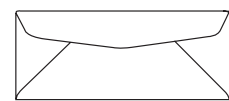


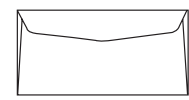
## ENVELOPE TEMPLATES

### COMMERCIAL

Style	Envelope Size
#6 <sup>1</sup> / <sub>4</sub>	3 1/2" x 6"
#6 <sup>3</sup> / <sub>4</sub>	3 5/8" x 6 1/2"
#7	3 3/4" x 6 3/4"
#7 <sup>3</sup> / <sub>4</sub>	3 7/8" x 7 1/2"
#8 <sup>5</sup> / <sub>8</sub>	3 5/8" x 8 5/8"
#9	3 7/8" x 8 7/8"
#10	4 1/8" x 9 1/2"
#11	4 1/2" x 10 3/8"
#12	4 3/4" x 11"
#14	5" x 11 1/2"



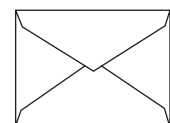
Diagonal Seam



Double Side Seam Web

### SOCIAL AND BARONIAL

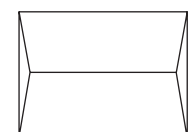
Style	Envelope Size
4 Baronial	3 5/8" x 5 1/8"
5 Baronial	4 1/8" x 5 1/2"
Astor	3 5/8" x 5 5/8"
5 1/2 Baronial	4 3/8" x 5 3/4"
Belmont	4 1/4" x 6 1/4"
6 Baronial	4 3/4" x 6 1/2"
Lee	5 1/4" x 7 1/4"



Baronial

### ANNOUNCEMENTS (SQUARE FLAP)

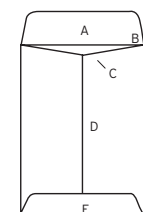
Style	Envelope Size
A2	4 3/8" x 5 3/4"
A6	4 3/4" x 6 1/2"
A7	5 1/4" x 7 1/4"
A8	5 1/2" x 8 1/8"
A9	5 3/4" x 8 3/4"
A10	6" x 9 1/2"
Slimline	3 7/8" x 8 7/8"



Announcements

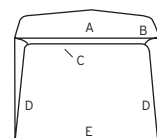
### OPEN END CATALOGS

Style	Envelope Size
#7 Glove	4" x 6 3/8"
#1 Scarf	4 5/8" x 6 3/4"
#3 Scarf	5" x 7 1/2"
#6 Scarf	5 1/2" x 8 1/4"
#1 Catalog	6" x 9"
#1 3/4 Catalog	6 1/2" x 9 1/2"
#3 Catalog	7" x 10"
#6 Catalog	7 1/2" x 10 1/2"
#9 3/4 Catalog	8 3/4" x 11 1/4"
#10 1/2 Catalog	9" x 12"
#12 1/2 Catalog	9 1/2" x 12 1/2"
#13 1/2 Catalog	10" x 13"
#14 1/2 Catalog	11 1/2" x 14 1/2"
#15 Catalog	10" x 15"
#15 1/2 Catalog	12" x 15 1/2"
#10 Policy	4 1/2" x 9 1/2"
#11 Policy	4 1/2" x 10 3/8"
#12 Policy	4 3/4" x 11"
#14 Policy	5" x 11 1/2"



Open End

A. Seal Flap Length  
B. Seal Flap Score  
C. Throat  
D. Center Seam  
E. Bottom Seam



Open Side

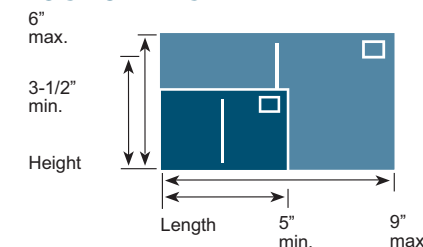
A. Seal Flap Length  
B. Seal Flap Score  
C. Throat  
D. Side Seam  
E. Back

### OPEN SIDE BOOKLET

Style	Envelope Size
#3	4 3/4" x 6 1/2"
#5	5 1/2" x 8 1/8"
#6	5 3/4" x 8 7/8"
#6 1/2	6" x 9"
#6 3/4	6 1/2" x 9 1/2"
#7 1/4	7" x 10"
#7 1/2	7 1/2" x 10 1/2"
#9	8 3/4" x 11 1/2"
#9 1/2	9" x 12"
#10	9 1/2" x 12 5/8"
#13	10" x 13"

