10 MOST COMMON MISTAKES IN MAILPIECE DESIGN

Agenda

- Listing Of The 10 Most Common Mistakes
- Discussing Each Mistake Individually

10 Most Common Mistakes

- 1. Not Meeting Minimum Mailing Dimensions
- 2. Dark/Black Background Color on Mailpieces.
- Screening/Imaging
- 4. Return Address Placement on Letters & Flats.
- 5. Text or Graphics in the Barcode Clear Zone
- 6. Postcard Design
- Insert Shift
- 8. Folded Self-Mailer Construction
- Address Placement on Flats
- 10. Requesting Uniquely Assigned BRM ZIP+4 Code

Common Mistake #1 Not Meeting Minimum Mailing Dimensions

Current Postal Minimum Dimensional Requirement for Mailing:

- Minimum Height: 3.5" inches
- Minimum Length: 5.0" inches
- Minimum Thickness: .007" inch

Information regarding how the placement of the delivery address can negatively impact the mailability of a design can be reviewed in section 601.1.3 of our USPS Domestic Mail Manual (DMM)

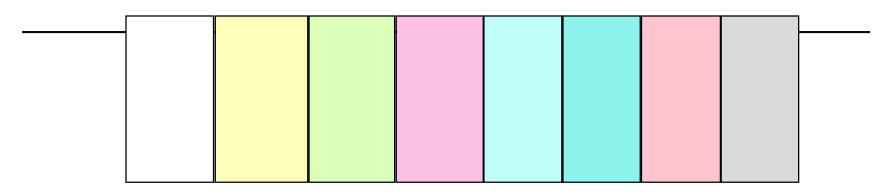
Common Mistake #2 Black/Dark Colored Background



