

Mailpiece Design With Pricing in Mind

Umass Amherst 6/15/11

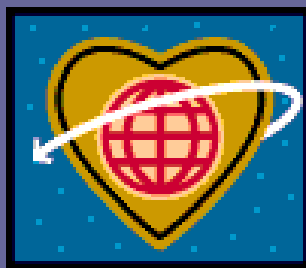
**Presented by: Charles Apicella
Manager Mail and Distribution Services
University of Massachusetts Amherst
413.577.1149**

Agenda

- **Standardized addressing**
- **Machinable and nonmachinable**
- **Automation letters and flats**
- **Barcoding**
- **Evaluation tools**
- **Mail processing equipment**

- Standardized Addressing Format

The HEART



**of any mailpiece is
the delivery address**

Standardized Addressing Format.

STANDARD
U.S.POSTAGE
PAID
VARTEC

- | | | | |
|----|-----------------------|---|--------------------------|
| 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 |
| 5. | CITY, STATE, ZIP CODE | → | FAIRFAX VA 22030-3999 |

Required

Required

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



PRESORTED
FIRST CLASS
POSTAGE PAID
PERMIT NO. 23
NORMAN, OK

MR JOHN CORREY
111 MAIN ST
CITY, STATE ZIP CODE



Address parallel to
shorter dimension



PRESORTED
FIRST CLASS
POSTAGE PAID
PERMIT NO. 23
NORMAN, OK


Square



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



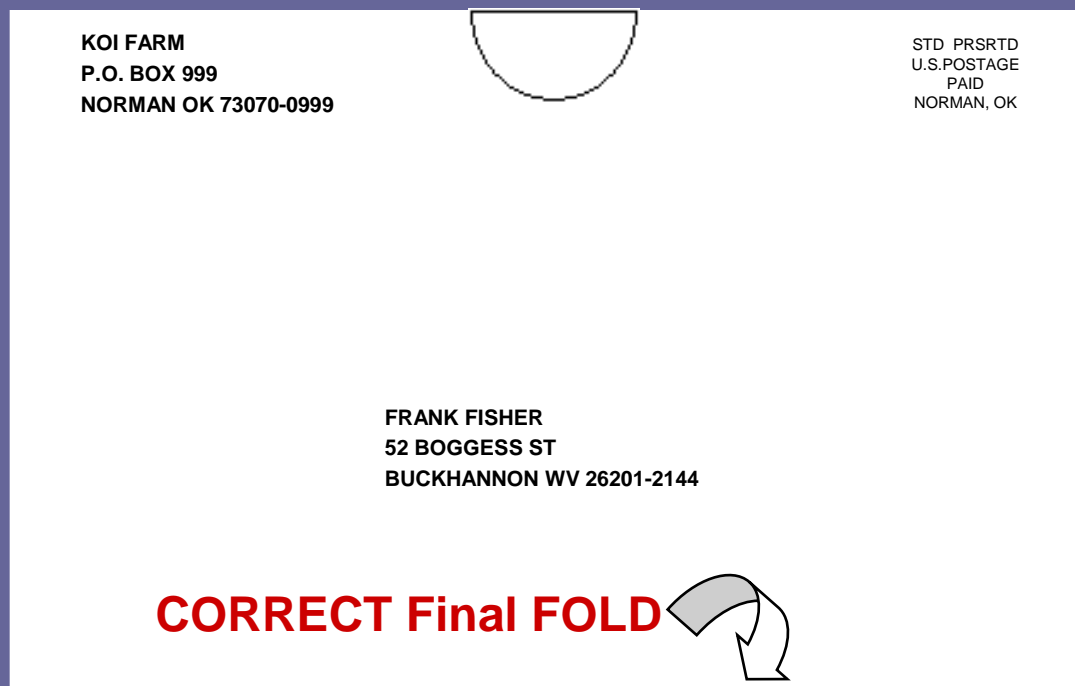
Pieces that are too rigid

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

Nonmachinable Characteristics Folded Self Mailer

A folded self-mailer that is not folded and tabbed according to DMM specifications is nonmachinable