## FIRST-CLASS MAIL SINGLE PIECE RATES

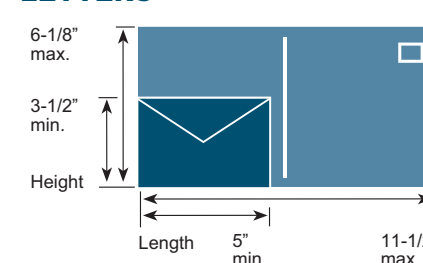
### POSTCARDS



	Minimum	Maximum	Rate
Length	5 inches	9 inches	.48
Height	3-1/2 inches	6 inches	
Thickness	0.007 inch	0.016 inch	

The card rate applies to single or double postcards when originally mailed; reply half of double postcard must be designed for reply purposes only. Postcards larger than maximum size pay letter rate.

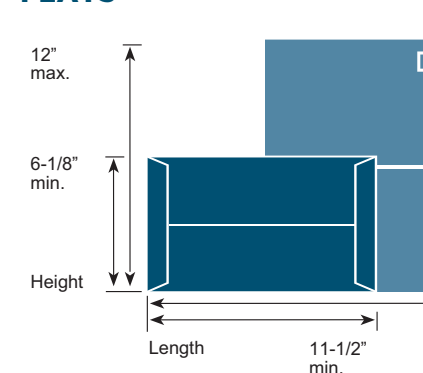
### LETTERS



	Minimum	Maximum	Weight Not Over (ounce)	Rate Meter	Rate Stamp
Length	5 inches	11-1/2 inches	1	.60	.63
Height	3-1/2 inches	6-1/8 inches	2	.84	.87
Thickness	0.009 inch	1/4 inch	3	1.08	1.11
			3.5	1.32	1.35

Letters that exceed one or more of the non-machinable characteristics are subject to the \$0.40 non-machinable surcharge. (see Domestic Mail Manual 101.1.2). Letters exceeding 3.5 ounces pay flat mail rates

### FLATS



	Minimum	Maximum	Weight Not Over (ounce)	Rate
Length	11-1/2 inches	15 inches	1	1.26
Height	6-1/8 inches	12 inches	2	1.50
Thickness	0.009 inch	3/4 inch	3	1.74
			4	1.98
			5	2.22
			6+	+0.24/oz

\*Flats exceed at least one of these dimensions.

Pieces that are rigid, non-rectangular, or not uniformly thick are subject to parcel rates (see Domestic Mail Manual 101.2.5).

## PRESORTED MAIL PER PIECE RATES

**POSTCARD** Minimum Order 500, **MARKETING** Minimum Order 200, **FIRST-CLASS** Minimum Order 500

### LETTER SIZE

**FIRST-CLASS PRESORT**  
Up to 3.5 oz. - .471 to .531

Maximum weight for machinable letter is 3.5 oz

### MARKETING MAIL

National - Up to 3.5 oz. - .305 to .360  
Local - Up to 3.5 oz. - .275 to .309

### NON-PROFIT

National - Up to 3.5 oz. - .158 to .213  
Local - Up to 3.5 oz. - .128 to .162

### POSTCARD SIZE

**FIRST-CLASS PRESORT**  
.394

### FLAT SIZE

**FIRST-CLASS PRESORT**

Up to 1 oz. - .689 to 1.068  
Up to 2 oz. - .929 to 1.308  
Up to 3 oz. - 1.169 to 1.548  
Up to 4 oz. - 1.409 to 1.788  
Up to 5 oz. - 1.649 to 2.028  
Up to 6 oz. - 1.889 to 2.268  
Up to 7 oz. - 2.129 to 2.508

### MARKETING MAIL

National - Up to 4 oz. - .572 to .842  
Local - Up to 4 oz. - .483 to .753

### NON-PROFIT

National - Up to 4 oz. - .357 to .627  
Local - Up to 4 oz. - .268 to .538

### LOGISTICS

Sometimes there are benefits using logistics for your mailings. Keep in mind that based on the quantity and geography that you are mailing to, it can save money, time, and in some cases both.

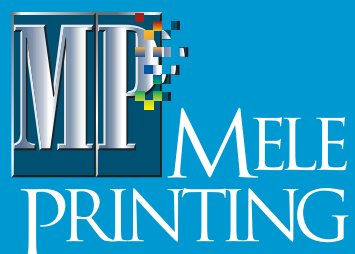
There are 2 basic reasons you may want to use logistics on a mailing:

- ▶ Save Time: Sending mail directly to the closest facility to the delivery point can save valuable time by skipping various stops in the postal mail stream.
- ▶ Save Money: The USPS discounts mail that is sent directly to the closest facility to the delivery point. It saves them having to handle the mail and transport it.

