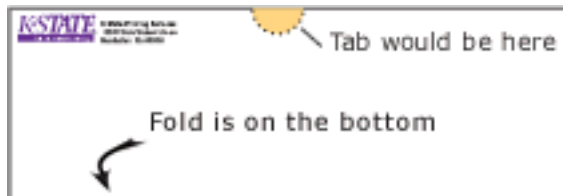


Layout Tips

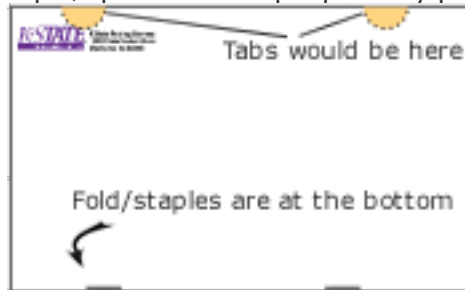
The United States Postal Service has developed requirements for mailing. Meeting USPS requirements will help contain postage costs.

For current information about mailpiece design, the U.S. Postal Service offers online help at: <https://www.usps.com/business/get-started.htm>

In general, consider these tips:



1. The return address must be on the edge opposite the fold. If the piece is a self-mailer, such as a brochure, the mail panel fold should be at the bottom, the address in the upper left corner, and a tab in the center top. (Tip: Test a sample piece by printing and folding it to ensure it is laid out correctly.)



2. If the piece has staples along the spine and is folded to $5\frac{1}{2}$ " x $8\frac{1}{2}$ ", two tabs are required. Most tri-fold brochures or pieces without staples require one tab. Tabs are used for sealing instead of staples, which jam postal sorting equipment.
3. If the piece is larger than regular letter mail dimensions (a catalog, for example) the address placement is on the top half of the mailpiece. Items such as unfolded newsletters, magazines, and envelopes larger than $11\frac{1}{2}$ " x $6\frac{1}{8}$ " must conform to this rule.
Note: A newsletter with more than 12 pages cannot be folded to $5\frac{1}{2}$ " x $8\frac{1}{2}$ " and will be mailed flat.

For a **catalog or newsletter** with the address area on the back cover the "top" is the upper edge when the spine is on the right.

Top half

Bound edge



For **large envelopes**, the "top" is the left **OR** right edge as viewed in this horizontal orientation. The recipients address must be completely on one side **NOT** in the center of the envelope.

Top half



Top half



Physical Standards

Mail Piece Dimensions

Since machinable mail is processed by automated equipment that moves at high speeds, it must fit within either Letter Mail or Flat Mail dimension guidelines. You need to consider the final size of your mailing, since separate postage rates are set for each size range.

The cost of mailing varies with each classification.

Dimensional standards for cards

Dimensional standards for letters

Dimensional standards for flats

The United States Postal Service has different rates for different sized publications.

Postcards must be at least 3-½" x 5" and a maximum of 4-¼" x 6" to qualify for the postcard rate (\$0.28). Postcards that exceed the maximum size are charged letter-rate postage (\$0.44 for first class mail). Postcards that are mailed Non-Profit Bulk Rate are currently charged at the letter-size (\$0.17) if they do not exceed the maximum size (6⅞ x 11½"). An important note for oversized postcards – they must be printed on a stock that has a minimum thickness of .009" (9 point). This does, unfortunately, limit you to white colored stock.

Letter-Size mail cannot exceed 6-⅞" x 11-½". Larger pieces are considered Flat-Size and the postage rates are higher. This means departmental newsletters, for example, developed with page sizes of 8-½" x 11" will be mailed out at the flat rate unless you want to have them folded down to 5-½" x 8-½" and tabbed to be able to mail them at the letter rate.

Generally speaking, folding a document to a letter-sized dimension is going to save on postage. Typically, newsletters have a page size of 8-½" x 11". If mailed out at this size, the postage rate would be for the Flat-size, and cost a maximum of \$0.42 each (non-profit). The same document, folded to 5-½" x 8-½" could be mailed at the letter-sized rate of \$0.17 each. This would save the customer up to \$0.25 in postage on each piece mailed. In most cases, the extra cost of folding is more than made up by the savings in postage.

