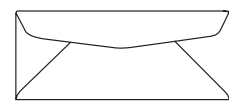


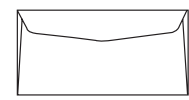
ENVELOPE TEMPLATES

COMMERCIAL

| Style | Envelope Size |
|--------|------------------|
| #6 1/4 | 3 1/2" x 6" |
| #6 3/4 | 3 5/8" x 6 1/2" |
| #7 | 3 3/4" x 6 3/4" |
| #7 3/4 | 3 7/8" x 7 1/2" |
| #8 5/8 | 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" |



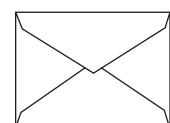
Diagonal Seam



Double Side Seam Web

SOCIAL AND BARONIAL

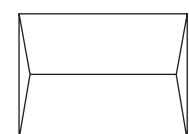
| Style | Envelope Size |
|----------------|-----------------|
| 4 Baronial | 3 5/8" x 5 1/8" |
| 5 Baronial | 4 1/8" x 5 1/2" |
| Astor | 3 5/8" x 5 5/8" |
| 5 1/2 Baronial | 4 3/8" x 5 3/4" |
| Belmont | 4 1/4" x 6 1/4" |
| 6 Baronial | 4 3/4" x 6 1/2" |
| Lee | 5 1/4" x 7 1/4" |



Baronial

ANNOUNCEMENTS (SQUARE FLAP)

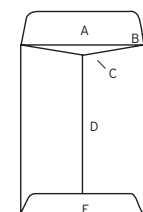
| Style | Envelope Size |
|----------|-----------------|
| A2 | 4 3/8" x 5 3/4" |
| A6 | 4 3/4" x 6 1/2" |
| A7 | 5 1/4" x 7 1/4" |
| A8 | 5 1/2" x 8 1/8" |
| A9 | 5 3/4" x 8 3/4" |
| A10 | 6" x 9 1/2" |
| Slimline | 3 7/8" x 8 7/8" |



Announcements

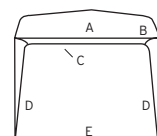
OPEN END CATALOGS

| 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

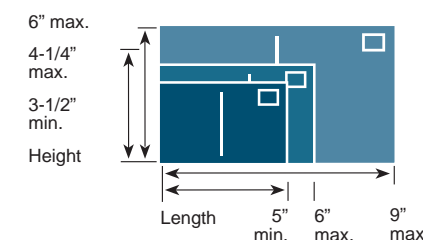
A. Seal Flap Length
B. Seal Flap Score
C. Throat
D. Side Seam
E. Back

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

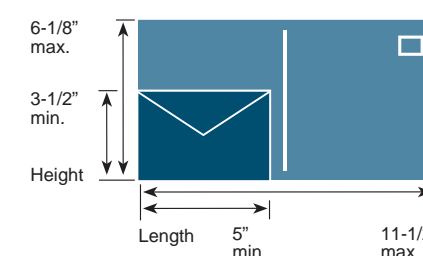
POSTCARDS



| | Minimum | Maximum Stamp | Maximum Presorted | Rate Stamp |
|-----------|--------------|---------------|-------------------|------------|
| Length | 5 inches | 6 inches | 9 inches | .56 |
| Height | 3-1/2 inches | 4-1/4 inches | 6 inches | |
| Thickness | 0.007 inch | 0.016 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.

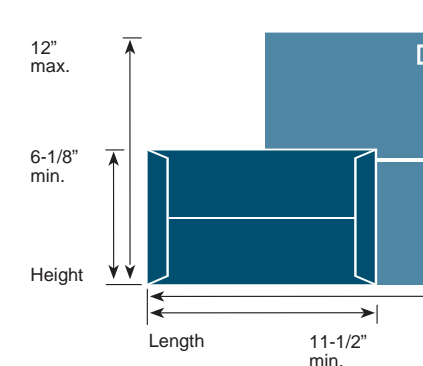
LETTERS



| | Minimum | Maximum | Weight Not Over (ounce) | Rate Meter | Rate Stamp |
|-----------|--------------|---------------|-------------------------|------------|------------|
| Length | 5 inches | 11-1/2 inches | 1 | .69 | .73 |
| Height | 3-1/2 inches | 6-1/8 inches | 2 | .97 | 1.01 |
| Thickness | 0.009 inch | 1/4 inch | 3 | 1.25 | 1.29 |
| | | | 3.5 | 1.53 | 1.57 |

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 | 1.50 |
| Height | 6-1/8 inches | 12 inches | 2 | 1.77 |
| Thickness | 0.009 inch | 3/4 inch | 3 | 2.04 |
| | | | 4 | 2.31 |
| | | | 5 | 2.59 |
| | | | 6+ | +0.28/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. - .545 to .622

Maximum weight for machinable letter is 3.5 oz

MARKETING MAIL

National - Up to 3.5 oz. - .345 to .402
Local - Up to 3.5 oz. - .318 to .353
Carrier Rate - Up to 3.5 oz. - .237 to .610

NON-PROFIT

National - Up to 3.5 oz. - .173 to .230
Local - Up to 3.5 oz. - .146 to .181
Carrier Rate - Up to 3.5 oz. - .141 to .443