Folded self mailers

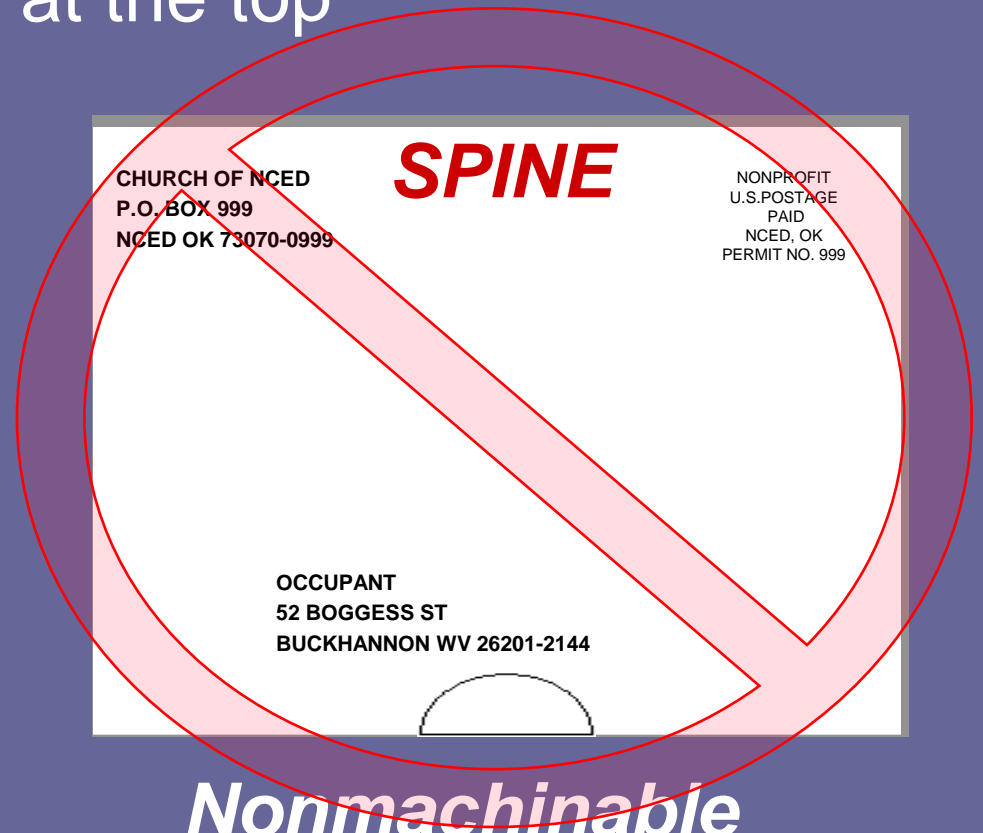
Specifications for Automation-Compatible Letter-Size Mailpieces			
<p>1</p> <p>Double Postcard Tabs 1 (middle) Folded Edge Top or Bottom Sheets Single Basis Weight 75 lb.</p>		<p>5</p> <p>Folded Self-Mailer Tabs 3 (left and open edges) Folded Edge Right Sheets Single Basis Weight 75 lb.</p>	
<p>2</p> <p>Folded Self-Mailer Tabs 2 (start ≤ 1 inch from edges) Folded Edge Top or Bottom Sheets Single Basis Weight 20 lb.</p>		<p>6</p> <p>Folded Self-Mailer (Invitation Fold) Tab Address Label Folds Top and Bottom Sheets Multiple Basis Weight 20 lb.</p>	
<p>3</p> <p>Folded Self-Mailer Tabs 1 (middle) Folded Edge Bottom Sheets Multiple Basis Weight 24 lb.</p>		<p>7</p> <p>Folded Self-Mailer (Continuous Glue Strip) Open Edge Top Folded Edge Bottom Sheets Single Basis Weight 20 lb.</p>	
<p>4</p> <p>Folded Self-Mailer Tabs 1 (middle) Folded Edge Bottom Sheets Single Basis Weight 28 lb.</p>		<p>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.</p>	

Nonmachinable Characteristics- Booklets

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



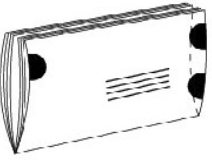

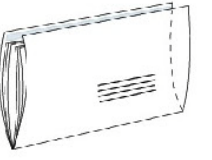
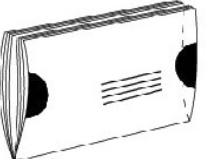
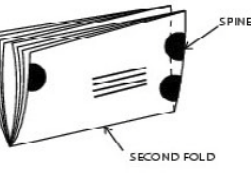
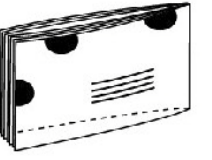
Machinable
with tabs per DMM



Nonmachinable
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 trailing 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