The exception is when the document contains more than 12 pages, or if it is to be saddle-stitched (two staples in the middle along the fold...like a magazine). Saddle-stitched publications must be folded by hand after they have been bound, and usually, the additional cost of the folding, and the need for tabbing the piece to hold the fold, will cost more than can be made up by the savings in postage. Customers with newsletters and other publications that exceed 12 pages or are saddle-stitched are encouraged to mail the documents at the Flat-Size Rate.

PLEASE NOTE: When producing self mailing letter-size pieces, such as brochures, paper choice is important. Your piece will need to be produced on 60# paper if it folds in thirds or heavier it folds in half to be mailable. If it is produced on 20# paper it will not meet USPS codes for mailing. To save time and money always check first.

Dimensional Standards for Cards –

Each card claimed at a card rate must be:

- a. Not *less* than 3-½" high, 5" long, and 0.007" thick.

- b. Not **more** than 4-¼" high, or **more** than 6" long, or greater than 0.016 inch thick.
- c. Cards over this size (4-¼" x 6") will go at letter rate.

● **Address Side of a Card**

The address side of a card is the side bearing the delivery address and postage.

The address side may be formatted to contain a message area. Cards that do not contain a message area on the address side are subject to the applicable standards for the rate claimed. Miscellaneous graphics or printing, such as symbols, logos, or characters, that appear on the address side of cards not containing a message are generally acceptable. Cards claimed at the Presorted or automation card rates that contain a message area on the address side must be divided according to the following standards:

- The address side of the card must be divided into a right portion and a left portion, with or without a vertical rule. The left portion is the message area.
- The delivery address, postage, and any permit marking or endorsement must appear in the right portion. The right portion must be at least 4" wide (measured from the right edge of the card, top to bottom inclusive).
- A **minimum** area of 4-½" x ½" across the bottom must be left blank for the barcoding.

Dimensional Standards for Letters –

Letter-size mail is:

- a. Not **less** than 5" long, and 3-½" high, and 0.007" thick.
- b. Not **more** than 11-½" long, or **more** than 6-⅛" high, or greater than ¼" thick.
- c. Not more than 3.5 ounces (First-Class Mail letter-size pieces over 3.5 ounces pay flat-size rates).

Letter Mail Dimensions

Letter Mail primarily consists of business envelopes, flyers, and folded self-mailers that fit within the dimensions listed above. It is also necessary for the mail pieces to be horizontally rectangular. If not, they tend to tumble and jam during transport through the processing equipment.

A nonmachinable surcharge can apply to some Standard Mail letter-size pieces. Pieces that are nonmachinable are excluded from automated processing and must be handled manually. Nonmachinable pieces also may impede mail flow or damage the mail or mail processing equipment. Manual letters are considerably more costly to process than machinable letters.

Dimensional Standards for Flat-Size Mail –

Flat-size mail is:

- a. More than 11-½" long, or more than 6-1/8" high, or more than ¼" thick.
- b. Not more than 15" long, or more than 12" high, or more than ¾" thick.
- c. Flexible.
- d. Rectangular with four square corners or with finished corners that do not exceed a radius of 0.125" (⅛").
- e. Uniformly thick.



- **Length and Height of Flats**

The length of a flat-size mailpiece is the same as the printed address direction. The height is the dimension perpendicular to the address.

Mail Classifications

First Class Mail

First class is any mailable matter. The following materials are considered first class matter and must carry postage at first class or priority mail rates.

1. Matter wholly or partially handwritten or typewritten, originals, carbons, invoices or individualized letters.
2. Matter sealed and closed against postal inspection.
3. Bills and statements of accounts, regardless of method of preparation or quantity of identical pieces mailed, except authorized enclosures in or attachments to second, third, or fourth class mail.
4. Price lists with written-in figures changing items or prices.
5. Any Business Reply mail (unless enclosed in bulk mail).
6. Blank printed forms filled out in writing, including cancelled or uncanceled checks.

Standard Mail (A) – nonprofit & bulk

Mail that is considered standard mail:

| | | | |
|-----------|-------------|-------------|-----------------|
| circulars | merchandise | catalogs | product samples |
| booklets | photographs | newsletters | printed matter |

Each piece of Standard Mail must be less than 16 ounces. Anything heavier must be mailed as Standard Mail (B) or First-Class Priority Mail. NOTE: If any item in the envelope is individually personalized (handwritten or otherwise) it can not go bulk rate.

