

USPS Marketing Mail Flats

Who Should Read This Fact Sheet?

Commercial mailers who are sending flat-size USPS Marketing Mail (such as large envelopes, catalogs, and circulars). To use the USPS Marketing Mail prices, mailers must send at least 200 pieces or 50 pounds of mail at a time, prepared and sorted according to Postal Service guidelines.

What Are the USPS Marketing Mail Flats Address Requirements?

The requirements affect address characteristics (how the address looks) and address placement (where the address is located).

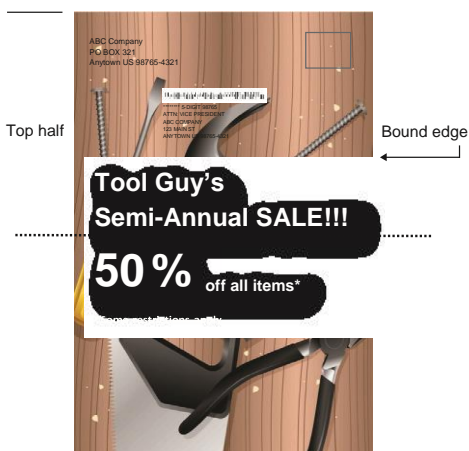
- Mailers must address each piece using a minimum of 8-point type. Each character must be at least 0.080 inch high.
- If the mailpiece bears an Intelligent Mail barcode with a delivery point routing code, mailers may utilize 6-point type using capital letters. Each character must be at least 0.065 inch high.
- On all automation pieces, the characters in the address must not overlap, the address lines must not touch or overlap, and each address element may be separated by no more than five blank character spaces. (A blank character space can equal the width of the widest letter used in the type.)
- Mailers must place the delivery address in the “top half” of the mailpiece.

How Do I Determine the Top Half of the Mailpiece?

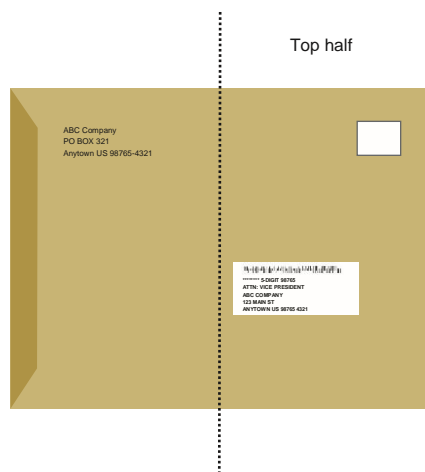
There are several options. For enveloped or polywrapped pieces, and all saturation Carrier Route pieces, the “top” of the mailpiece is either of the shorter edges. For pieces that are not enclosed in envelopes or polywrap, the “top” is the upper edge when the bound edge (or the final fold) is vertical and on the right side of the piece.

Once the top edge is determined, measure halfway down the piece, and that’s the top half. The address (recipient lines, delivery address lines, and city/state/ZIP Code line) must be entirely within the top half. For a shorter mailpiece, the address can run into the bottom half if you place it within an inch of the top edge.

The delivery address may be placed on the front or the back of the mailpiece, but it must be on the same side as the postage. The address may be parallel or perpendicular to the top edge, but not upside-down as read in relation to the top edge. A perpendicular address can face to the left or the right.



Catalog addressed on back cover. “Top” is the upper edge when the spine is on the right.



Large envelope. “Top” is the left or right edge as viewed in this horizontal orientation. The “top half” could be either the left or right half.

Where Do I Place the Postage and Return Address?

Place them in relation to the delivery address as it is read. The postage should appear to the right or upper right of the delivery address, and the return address should appear to the upper left of the delivery address. The very best place for the return address is at least 1 inch above and 1 inch to the left of the delivery address.

If the delivery address won't allow enough room for the postage and return address, move it to another position within the top half. Remember, there are multiple options.

Why Are These Addressing Requirements Needed?

Clear, legible addresses ensure accurate sorting, redirection, and delivery; enable high-speed processing; and minimize service delays. Consistent address placement is needed to take advantage of new flats processing technology and will significantly increase efficiency, which helps keep postage prices affordable.

What Happens If My Mail Doesn't Comply?

Your mail must meet the published standards to qualify for USPS Marketing Mail prices, including these address requirements. If the standards are not met, you may pay additional postage or correct and re-enter your mail.

Where Can I Find More Information?

You can access the [May 7, 2008 Federal Register](#) notice titled, "New Address Requirements for Automation, Presorted, and Carrier Route Flat-Size Mail." on Postal Explorer at pe.usps.com under Publications. The notice provides new address requirements for all types of flat-size mail.

If you have questions about a particular mailpiece, a Mailpiece Design Analyst (MDA) can help. To contact an MDA, the phone number is **1-855-593-6093** and the email is MDA@usps.gov

MDA Customer Service Help Desk hours of operation are Monday through Friday, between 7:00 am and 5:00 pm CST

The *Domestic Mail Manual (DMM)* also is available on Postal Explorer (pe.usps.com) and provides all the mailing standards and pricing options for USPS Marketing Mail flats. These address requirements for USPS Marketing Mail flats are in the *Domestic Mail Manual* at [DMM 202.2.2](#).

Flats Dimensions		
	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

The diagram shows a perspective view of a flat mail piece. Dimension lines indicate:

- Length:** A horizontal line at the bottom shows a maximum length of 15 inches and a minimum length of 11-1/2 inches.
- Height:** A vertical line on the right shows a maximum height of 12 inches and a minimum height of 6-1/8 inches.
- Thickness:** A small vertical line at the bottom right indicates the thickness of the flat.

* Nonautomation flats exceed at least one of these dimensions. Automation flats must be at least 5 inches high and 6 inches long. For flats, length is the longest dimension.