Exhibit 3.15.4 Booklet Design	If The Spine Or Final Fold Is...	Length/height	Cover Stock	Sealing	Tab In These Locations
1 Simple Spine 	Spine or final fold on the bottom (longer) edge.	5" to 9" long Over 9", up to 10.5" long Max 6" high	50-pound 60-pound	Three 1.5" non-perforated tabs	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.
2 Simple Spine 	Spine on bottom; longer front cover folded over inside pages to create a nonperforated inner flap sealed within top edge.	5" to 9.5" long Max 6" high	80-pound	Continuous glue line or glue spots	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.
3 Simple Spine 	Spine on the bottom (longer) edge, Cover extends no more than 1/2 inch beyond inner pages.	5" to 9.5" long Max 6" high	80-pound	Continuous glue line or glue spots	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.
4 Simple Spine - Wallet Style 4" height only 	Spine on the bottom (longer) edge. 4" height only. Maximum Weight 2.5 ounces.	5.2" to 8" long Max 4" high	60-pound for cover and pages 70-pound cover with 50-pound pages	Two 1.5" or 2" non-perforated tabs	One tab on leading edge and one tab on trailing edge. Booklets up to 2 ounces: <ul style="list-style-type: none"> • 1.5" tabs 1-1/4" from bottom edge Over 2 ounces up to 2.5 oz: <ul style="list-style-type: none"> • 2" tabs 3/4" from bottom edge ±1/8" vertical tolerance for tab placement for both tab sizes.
5 Folded 	Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge.	5" to 10.5" long Max 6" high	40-pound	Three 1.5" non-perforated tabs	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.
6 Oblong 	Spine on the leading (shorter) edge.	5" to 9" long Over 9", up to 10.5" long Max 6" high	60-pound 70-pound	Three 1.5" non-perforated tabs	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.

Epsilon Nu –Kappa Kappa Psi
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150 Chancellors Dr.
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Nonmachinable Characteristics Summarize

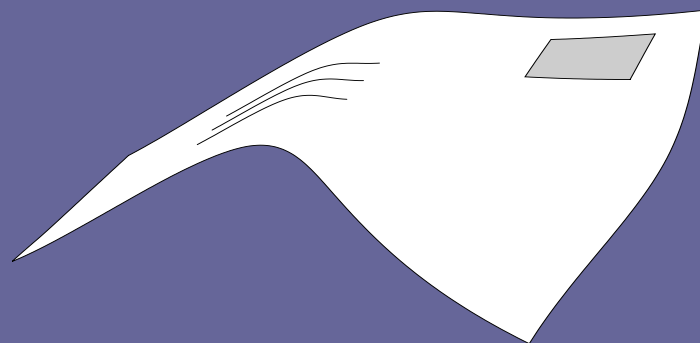
Postage rates for letters with nonmachinable characteristics are affected as follows:

- 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%)

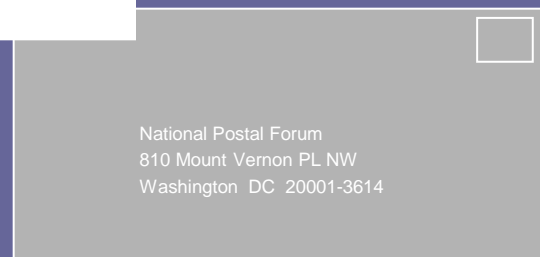
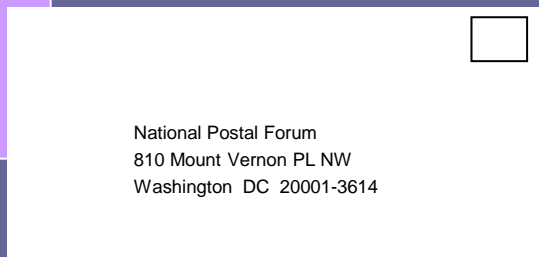
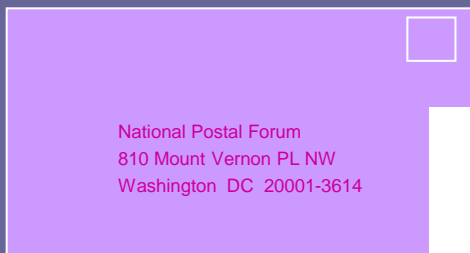
Automation mail is “machinable” mail prepared to strict specifications and is barcoded and presorted properly