A bulk mailing must consist of at least 200 identical pieces for Presorted Standard Rate or Nonprofit, or 500 pieces for Presorted First-class mail, under 500 would go at regular First-class rate. If you are planning a Nonprofit rate mailing, please note that USPS requirements for this rate have become more restrictive in recent months. To avoid possible rejection of your Nonprofit piece, contact University Printing well in advance of your mailing date to have your material reviewed.

Bulk mail is taken to the U.S. Post Office daily by 3:00 pm. (Please remember Printing Services Mailing Department (PSMD) also has work to do on the mailings after you are done with them.) PSMD must see and process all bulk mail being mailed with permit 525. This permit is issued to and maintained by our department. An individual department using permit 525 is not allowed to take that mailing directly to the U.S. Post Office before PSMD processes it. Also if using an off campus agency or anyone other than KSPS, permission must be obtained prior to the use of permit 525 by calling 532-1536 and talking to the PSMD.

Bulk mail can take between 10 days and three weeks to reach its destination. This is especially true during the Christmas and Valentine holidays. KSPS has no control over the timely fashion in which your mail is handled once it is taken to the post office. We can speed up the process by making sure your mail piece is machinable ([learn more](#)), automation compatible, and spraying on the address and bar code for you.

New rules went into effect November 23, 2008 concerning the way bulk mail is addressed. See addressing to learn more.

Some customers prefer to have their printed material delivered back for them to hand label. Although this is certainly an option for those that wish to label their own mail, it is a method that actually costs more than if the customer had PSMD inkjet the addresses on for them. This could not only save you money in postage, but could also eliminate some steps the post office would have to take to get it through their system. As a result of the new rules, if you hand label your pieces you MUST use an Ancillary Service Endorsement on your mailpiece.

Priority Mail

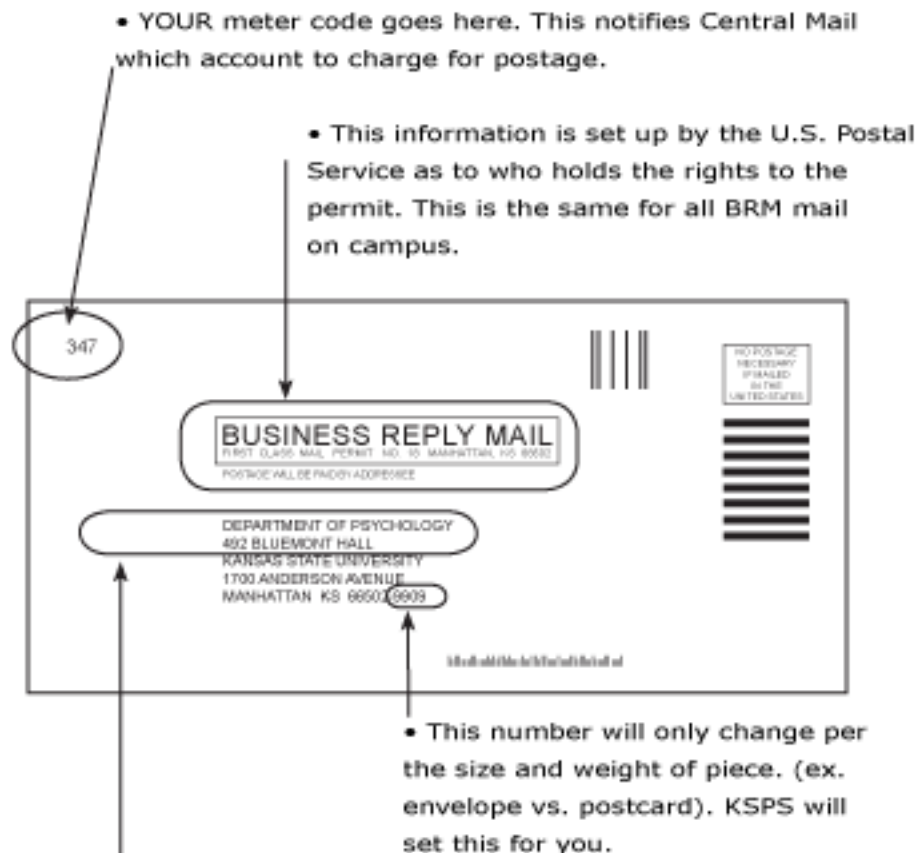
University Printing does not handle Priority Mail, FedEx, UPS, or Express. These must go through Central Mail. If you provide us with the mailing list we will address your pieces and take them to Central Mail for processing.

