Mailpiece Design
With
Pricing in Mind

Umass Amherst 6/15/11

Presented by: Charles Apicella
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University of Massachusetts Amherst
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Agenda

• Standardized addressing
• Machinable and nonmachinable
• Automation letters and flats
• Barcoding
• Evaluation tools
• Mail processing equipment
The HEART of any mailpiece is the delivery address
Standardized Addressing Format

1. NON-ADDRESS DATA
   #JAN00 000 CA#1508 LT 52

2. INFORMATION or ATTN
   MR J BROWN

3. RECIPIENT
   CENTRAL LIBRARY
   
4. DELIVERY ADDRESS
   3915 E CHAIN BRIDGE RD
   Required

5. CITY, STATE, ZIP CODE
   FAIRFAX VA 22030-3999
   Required
Postal Addressing Standards

Best resource
for comprehensive
addressing information PUB 28

Available online at http://pe.usps.gov/

Next, you’ll need to make some design decisions about the mailpiece on which the address is placed.
Machinable Letters - the 1st level of discount (approx 6%)

- Complete delivery address
- May be prepared as cards, letters, folded self-mailers or booklets
- Booklets and folded self-mailers must be tabbed according to DMM specs
- Barcodes not required but presorting is required

• No nonmachinable characteristics
Nonmachinable Characteristics - Aspect Ratio

Address parallel to shorter dimension

Length divided by height must be at least 1.3 but not more than 2.5
Nonmachinable Characteristics

WRONG stock- too thin

Postcards- up to 4 ¼ x 6
Must be at least .007 inch thick

Mailpieces over 4 ¼ inches high or 6 inches long

Must be at least .009 inch thick
Nonmachinable Characteristics

- Pieces that are polywrapped, or have clasps, strings, or buttons or envelopes not made of paper
- Pieces that contain odd-shaped contents
- Pieces that are too rigid
Booklet vs. Folded Self Mailer

What is the difference?

- **Booklets** must have a bound edge. Sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, glued, or joined by another binding method that produces an end where pages are attached together. Booklet covers generally must be made with a minimum paper basis weight of 60-pounds or equivalent. 201.3.15

- **Folded Self Mailers** are formed of a single folded sheet, prepared from paper with a minimum basis weight of 28 pounds.

- If formed of multiple folded sheets, the self-mailer must be prepared from paper with a minimum basis weight of 24 pounds. 201.3.14
A folded self-mailer that is not folded and tabbed according to DMM specifications is nonmachinable.
# Folded self mailers

## Specifications for Automation-Compatible Letter-Size Mailpieces

1. **Double Postcard**
   - Tabs 1 (middle)
   - Folded Edge Top or Bottom
   - Sheets Single
   - Basis Weight 75 lb.

2. **Folded Self-Mailer**
   - Tabs 2 (start ≤ 1 inch from edges)
   - Folded Edge Top or Bottom
   - Sheets Single
   - Basis Weight 20 lb.

3. **Folded Self-Mailer**
   - Tabs 1 (middle)
   - Folded Edge Bottom
   - Sheets Multiple
   - Basis Weight 24 lb.

4. **Folded Self-Mailer**
   - Tabs 1 (middle)
   - Folded Edge Bottom
   - Sheets Single
   - Basis Weight 28 lb.

5. **Folded Self-Mailer**
   - Tabs 3 (left and open edges)
   - Folded Edge Right
   - Sheets Single
   - Basis Weight 75 lb.

6. **Folded Self-Mailer**
   - (Invitation Fold)
   - Tab Address Label
   - Folds Top and Bottom
   - Sheets Multiple
   - Basis Weight 20 lb.

7. **Folded Self-Mailer**
   - (Continuous Glue Strip)
   - Open Edge Top
   - Folded Edge Bottom
   - Sheets Single
   - Basis Weight 20 lb.

An 8-1/2 x 11 inch sheet of 20, 24, or 28 pound paper folded once to 8-1/2 x 5-1/2 inches does not meet the minimum thickness of 0.009 inch for an automation-compatible letter. See DMM 201.3.15 for illustrations and design details for booklets.
Nonmachinginal Characteristics - Booklets

Booklets that are not tabbed per DMM or spine at the top

Machinable with tabs per DMM

Nonmachinginal regardless of tabs
Booklet regulations

- Booklet covers generally must be made with a minimum paper weight of 24 pound bond paper or equivalent and may vary by design.

- Booklets must be:
  - For height, no more than 6 inches or less than 3.5 inches
  - For length, be no more than 10.5 inches or less than 5 inches
  - For thickness, be no more than .25 inches or less than .009 inches
  - Not more than 3 ounces
  - Within an aspect ratio of 1.3 to 2.5

- Oblong booklet with the spine on the leading edge must be sealed with two tabs on top positioned no more than 1 inch in from each side and one tab along the training edge no lower than the middle of the edge.

- Oblong booklet with the spine on the trailing edge would not be considered machinable.

- Booklets that weigh 3 ounces are more successfully processed when the final trim size is reduced to 9 inches in length.