Automation letters must meet standards for flexibility



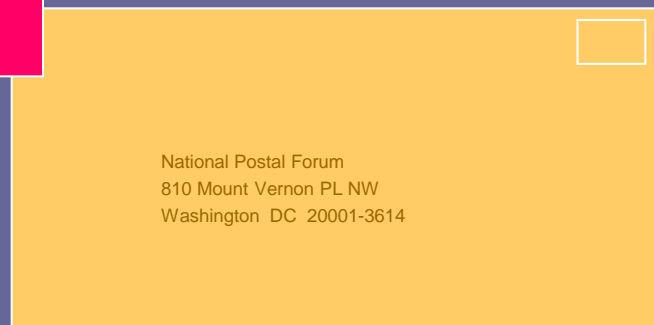
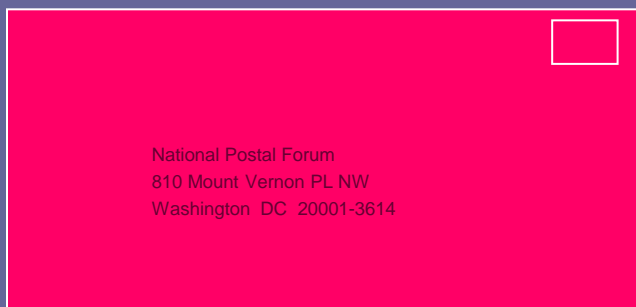
Automation Letters

Print Contrast



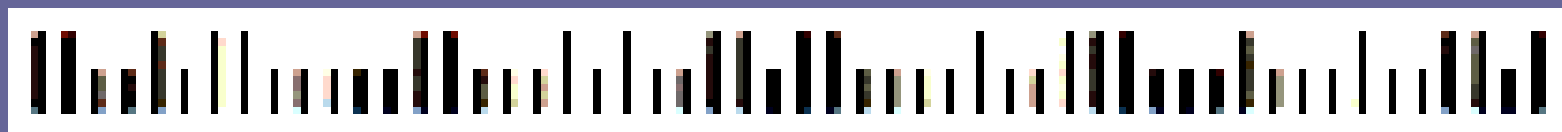
Automation Letters

Print Reflectance



Automation Letters

Barcoding



FLATS ADDRESSING REQUIREMENTS

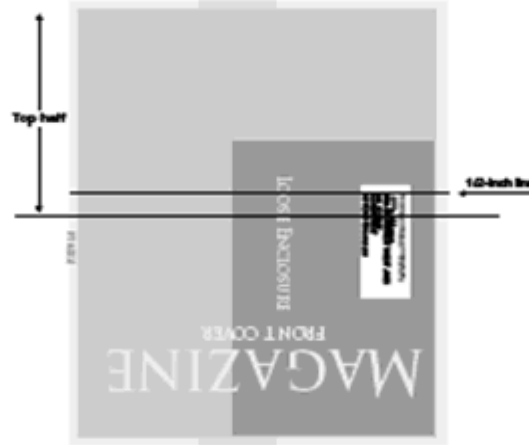
Magazine

Usually addressed on front cover



Magazine in Polywrap

Addressed on loose enclosure



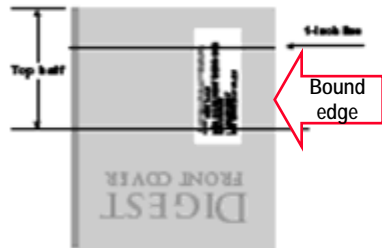
Catalog

Usually addressed on back cover



Small Digest

"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge



Large Envelopes

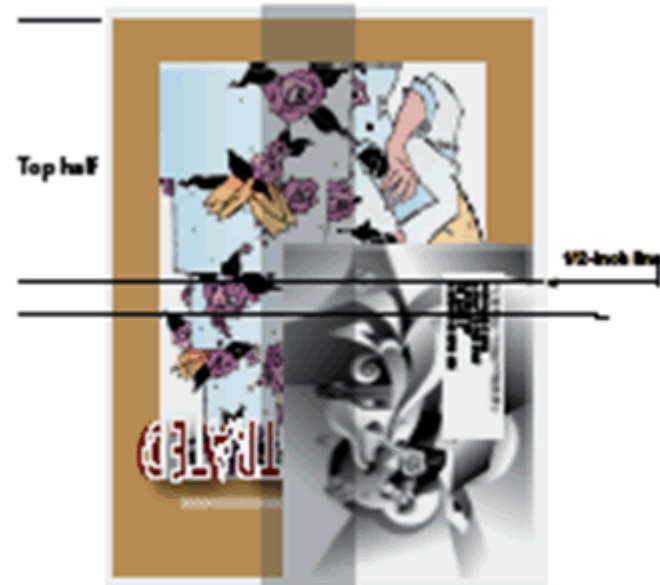
Horizontal format is fine — "top" is left or right edge