Metered Mail

To use your Central Mail meter number we can use your database mail list (Excel is preferred), ink jet your addresses onto your pieces and take them to Central Mail for processing. Even if we did not print the piece we can address them for you!

Business Reply Mail

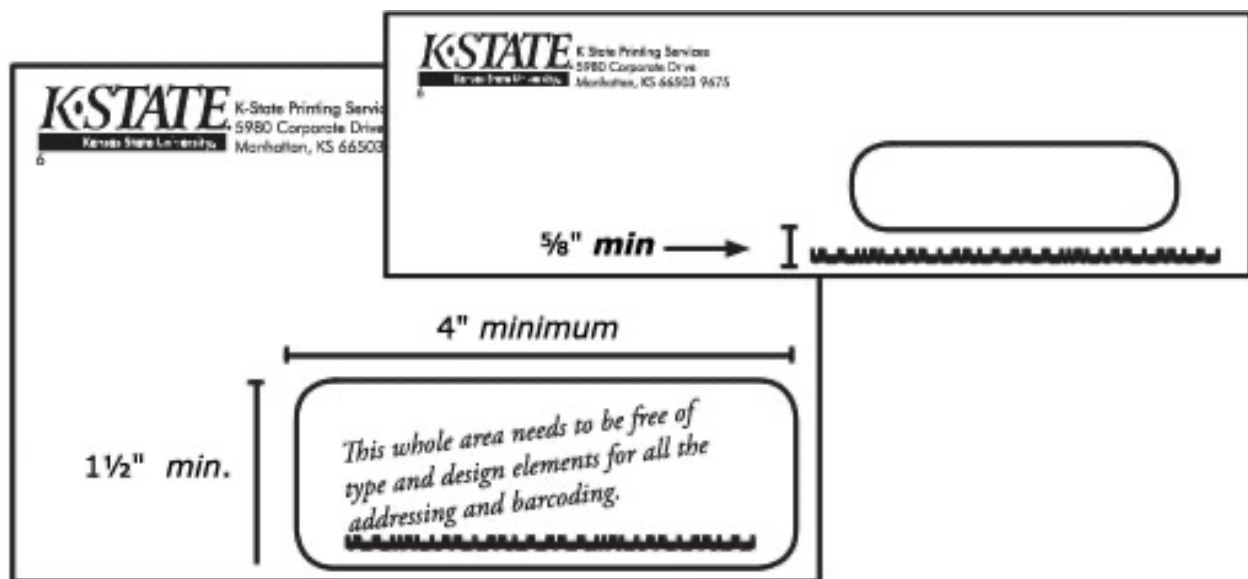
Business Reply Mail (BRM) enables you to receive First-Class Mail back from customers while paying postage only on the pieces that your customers return.



- These are the only two lines that you are able to change for your specific office information. You can add as many lines that will fit in the space (ex. lines that include ATTN: Mr. Jones; Department; Building Address). Our composition department will set this panel up per postal regulations. You only need to provide us with your meter code, the specific contact information and what will be returned, content inside, and if it is an envelope.