# MELE PRINTING

**SUPERCHARGE**  
YOUR NEXT  
DIRECT MAIL CAMPAIGN  
WITH  
**MAILSMART**

A CUSTOMER'S GUIDE TO  
**MAILING**  
2023 - 2024



TOLL-FREE 1.866.801.0022  
WWW.MELEPRINTING.COM

## ADDITIONAL QUESTIONS...

This guide answers many questions about our products and services. If you have special mailing needs or questions not answered here, contact Mele Printing **1.866.801.0022**.

COVINGTON • NEW ORLEANS • BATON ROUGE • THE GULF COAST  
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## WHAT ARE YOU MAILING?

Knowing the **SHAPE** of your mail determines the price you will pay.



**POSTCARD**

Rectangular cardstock mail piece not contained in an envelope



**LETTER**

Rectangular mail piece no thicker than 1/4 inch. This can be a postcard or mail contained within an envelope.

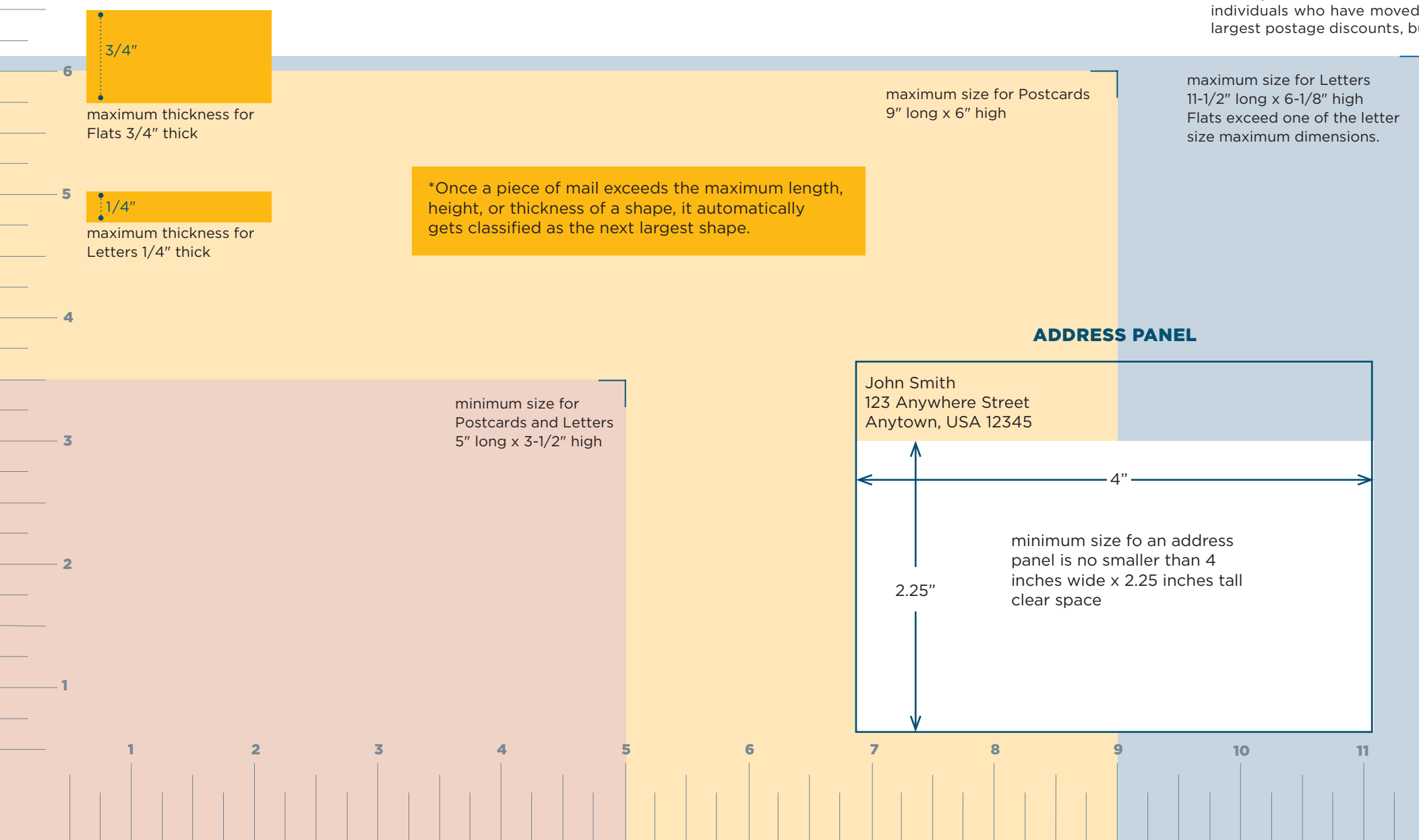


**FLAT**

Flat rectangular mail piece no thicker than 3/4 inch

## TIPS AND TOOLS FOR MEASURING

Use these **RULERS** and **GUIDE BOXES** to measure the shape and size of your mail.