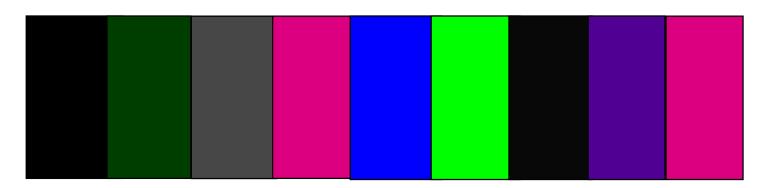
Print Contrast



PAPER COLORS

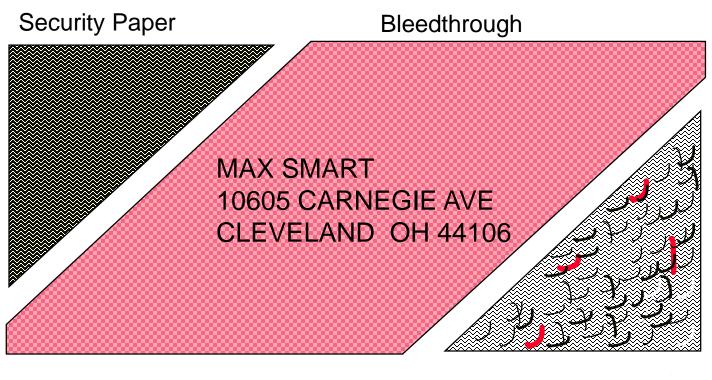


RECOMMENDED: LIGHT PASTELS, NEUTRALS = GOOD



NOT RECOMMENDED: DARK, BRIGHT, BLACK, FLUORESCENT COLORED BACKGROUND = POOR

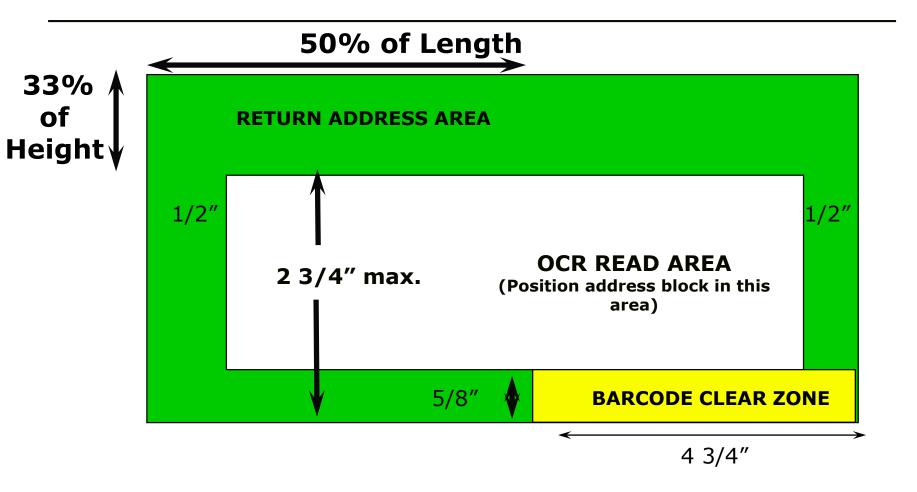
Common Mistake #3 Screenings/Imaging



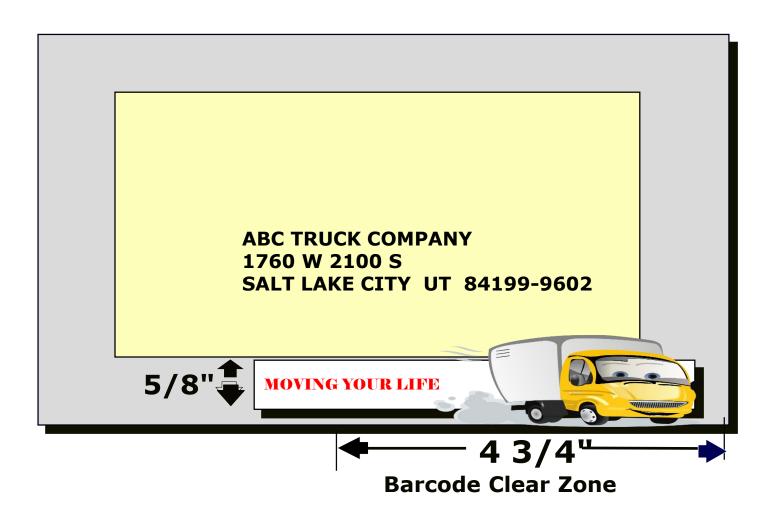
Dark Fibers

COMMON AUTOMATION PROBLEMS

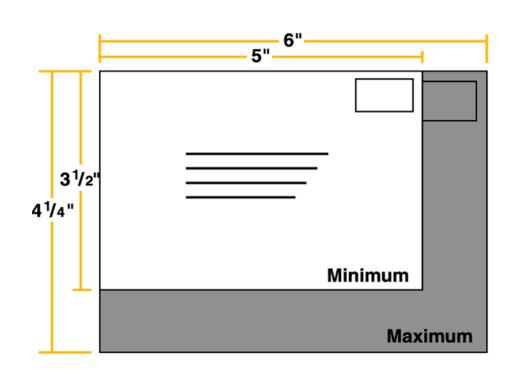
Common Mistake #4 Return Address Placement

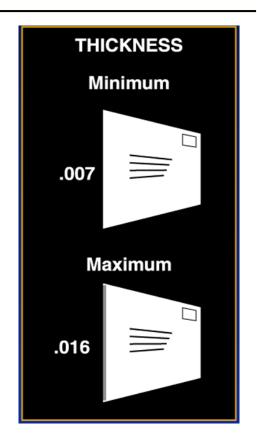


Common Mistake #5 Text or Graphics in the Barcode Clear Zone



Common Mistake #6 Postcard Design





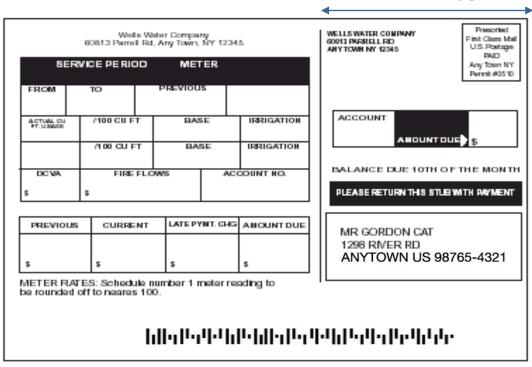
Postcard Design – Vertically Divided

2 1/8"

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.

There also must be ½" margin on the right side of the card



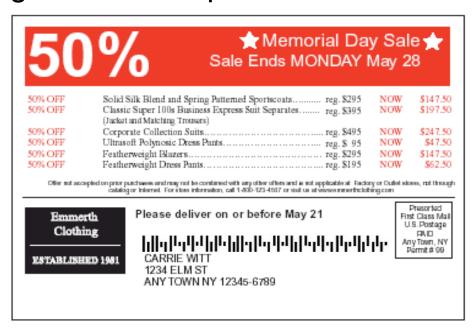
Not drawn to scale

Postcard Design – Horizontally Divided

Address, postage and any markings must appear on the portion containing the address and measure at least $1\frac{1}{2}$ " high from the top or

bottom edge of the card

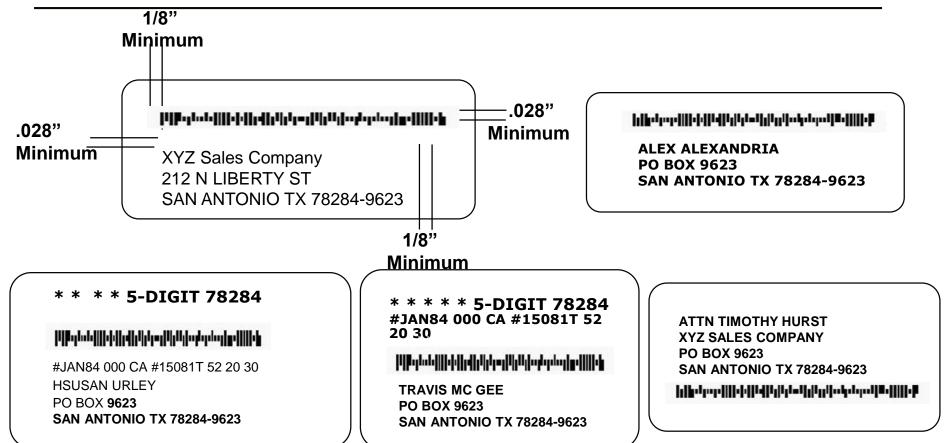
There must be ¹/₈" clear space around the delivery address