FLATS ADDRESSING REQUIREMENTS



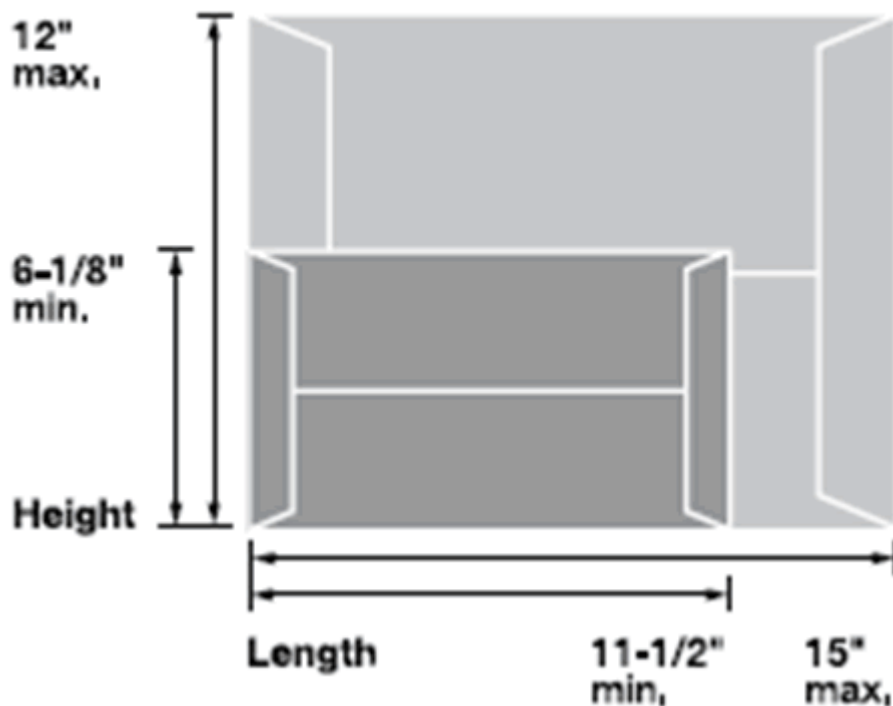
*Quarter-folded newspaper.
"Top" is upper edge when the
final fold is on the right.*



*Magazine in polybag
addressed on loose
enclosure. "Top" is either the
shorter edges.*

Automation Flats

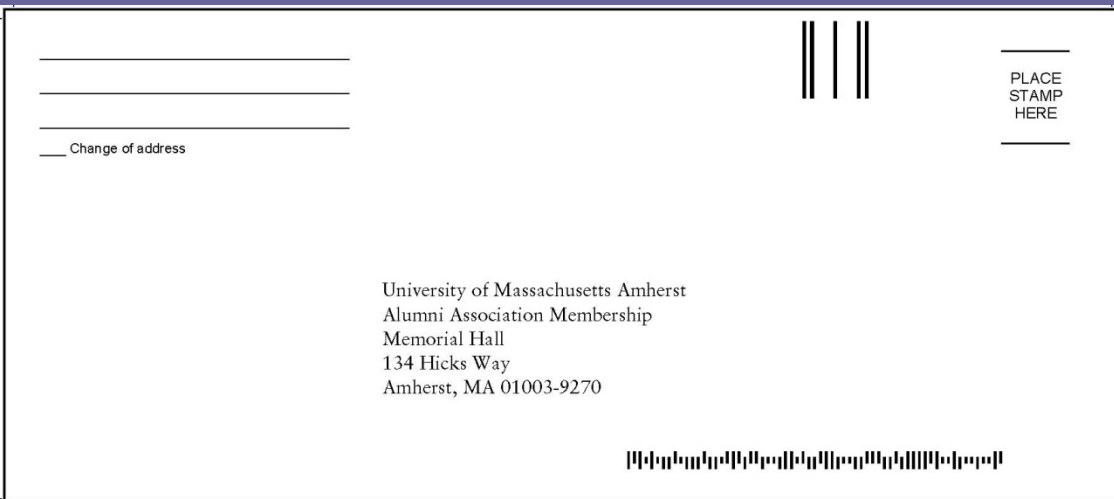
Large Envelopes (Flats)