## IMPORTANT THINGS TO REMEMBER...

### LIST TYPES

**CONSUMER MAILING LISTS** let you send your piece to specific people—the mailing will have an individual's name on the label. Consumer lists use demographic and psychographic filters to reach your best prospects, including gender, age and date of birth, hobbies, education, marital status, and income.

**RESIDENT OCCUPANT LISTS** are those pieces of mail addressed to the "Current Resident." You can select the addresses by zip code, specific mail delivery routes, or by radius. Typically used when targeting all mailboxes within a selected geography with no demographics needed.

### DEDUPE

**INDIVIDUAL/EXACT MATCH:** Avoid sending duplicate mailings to a particular individual by flagging records where the first name, last name and address all match.

**HOUSEHOLD:** If you don't want to send more than one mailing to a particular household, this type of matching flags and duplicates records that share the same last name and address.

**RESIDENT/ADDRESS:** If you want to avoid sending more than one mailing to a particular address, use resident matching to flag all records with the same address.

### ADDRESS QUALITY

The most important piece of information on a mail piece is the address information. Correct addressing is the difference between reaching the recipient or having the printed piece returned or disposed of by the Postal Service. One of the keys to proper addressing is having the correct spelling of street names, correct zip codes as well as the correct usage of abbreviations. At Mele Printing, we have the ability to prepare your mailing lists not only for the least expensive postage rates, but also to analyze address information and identify an accurate delivery point. Other services provided by Mele Printing include National Change of Address (NCOA). We run your mailing list through the NCOA database to identify individuals who have moved to new locations. By doing this, we not only update the information to be eligible for the largest postage discounts, but also have the mail piece reach the correct recipient, reducing waste.

### MAIL PIECE DESIGN

The second most important thing to remember is the design of a mail piece. We have worked closely with Mail Piece Design Analysts around the country to understand the best layouts. This is very important because designing a mail piece for high speed equipment used by the United States Postal Service is required in order to claim any postage discounts. It is very important to understand the area where this high speed equipment can and cannot read address information and barcodes. Mele Printing can provide templates in PDF format for many different mail piece designs. This will save time and costs by providing basic measurements for your mail panels. Please contact us with any questions before beginning your design work.

### USPS MAILPIECE DESIGN ANALYST

The MDA Support Center is a centralized agency that routes Mailpiece Design requests from customers to Mailpiece Design Analysts (MDAs) who have specialized mailpiece design expertise. It is the goal of the Support Center to directly connect Postal customers with MDAs, so that customers can receive assistance in a timely, effective manner.

We highly recommend using this service in the design stage to ensure that your piece is designed to USPS automation specifications, giving you the best postage rate and helping to ensure delivery. It also will help to expedite your job through the production phase, since all possible issues should be corrected.

**Customers with Mailpiece Design requests may contact the MDA Support Center either by dialing 855-593-6093, or by sending a request via email to [mda@usps.gov](mailto:mda@usps.gov).**

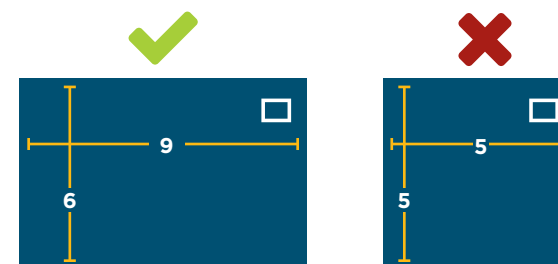
### ASPECT RATIO

All letter-size mail must fall within the USPS required "aspect ratio." Flats do not need to comply, and letter size mail that does not comply will often mail at flat rates.

The aspect ratio is the relationship between the length and height of the mail piece, defining its shape. This relationship determines the type of equipment the mail can be run through and dictates whether or not it is considered "automated" mail.

To determine the aspect ratio of a mail piece, you divide the width by the height. If your results are between 1.3 and 2.5 you are good, and you will get the automated rate.