1 1/2"

With or without rule

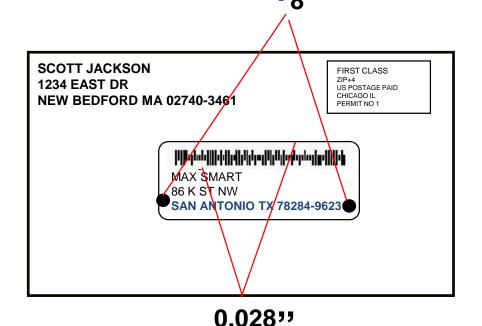
Common Mistake #7 Insert Shift

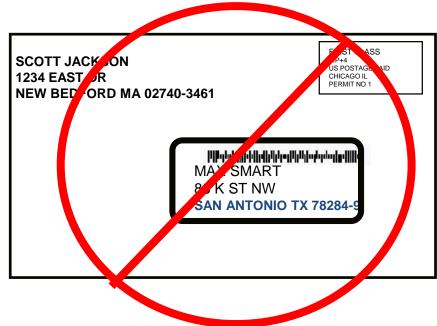


Window Envelopes

Barcode Readability – Window Envelopes

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





Common Mistake #8 Folded Self-Mailer Construction

What is a Folded-Self Mailer?

 A letter-size mailpiece formed by two or more panels that are created when one or more unbound sheets of paper are folded together and sealed.



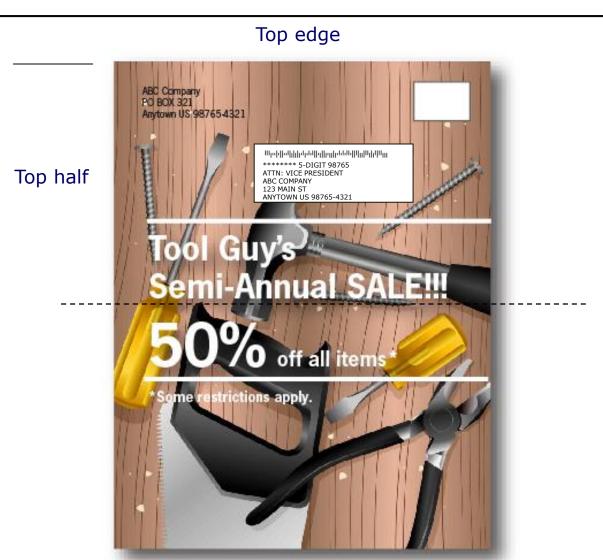
Gatefold Style - Folded Self-Mailers



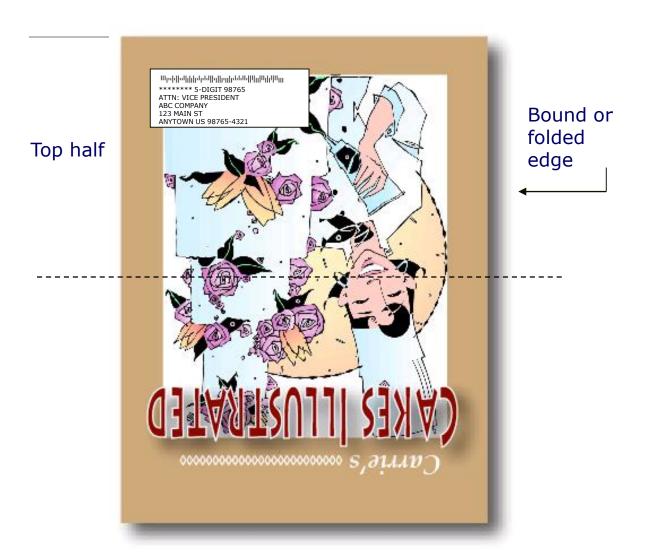
Cardstock Dimensions 8-1/2" X 5-1/2" score at 2-1/4" from each end

Common Mistake #9

Address Placement for Enveloped, Polywrapped or Cardstyle Flats



Address Placement – Bound or Folded Flats



Common Mistake #10

Procedure for Requesting a Uniquely-Assigned BRM ZIP+4 Code

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MDA SUPPORT CENTER

MDA Help Desk

Phone: 855-593-6093

Email: MDA@USPS.GOV

Monday – Friday 7:00 a.m. – 5:00 p.m. CST

ADDITIONAL RESOURCES

Visit our websites at:

www.usps.com

http://pe.usps.gov/

Contains the Domestic Mail Manual(DMM), International Mail Manual (IMM) and various publications.

https://postalpro.usps.com/

Contains information on Intelligent Mail, Full-Service, elnduction, Seamless Acceptance, etc.