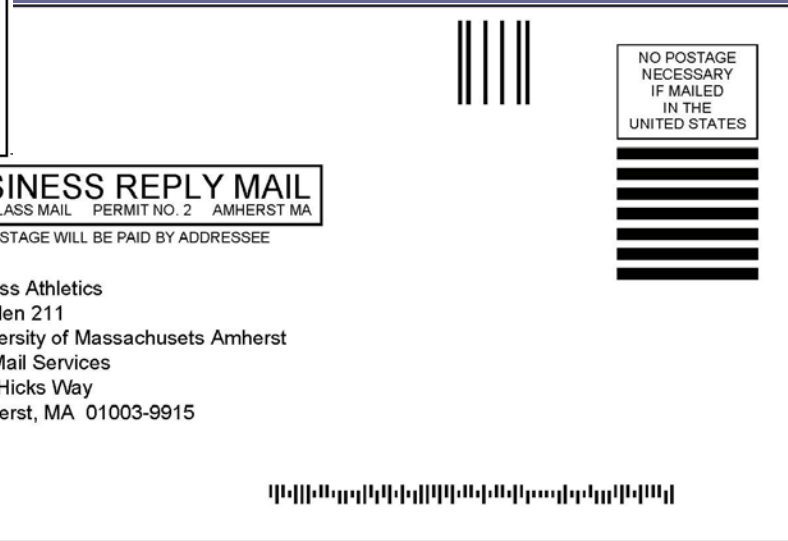
- Flexibility
- Uniform Thickness
- Rectangular
- Deflection
- Size Standards

Enclosures

- Enclosures in a mailing must meet automation requirements for the carrier piece to qualify for automation discounts

