NY 12345-6789

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

Message Area

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

<b>50% OFF</b>	Solid Silk Blend and Spring Patterned Sportcoats.....	reg. \$295	<b>NOW</b>	<b>\$147.50</b>
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Please deliver on or before May 21

**CARRIE WITT**  
1234 ELM ST  
ANY TOWN NY 12345-6789

Postnet  
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

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.

WELLSWATER COMPANY  
60813 PARRILL RD  
ANYTOWN NY 12345

Prescribed  
First Class Mail  
U.S. Postage  
PAID  
Any Town NY  
Permit #0510

ACCOUNT

AMOUNT DUE \$

BALANCE DUE 10TH OF THE MONTH

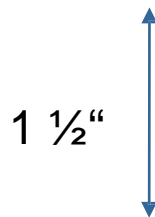
PLEASE RETURN THIS SLIP WITH PAYMENT

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



50% <span style="float: right;">★ Memorial Day Sale ★</span>			
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 Polynonic 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

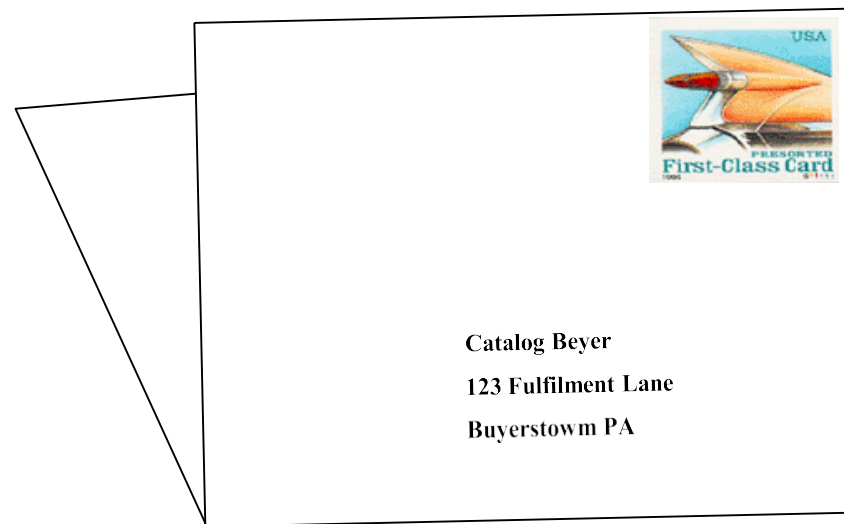
Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable at Factory or Outlet stores, not through catalog or internet. For more information, call 1-800-323-4557 or visit us at [www.emmerthclothing.com](http://www.emmerthclothing.com)

<b>Emmerth Clothing</b>  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 FIMD Any Town, NY Permit # 99
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*With or without rule*

# Postcards – Double Cards

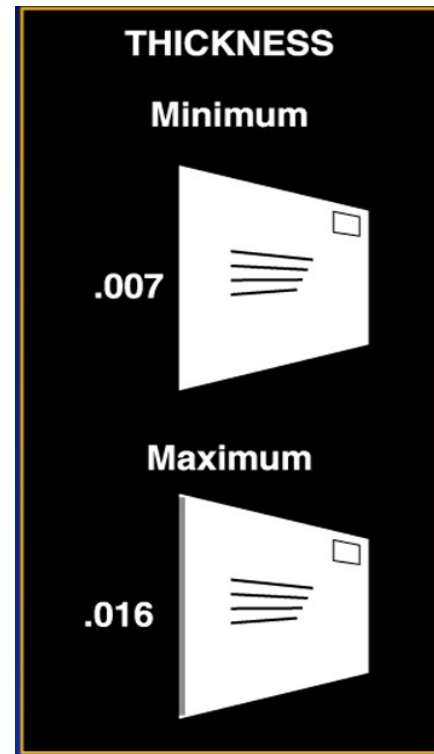
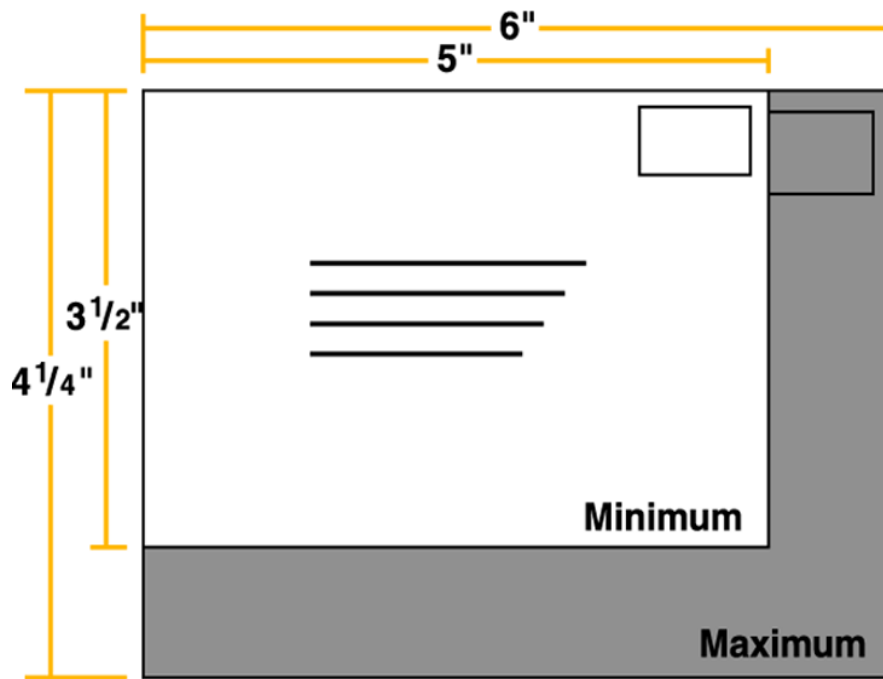
Reply half- must be used for reply and not convey a message to addressee





# Postcards –

# Machinable/Automation Cards



## MDA SUPPORT CENTER

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Contact Information

by phone **855-593-6093**

**OR**

by email **MDA@USPS.GOV**

**MONDAY – FRIDAY, 7am – 5pm  
CST**

# ADDITIONAL RESOURCES

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**Visit our websites at:**

**[www.usps.com](http://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.**