Addressing – Checking The Accuracy Of Your List

K-State University Printing's preferred method of labeling is the use of our Buskro Inkjet machine. This is the fastest and least expensive way for us to apply the addresses to the material being mailed. It also allows us to take advantage of a program called Smart Addresser. By using this program, we are able to generate labels that include a variety of information along with barcoding. In doing so, automated systems can be utilized, resulting in your piece going through the mailing process faster and obtaining the least expensive postage rates available. Some customers prefer to have the printed material delivered back for them for hand label. Although this is certainly an option for our clients that wish to label their own mail, it is a method that actually costs the client more than if they had University Printing Mailing Department inkjet the addresses on for them. The reason for the higher cost is that material labeled and returned to us from the customer must be processed by hand and therefore increases the amount of time required for our personnel to prepare the piece for mailing. For example; 1,000 pieces labeled by us with the inkjet method would cost \$45.10. The same 1,000 pieces processed from customer labeled material would cost \$66.00 if delivered in zip code order, or \$132.00 if not in zip code order. The area required for inkjet labeling is approximately 1½" x 4" on a postcard. This area also exists on window envelopes. There **MUST** be a minimum of ⅝" below the window for barcoding. It is important to take this area into consideration when designing your mail piece, especially in regards to postcards.



If there is not enough white space for us to properly apply the label, then the maximum cost benefits of using a bar-coded address cannot be realized and could also cost more if hand-labeling is required. Inkjet labeling works best when printed on a white or light colored paper. Pieces that have a large percentage of ink coverage need to have a "block" of unprinted area to allow for the address to be sprayed on.

The Accuracy of your Mailing List

Why do you need to have it checked?

First, because it's **required** by the Postal Service.

Second, look at these statistics: 17% of Americans change addresses annually.

43 million people move each year.

One out of every six families move each year.

How many of these people are your customers or members?

And no one knows better than universities, how often students change their addresses.

Just because you buy or rent a list does not mean that the addresses are correct, checked, updated, or “certified.” To make sure that you are getting a list with accurate addresses, ask about the National Deliverability Index (NDI) of the list. The NDI rates the percentage of addresses in a list that are deliverable. Use the NDI to target the address elements you need to get the delivery you want.

As of November 2008, all lists used for mailing Standard Mail (bulk letters, flats, parcels) will need to adhere to the Move Update rule.

Move Update

Move Update, the process for updating names and addresses, is required if mailers want to get discounted rates for mail service. Mailers who use the exceptional address format (e.g., Jane Doe, occupant or Current Resident) do not have to meet this requirement.

Since July 1997, the Postal Service has required that all addresses on mailings receiving discounts for mail service, whether presorted or automation, undergo name and address correction within 95 days of the mailing. Mailers can meet the Move Update requirement in the following five ways:

- Ancillary Service Endorsement.
- Address Change Service (ACS).
- National Change of Address Linkage (NCOALink™) System.
- FASTforward®.
- Alternative Move Update Methods (Legal Restraint or 99 Percent Accurate).

A mailer wishing to enter mail at a discounted mail rate must certify, on the postage statement submitted, that the names and addresses on each mailpiece have been updated within the previous 95 days.

Why:

In 2007 bulk mail accounted for 62.8% of all undeliverable mail. If your recipient never receives your communication they can not respond to your message.

Updating Reduces Waste

Every mailpiece, regardless of class, has two things in common: the intended recipient and the address. When both are accurate and complete, the Postal Service can deliver quickly and easily. If the recipient has moved, or the address is incorrect or missing an addressing element, the mailpiece could become undeliverable-as-addressed (UAA) mail — a waste of time, effort, and money for the mailers and for the Postal Service.

Details:

The Move Update standard is met when an address used on a mailpiece in a mailing for First-Class or Standard is updated with a USPS approved method and the address is used in a mailing within 95 days after the address has been updated. K-State University Printing will be able to do this service for you. We can add an [Ancillary Service Endorsement](#) to your mailpiece or we can

update your list using the National Change of Address Linkage (NCOALink) System. Simply email your database file to our mailing department at printmail@ksu.edu. Once your list is updated it is good to use for 95 days without needing another update. University Printing can keep a record of when your list was updated for you if you give us a department and title for your list so we can file them appropriately.

Lists for labeling can be generated by the customer, or in many cases, obtained from the Alumni Association or other resources. You can provide this list to University Printing Mailing Department as a database or Excel file. This file can be submitted on a disk, or if you prefer, by e-mailing the file to: printmail@ksu.edu. If you have questions regarding your mailing list, you may call us at 532-1536 and speak with one of our mailing specialists, or by e-mail at the address above.