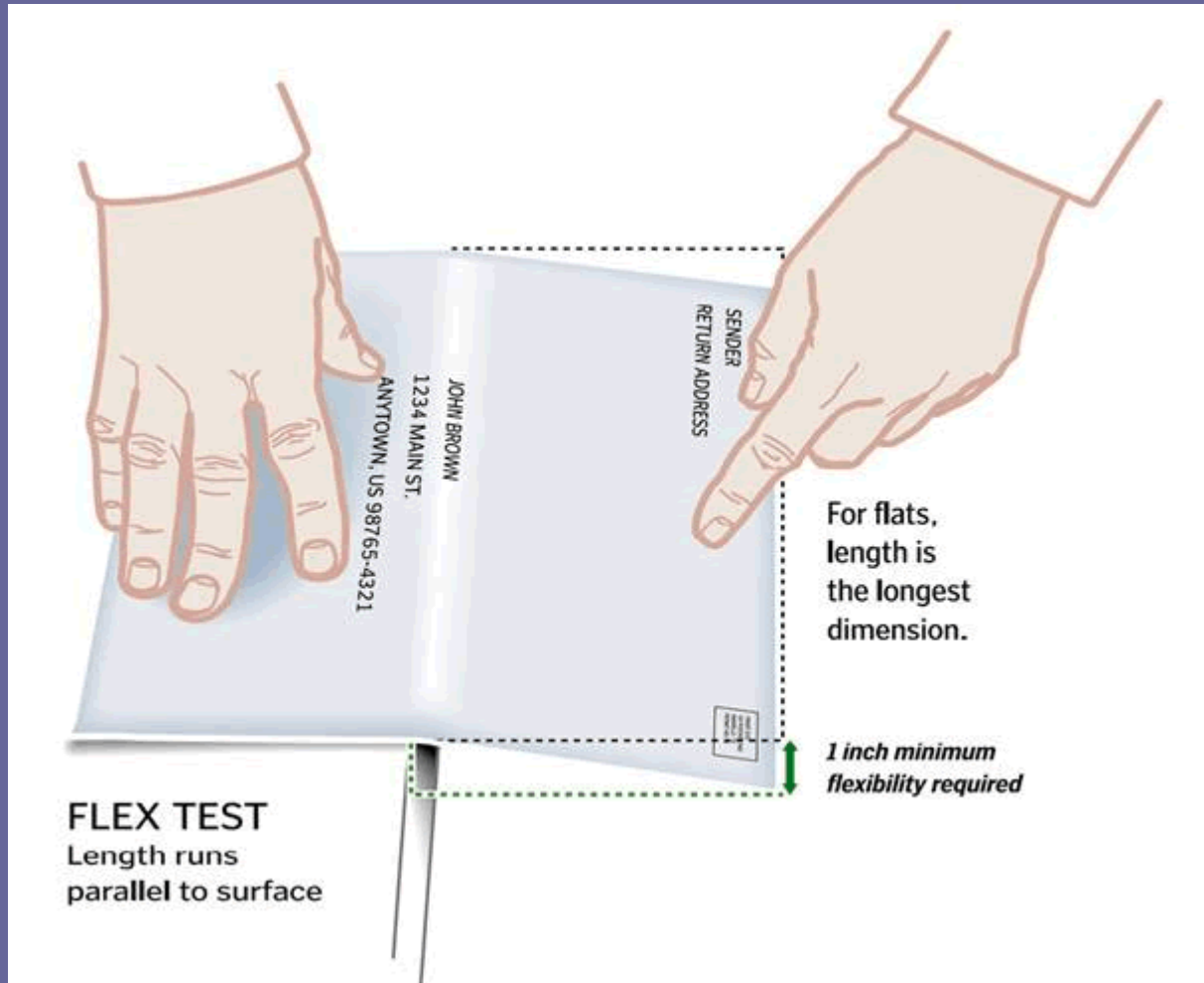


Courtesy Reply



Business Reply

Flexibility Test - part 1

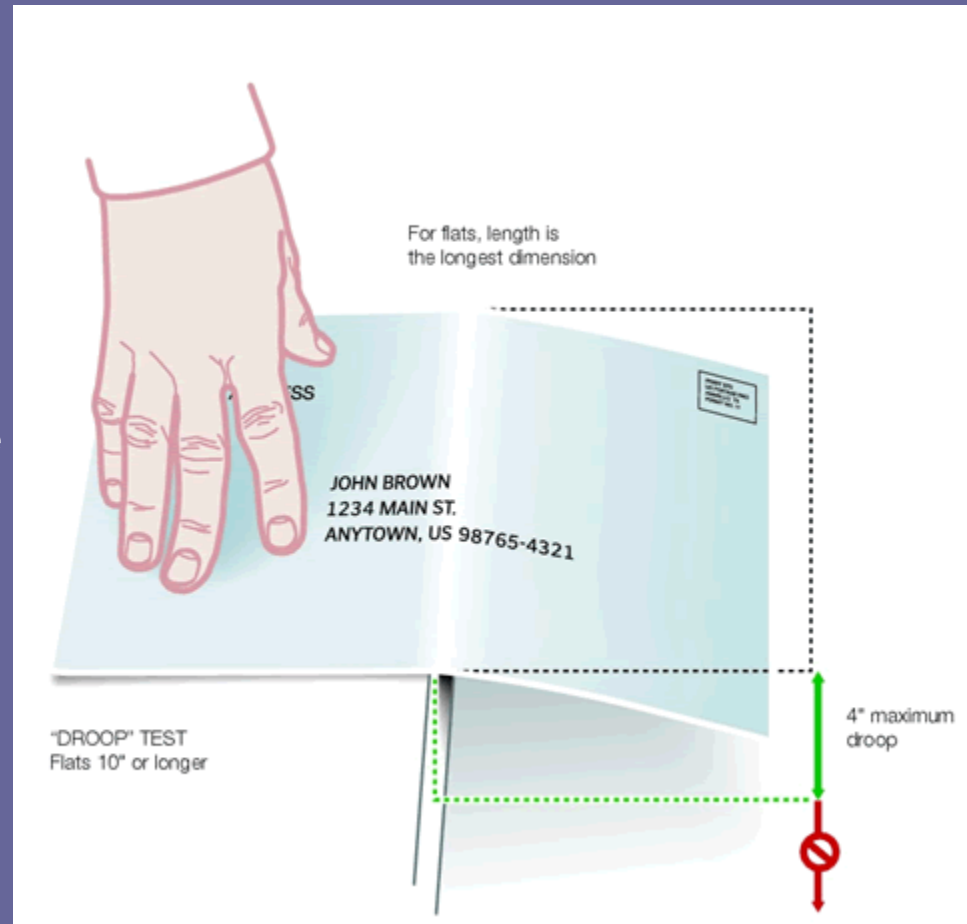


Deflection Test

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

\$aves Dollars and Makes \$ense

- Next, let's look at some of the tools available to assist you with your designs.