Due to minor variations in printing, the ruler measurements printed below may not be exact.



## INFORMED DELIVERY

# GET MORE OUT OF YOUR DIRECT MAIL CAMPAIGN.

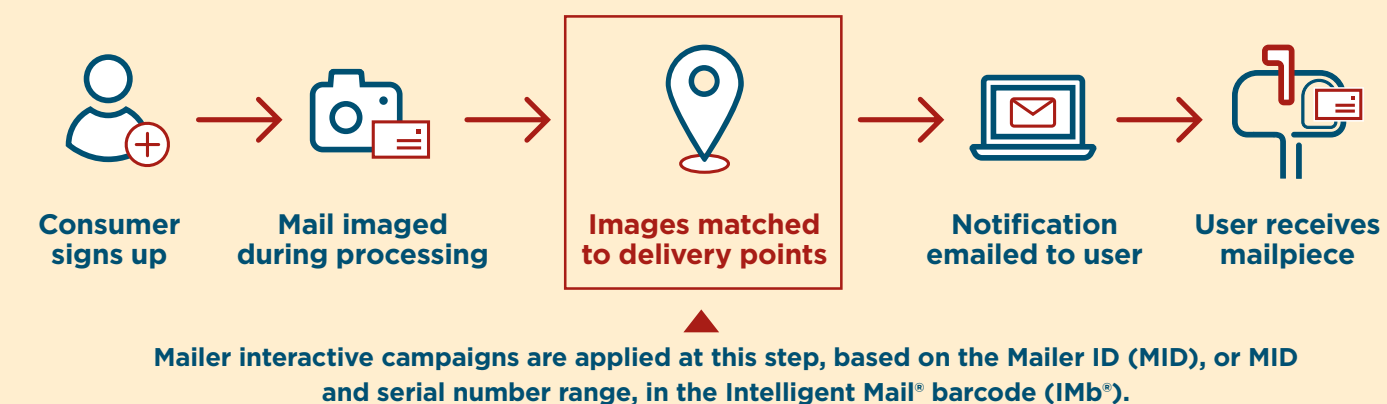
More touch points. More impressions. More impact.

Today's consumers are bombarded with marketing clutter. That's why marketers need to find innovative ways to break through the noise and make an impact. One of those ways is with an Informed Delivery® campaign.

An innovative feature from the U.S. Postal Service, Informed Delivery gives residential consumers the ability to preview and interact with their mail and packages from anywhere—across town or across the globe—on their computer, tablet, or mobile device. Registered users receive digital previews of the outside of their physical mail and incoming packages via email notification or the Informed Delivery online dashboard.

Informed Delivery campaigns provide marketers an outstanding opportunity to engage users through integrated and digital marketing—from a single mailpiece.

Informed Delivery® in action.

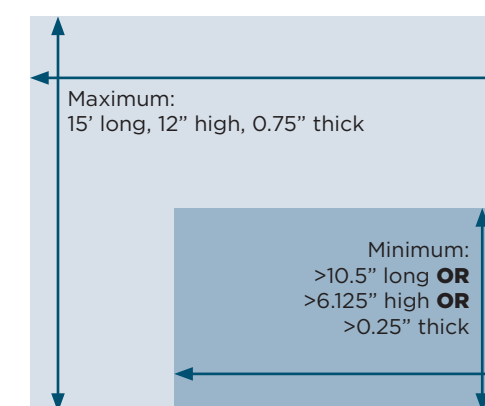


## EVERY DOOR DIRECT MAIL

### EDDM RATES

**EDDM - STANDARD** Up to 4 oz. - .188 to .208

**EDDM - NON PROFIT** Up to 4 oz. - 0.096 to 0.116



### ACCEPTABLE DIMENSIONS OF A FLAT.

Rectangular with four square corners or finished corners that do not exceed a radius of 0.125" (A square is considered a rectangle). Must be one of the following:

More than 10.5" in length **OR** 6.125" in height **OR** 0.25" thick.

Cannot be more than 15" long, 12" high, and 0.75" thick.

**Note:** To be considered a flat, a mailpiece must exceed only one of the dimension minimums but be within all flat maximums; otherwise, it is a parcel. Minimum thickness is 0.007" (about three sheets of paper) and minimum height is 3.5"

### MAXIMUM WEIGHT OF A FLAT AT RETAIL.

4 oz. maximum weight when submitted at a local Post Office.

For more information, go to [usps.com/everydoordirectmail](https://usps.com/everydoordirectmail)

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