



Mailing Information Systems

Picture Permit Technical Requirements

August 12, 2020

Version 8

1 Introduction

A mailer is authorized to mail material without affixing postage when payment is made at the time of mailing from a permit imprint (indicia) advance deposit account established with the USPS for that purpose. For more details see the Domestic Mail Manual (DMM) 604.5 at:

<http://pe.usps.com/text/dmm300/604.htm#wp1080814>.

Picture Permit Imprint Indicia standards allow organizations to include business-related color images, such as their organization logos, organization brand or trademarks in the permit indicia area on mailings of automation First-Class Mail® letters and postcards, and USPS Marketing Mail™ letters for a per-piece fee in addition to postage.

2 Objective

Ensure Picture Permit color images remain compatible with USPS automation equipment. Ensure that the mailpieces comply with all the applicable DMM mailing standards. Ensure that the elements necessary for USPS revenue protection are retained.

3 General Requirements

3.1 Print Reflectance Difference (PRD)

The text used within the indicia area must meet PRD requirements defined in DMM section 708.4.4: <http://pe.usps.com/text/dmm300/708.htm#wp1352817>.

3.2 Indicia Design and Placement

Indicia design and placement, including Picture Permit color images, are defined in DMM 604.5 at <http://pe.usps.com/text/dmm300/604.htm#wp1080814>. Mailing standards have been added into the DMM for Picture Permit to allow color images in the indicia. The Picture Permit indicia shall include the following:

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- CITY, STATE (ZIP CODE optional)
- PERMIT NO.

OR

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- COMPANY NAME [Use of a Company Permit Imprint format has specific requirements and must bear a complete domestic return address; see DMM 604.5.3.9]

3.3 Indicia Dimensional Specifications

ALL DIMENSIONS IN INCHES

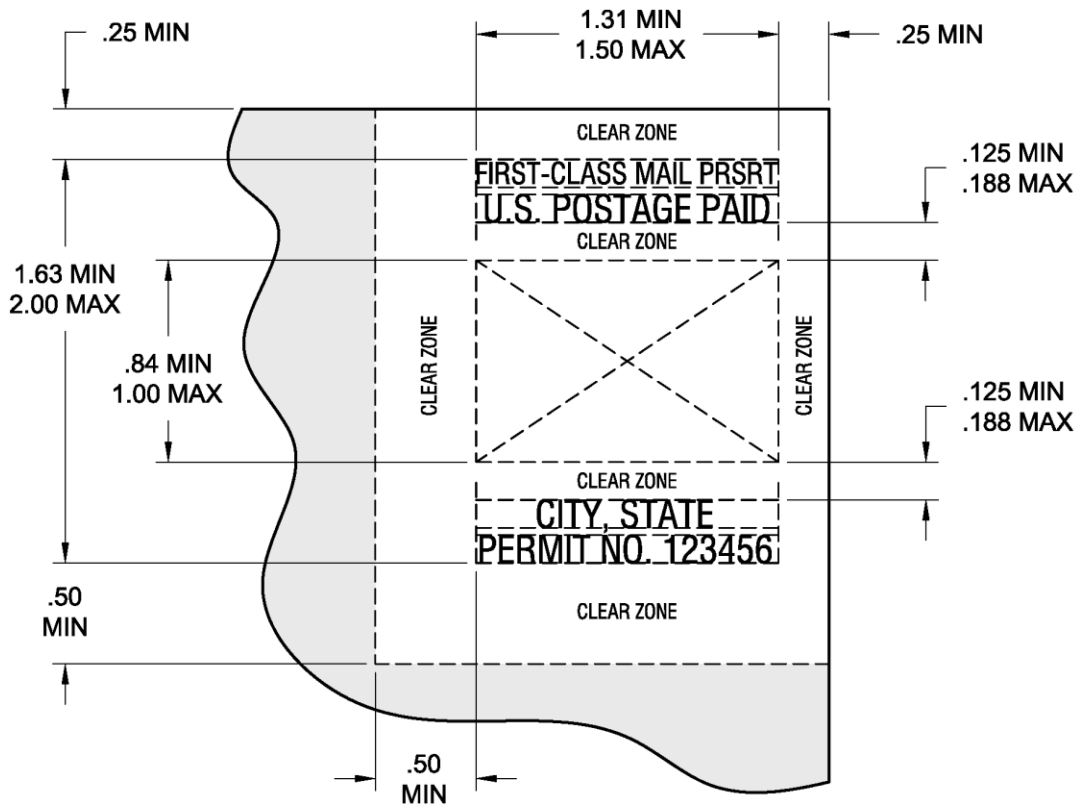


Fig. A

3.4 Additional Requirements

Mail Class Text: Minimum 8pt. OCR readable font, prefer sans serif (see DMM 604.5 for more detail)

Example: FIRST-CLASS MAIL PRSRT

Overall Imprint (Image + Text area) Dimensions (min/max):

Height: 1.625" / 2.00"

Width: 1.31" / 1.50"

Acceptable Image Types

1. Only color images are permitted
2. Black and white images are NOT ACCEPTABLE

4 Mailpiece Design Analyst Evaluation Process

4.1 MDA Evaluation Requirements

Letter Mail conforming to DMM 604.5.4, Picture Permit Imprint Indicia (PPII), shall undergo the Mailpiece Design Analyst evaluation process which takes approximately 2-3 business days as long as the sample mailpiece meet all the technical requirements. Mailers will be able to follow the approval status on the Business Customer Gateway Dashboard.