When you do the printing

When KSPS prints your job, we will advise you regarding any concerns about the design, or printing options that affect the projects ability to mail. If you plan on doing your own printing, it is still a good idea to consult with our mailing or customer service representatives to make sure that the design meets USPS requirements. The way the mail panel is positioned on the fold can mean the difference between a brochure that can be mailed through automation, and one that requires hand processing. The difference in postage costs can be significant. A mailing panel should always be imposed so that the return address is in the upper left corner away from the fold. The piece must also be folded squarely and consistently in order for it to be able to run through various mailing machines.

We often receive bulk mailings that have been stuffed and labeled by the customer. Although they may save some money on the cost of inserting and labeling, these pieces often still require a mailing permit, which must now be hand applied. Any savings realized by stuffing and labeling the pieces themselves is quickly lost through the cost of hand applying the permit and processing the labeled material by hand.

In some cases, mail pieces that have been produced in-house are printed on paper stock that is too dark to inkjet label, and therefore must be labeled by hand, again, adding to the cost. Besides higher costs, the more hand-work that is involved, the slower the process of getting the piece into the hands of the recipient. A mail piece properly designed and printed to take advantage of the latest mailing technology not only saves money, it reduces the time it takes to reach your intended audience.

Ancillary Service Endorsements

Sometimes, no matter how good your address is, the post office can not deliver the mail. For instance, your recipient may have moved or the building may be vacant. By using special addressing services called “ancillary service endorsements,” you can give the Postal Service specific instructions for how to handle your mail if it is undeliverable as addressed. Depending on the purpose of your mailing, you may want those pieces forwarded to customers who have moved, or you may want a corrected address returned to you. These allow the mailer to obtain, on request, the recipient's new (forwarding) address (if said recipient has filed a change of address (COA) order with the Postal Service or the reason for nondelivery. Ancillary service endorsements include four basic phrases that are printed on the address side of your mailpiece that meet Move Update standards:

Return Service Requested – First-Class & Standard mail

Change Service Requested – First-Class & Standard mail

Address Service Requested – First-Class & Standard mail

Temp-Return Service Requested – **First-Class mail only**

Undeliverable mail is handled differently depending on the class of mail, the endorsement you use, and how recently your customer has moved. Some of these actions have fees associated with them.

| Endorsement | Priority and First Class Mail | Standard Mail |
|---|-------------------------------|---|
| Return Service Requested – <i>No forwarding, only return. New address notification provided.</i> | | |
| Mailpiece returned with new address or reason for nondelivery. | No charge | Appropriate single-piece First-Class or Priority Mail price charged |

Change Service Requested – *No forwarding or return. New address notification provided.*

| | | |
|---|--|---|
| Separate notice of new address or reason for nondelivery provided: mailpiece disposed of by USPS. | Manual notice: NA E-notice: .08¢ Automated letters: <ul style="list-style-type: none">• 1st two notices .00¢ ea.• additional .06¢ ea. | Manual notice: 50¢ ea. E-notice: 25¢ ea. Automated letters: <ul style="list-style-type: none">• 1st two notices .03¢ ea.• additional .18¢ ea |
|---|--|---|

| Endorsement | Priority and First Class Mail | Standard Mail |
|--|-------------------------------|---------------|
| Address Service Requested – <i>Forwarding and return. New separate address notification provided.</i> | | |

| | | |
|--|-----------------------|----------------------|
| months 1–12: forwarded; separate notice of new address provided, address correction fee charged. | Forward at no charge | Forward at no charge |
| months 13–18: returned with new address attached. | Returned at no charge | weighted fee charged |
| after 18 months or if undeliverable at any time; returned with reason for nondelivery attached. | Returned at no charge | weighted fee charged |

Temp-Return Service Requested

| | | |
|--|-----------|-----|
| Mailpiece returned with new address or reason for nondelivery. If temporary change of address, piece forwarded; no separate notice of temporary change of address provided | No charge | N/A |
|--|-----------|-----|

Proper placement of the endorsement is required. If the endorsement cannot be seen or understood, you might not receive the service requested.

The endorsement must be placed in one of these four positions:

1. Directly below the return address.
2. Directly above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline, or optional endorsement line).
3. Directly to the left of the postage area and below or to the left of any price marking.
4. Directly below the postage area and below any price marking.

