

United States Postal Service®

INDUSTRYALERT

July 30, 2021

Increase in Maximum Size Limit for Presorted First-Class Mail Postcards Approved

On July 28, the Postal Regulatory Commission (PRC) approved the proposal to increase the [Maximum size limit for a Presorted or Automation First-Class Mail \(FCM\) postcard](#). The new maximum size is 9 inches long by 6 inches high. The piece will have a thickness of .009 to 0.016 and is eligible for the card size prices. The change is effective August 29, 2021.

Mailers have told us that the available space for text on the current maximum size FCM postcard was too small to effectively communicate and promote, inform, and incorporate new technologies like those that our mailing promotions want to encourage (e.g., QR codes, textures, etc.).

We listened to our customers who wanted to have additional space on FCM postcards. They are seeking the speed of First-Class Mail and its added features like return to sender and address correction while also having more space to communicate with their customers. The larger size FCM postcard directly supports the Postal Services' initiatives that combine the physical mailpiece with the digital impressions from Informed Delivery® and the data elements from Informed Visibility® for effective omni-channel marketing campaigns.

We learned that postcards “cut through the digital clutter”; they are being read, and thus considered an effective engagement and information tool.

This is a value-added opportunity that the Postal Service and our customers have looked forward to for some time. We are glad it is here!

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