Mailers shall provide a pdf production sample which will replicate what will be printed and produced in the live mailstream. The sample mailpiece must include the following requirements:

- a. Color image shall not contain embedded text or numbers.
- b. Color image shall not have a drop shadow on any edge.
- c. PPII area (including .50" left and bottom clear zone) to be on white background (no reverse print).
- d. PPII shall be positioned in upper right-hand corner with "clear zones" as shown in Fig. B
- e. Overall width of longest text line shall not be less than width of image as shown in Fig. C
- f. All mail class text to conform to the approved template provided by USPS.
- g. No disk mailers, reusable envelopes, perforated folded self-mailers, windowed envelopes.
- h. Does not exhibit any of the non-machinable criteria listed in DMM 101.1.2.

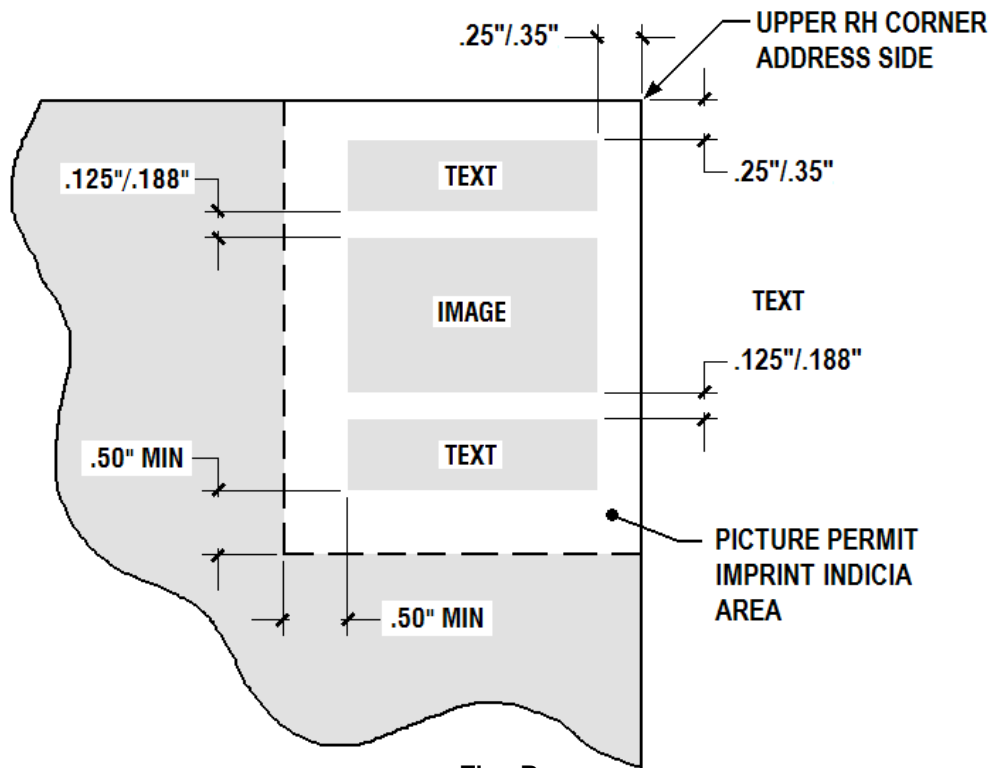
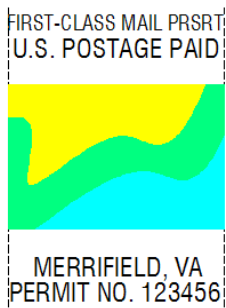
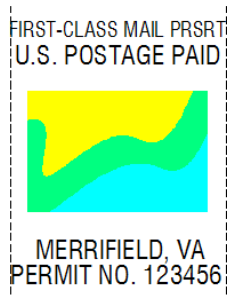


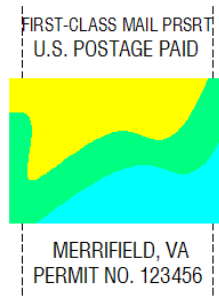
Fig. B



PREFERRED



ACCEPTABLE



NOT ACCEPTABLE

Fig. C