

Mail Piece Design Guide

This is not meant to be an all-inclusive postal design guide, but it will help you with the basic design requirements of direct mail. If you have any questions, please feel free to call Post Haste Mailing Services at 858/513-7740.

Postcards (first class postage)

Minimum size:	3.5 x 5
Maximum size:	4.25 x 6
Minimum thickness:	.007
Aspect ratio (length/width)	between 1.3 and 2.5

Letters (all rates of mail)

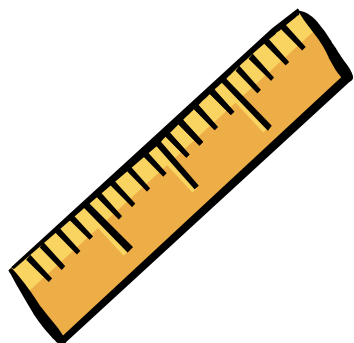
Minimum size:	3.5 x 5
Maximum size:	6.125 x 11.5
Minimum thickness:	.009
Maximum thickness:	.25
Aspect ratio (length/width)	between 1.3 and 2.5



Folded self-mailers should be designed with the fold at the bottom of the mail piece in order to need only one tab.

Nine no-nos that will make your letter nonmachinable, and add a hefty surcharge:

1. The aspect ratio is less than 1.3 or greater than 2.5 (square envelopes will fail here)
2. It's in a polybag or plastic envelope
3. Your mailer is closed with clasps, strings, buttons, or something similar
4. It contains lumpy bumpy items like pens, pencils, keys or coins
5. It's too stiff (think multiple CDs)
6. The thickness is less than .009 (for pieces more than 4.25 high or 6 inches high)
7. Your self mailer isn't tabbed properly
8. The mailpiece has a delivery address parallel to its shorter dimension
9. A booklet (multiple pages secured by a binding), that has been designed with the bound edge at the top



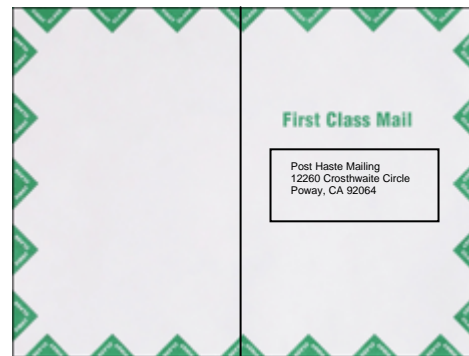
Post Haste Mailing Services, Inc.
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Flats

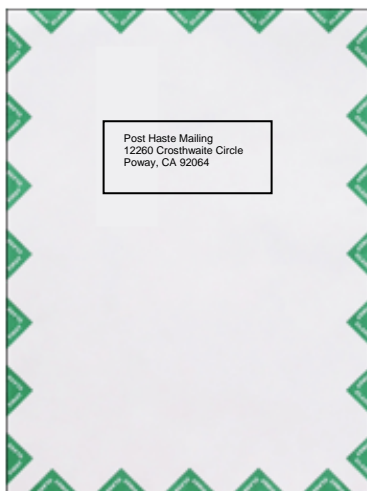
Minimum size:	5 x 6
Maximum size:	12 x 15
Minimum thickness:	.009
Maximum thickness:	.75

Address placement – flats must be designed so the delivery address is in the top half (when the bound edge is on the right). A picture (or two) is worth a thousand words, so here goes:

This illustration is of a 9x12 envelope, laid out horizontally. When divided in half, the address must be on one side or the other.



Here's a flat that is laid out vertically. The address must be in the upper half.



Confused? Don't worry.
We're here to help. Just call
Post Haste Mailing at
858-513-7740!