Automation machinery

MERLIN



Mail Processing Equipment

Automation processing is very efficient

1 - AFCS



2 - MLOCR



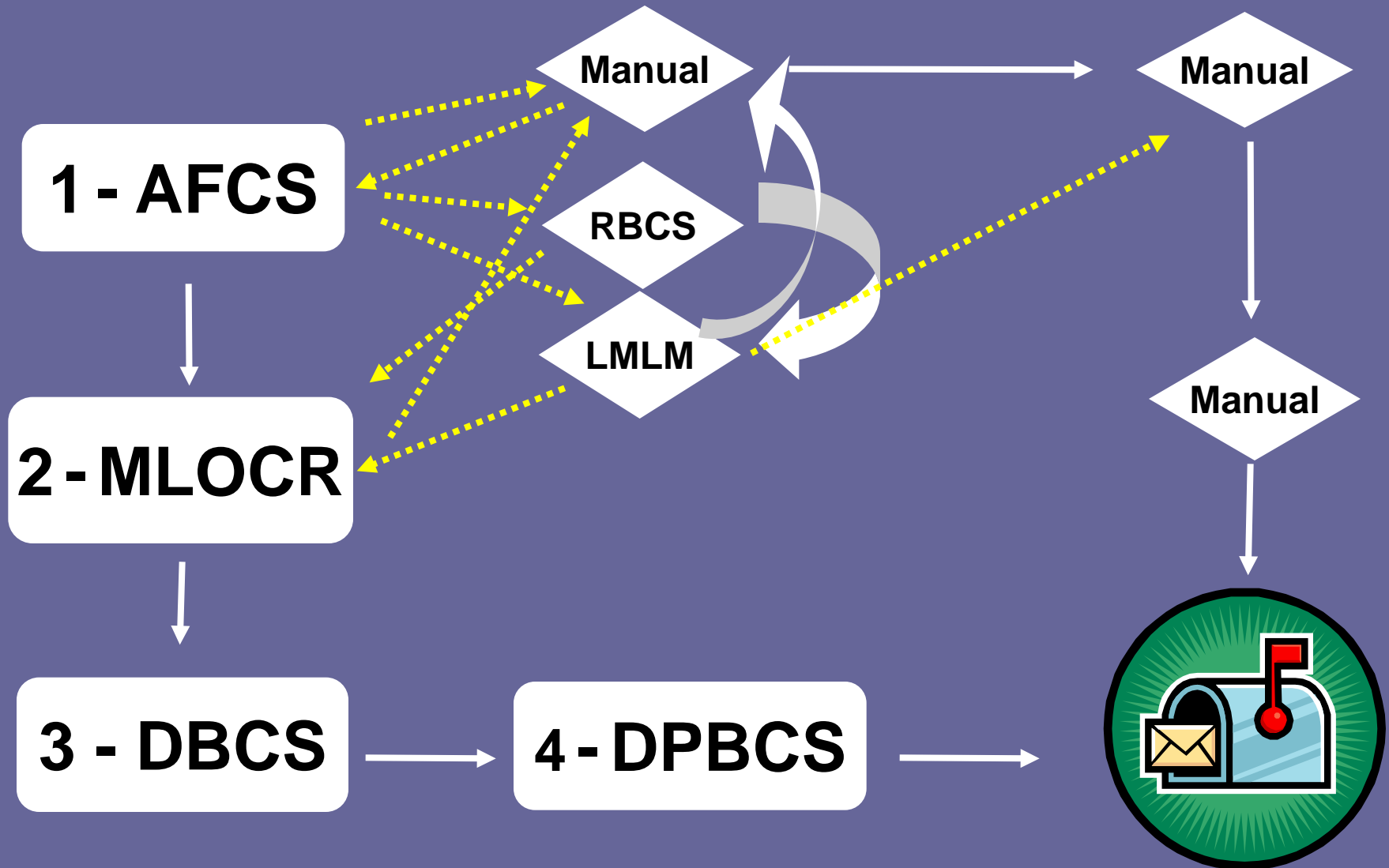
3 - DBCS



4 - DPBCS



Mail Processing Equipment



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

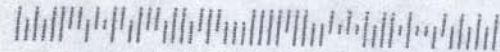
Golf Packages start at \$600.

For sponsorship information call 413-541-1111

Nonprofit Org.
U.S. Postage
PAID
Permit No. 2
Amherst, MA
01002

8

James Camp
Joel Camp
1040 N Pleasant St Apt 267
Amherst MA 01002-1375



Mailpiece Design with Pricing in Mind

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



THANK
YOU