- Max dimensions 6 x 10.5 x .25

- Cover stock 16, 24 or 28 lb for pieces over 9 inches

- Encourage the use of paper 10 lbs over min. for best performance.
<table>
<thead>
<tr>
<th>Exhibit 3.15.4 Booklet Design</th>
<th>If The Spine Or Final Fold Is...</th>
<th>Length/height</th>
<th>Cover Stock</th>
<th>Sealing</th>
<th>Tab in These Locations</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>1</strong> Simple Spine</td>
<td>Spine or final fold on the bottom (longer) edge.</td>
<td>5&quot; to 9&quot; long</td>
<td>50-pound</td>
<td>Three 1.5&quot; non-perforated tabs</td>
<td>Two tabs on leading edge, one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs within 1 inch from the top edge.</td>
</tr>
<tr>
<td><strong>2</strong> Simple Spine</td>
<td>Spine on bottom, longer front cover folded over inside pages to create a nonperforated inner flap sealed within top edge.</td>
<td>5&quot; to 9.5&quot; long</td>
<td>80-pound</td>
<td>Continuous glue line or glue spots</td>
<td>Perfect bound or saddle stitched, flap sealed inside, continuous glue line along flap preferred, minimum 1 inch glue spots acceptable if placed within 3/4 inch of right and left edges.</td>
</tr>
<tr>
<td><strong>3</strong> Simple Spine</td>
<td>Spine on the bottom (longer) edge, cover extends no more than 1/2 inch beyond inner pages.</td>
<td>5&quot; to 9.5&quot; long</td>
<td>80-pound</td>
<td>Continuous glue line or glue spots</td>
<td>Perfect bound or saddle stitched with a continuous glue line along the 1/2 inch cover overhang preferred, minimum 1 inch glue spots acceptable if placed within 3/4 inch of right and left edges.</td>
</tr>
<tr>
<td><strong>4</strong> Simple Spine - Wallet Style 4&quot; height only</td>
<td>Spine on the bottom (longer) edge, 4&quot; height only. Maximum weight 2.5 ounces.</td>
<td>5.2&quot; to 8&quot; long</td>
<td>60-pound or 70-pound cover with 30-pound pages</td>
<td>Two 1.5&quot; or 2&quot; non-perforated tabs</td>
<td>One tab on leading edge and one tab on trailing edge. Booklets up to 2 ounces: 1.5&quot; tabs 1-1/4&quot; from bottom edge Over 2 ounces up to 2.5 oz: 2&quot; tabs 3/4&quot; from bottom edge ± 1/8&quot; vertical tolerance for tab placement for both tab sizes.</td>
</tr>
<tr>
<td><strong>5</strong> Folded</td>
<td>Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge.</td>
<td>5&quot; to 10.5&quot; long</td>
<td>40-pound</td>
<td>Three 1.5&quot; non-perforated tabs</td>
<td>Two tabs on leading edge, one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs within 1 inch from the top edge.</td>
</tr>
<tr>
<td><strong>6</strong> Oblong</td>
<td>Spine on the leading (shorter) edge.</td>
<td>5&quot; to 9&quot; long</td>
<td>60-pound</td>
<td>Three 1.5&quot; non-perforated tabs</td>
<td>Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.</td>
</tr>
</tbody>
</table>
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273 Fine Arts Center
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Amherst, MA 01003

Scott, David K.
150 Chancellors Dr.
Amherst MA 01003-1300
Postage rates for letters with nonmachinable characteristics are affected as follows:

- First-Class Mail **3.3** ounces or less pays Nonmachinable Surcharge of **.20 ea. piece**

- Standard Mail letters **3.3** ounces or less charged Nonmachinable Price **almost triple the postage amt.**
Automation Letters - the max. discount (approx. 11%)

Automation mail is “machinable” mail prepared to strict specifications and is barcoded and presorted properly.

Automation letters must meet standards for flexibility.
Automation Letters

Paper Stock
Automation Letters

Print Contrast

National Postal Forum
810 Mount Vernon PL NW
Washington DC 20001-3614
FLATS ADDRESSING REQUIREMENTS

Quarter-folded newspaper. “Top” is upper edge when the final fold is on the right.

Magazine in polybag addressed on loose enclosure. “Top” is either the shorter edges.
Automation Flats

- Flexibility
- Uniform Thickness
- Rectangular
- Deflection
- Size Standards
Enclosures

Enclosures in a mailing must meet automation requirements for the carrier piece to qualify for automation discounts.
Flexibility Test - part 1

**FLEX TEST**
Length runs parallel to surface

For flats, length is the longest dimension.

1 inch minimum flexibility required
An automation flat-size mailpiece must meet maximum deflection standards

For pieces 10 inches or longer:

1. Place the piece with the length perpendicular to the edge of a flat surface and extend the piece 5 inches off the surface. Turn the piece around and repeat the process.

2. The piece is automation-compatible if it does not droop more than 4 inches vertically.
Quality Mailpiece Design

Saves Dollars and Makes Sense

Next, let’s look at some of the tools available to assist you with your designs.
Templates
Automation machinery

MERLIN
Mail Processing Equipment

Automation processing is very efficient

1 - AFCS

2 - MLOCR

3 - DBCS

4 - DPBPCS
Dear Friends,

I am excited to announce the inception of the 1st Annual Julius Erving Celebrity Golf Classic. Come join me for this spectacular event!

The Julius Erving Celebrity Golf Classic will be held August 29-30 at the prestigious Orchards Golf Club in South Hadley, Mass. The Classic will include a Pairings Party, Reception, and Auction on Sunday evening. On Monday, participants will be matched with a celebrity to play 18 holes of golf (bramble).

All monies raised will benefit the Jack Leaman Legacy Fund in honor of the legendary head coach, color commentator and fellow UMass Hall of Famer, Jack Leaman.

I hope that you can join my friends and me for a couple days full of fun...all to benefit a great cause!

Sincerely,

Julius Erving

TO REGISTER CALL 413-577-0267

Golf Packages start at $600.

For sponsorship information call 413-541-1020

James Camp
Joel Camp
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Amherst MA 01002-1375
Mailpiece Design with Pricing in Mind

- Save money with quality mailpiece design
- Save time with the advantages of automated processing