POSTCARD SIZE

FIRST-CLASS PRESORT
.384 to .419

FLAT SIZE

FIRST-CLASS PRESORT
Up to 1 oz. - .874 to 1.355
Up to 2 oz. - 1.144 to 1.625
Up to 3 oz. - 1.414 to 1.895
Up to 4 oz. - 1.684 to 2.165
Up to 5 oz. - 1.964 to 2.445
Up to 6 oz. - 2.244 to 2.725
Up to 7 oz. - 2.524 to 3.005

MARKETING MAIL

National - Up to 4 oz. - .687 to .981
Local - Up to 4 oz. - .617 to .911
Carrier Rate - Up to 4 oz. - .261 to .502

NON-PROFIT

National - Up to 4 oz. - .451 to .745
Local - Up to 4 oz. - .381 to .675
Carrier Rate - Up to 4 oz. - .150 to .419

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.

MPE MELE PRINTING

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A CUSTOMER'S GUIDE TO
MAILING
July 2024



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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**

TOLL-FREE 1.866.801.0022 WWW.MELEPRINTING.COM

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

| | | LENGTH | HEIGHT |
|-----------------|----------|---------------|--------------|
| POSTCARD | minimum | 5 inches | 3-1/2 inches |
| | maximum | 9 inches | 6 inches |
| LETTER | minimum | 5 inches | 3-1/2 inches |
| | maximum | 11-1/2 inches | 6-1/8 inches |
| FLAT | minimum* | 11-1/2 inches | 6-1/8 inches |
| | maximum | 15 inches | 12 inches |

* Any mail that exceed one or more letter-size maximum dimensions.

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

Mailpiece design analysts (MDAs) are specially trained USPS employees who can answer questions about mailpiece design, give advice on evaluating pieces of mail for automation discounts, provide technical assistance on envelope standards, and help construct mailing plans.

For assistance from an MDA, email MDA@usps.gov or call 877-672-0007 (select option 2 for mailing and shipping, then option 2 for MDA) Hours of operation are Monday through Friday, 7 a.m. to 7 p.m. Central Time (closed federal holidays).

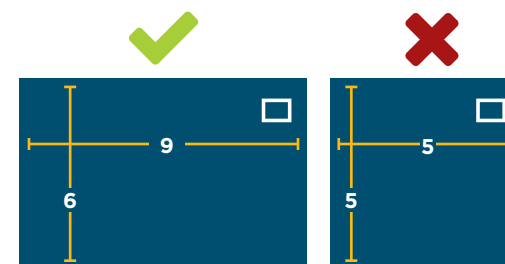
ASPECT RATIO

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.



TIPS AND TOOLS FOR MEASURING

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

maximum size for Postcards 9" long x 6" high

maximum size for Letters 11-1/2" long x 6-1/8" high
Flats exceed one of the letter size maximum dimensions.

maximum thickness for Flats 3/4" thick

maximum thickness for Letters 1/4" thick

*Once a piece of mail exceeds the maximum length, height, or thickness of a shape, it automatically gets classified as the next largest shape.

minimum size for Postcards and Letters 5" long x 3-1/2" high

minimum size for an address panel is no smaller than 4 inches wide x 2.25 inches tall clear space

ADDRESS PANEL

John Smith
123 Anywhere Street
Anytown, USA 12345

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.

DEDUPE REFERENCE

HOUSEHOLD = LAST NAME + ADDRESS + ZIP
Every **LAST NAME + ADDRESS** in the list will receive one (1) mail piece.
Example:

| | | |
|--|---|--|
| Mary Smith 123 My St Covington, LA 70433 | Sally Doe 123 My St Covington, LA 70433 | John Smith 123 My St Covington, LA 70433 |
| MAILED | NOT MAILED | MAILED |

ONLY ONE PIECE OF MAIL PER LAST NAME WILL BE DELIVERED TO THIS ADDRESS.
Use this method to dedupe and deliver multiple pieces of mail to one address for things such as *deals* and *coupons*.

ADDRESS = ADDRESS + ZIP
Every **ADDRESS** in the list will receive one (1) mail piece.
Example:

| | | |
|--|--|---|
| Mary Smith 123 My St Covington, LA 70433 | John Smith 123 My St Covington, LA 70433 | Sally Smith 123 My St Covington, LA 70433 |
| MAILED | NOT MAILED | NOT MAILED |

ONLY ONE PIECE OF MAIL WILL BE DELIVERED TO THIS ADDRESS.
Use this method to dedupe and deliver one piece of mail to an address for things such as *church services* and *flyers*.

EXACT MATCH = FULL NAME + ADDRESS + ZIP
Every **FULL NAME + ADDRESS** in the list will receive one (1) mail piece.
Example:

| | | |
|--|--|--|
| Mary Smith 123 My St Covington, LA 70433 | John Smith 123 My St Covington, LA 70433 | John Smith 123 My St Covington, LA 70433 |
| MAILED | MAILED | NOT MAILED |

EACH EXACT NAME AND ADDRESS WILL GET ONE PIECE OF MAIL.

*****All fields must be exactly the same for Exact Match*****
Example:

Mr. John Doe and John Doe **wouldn't** dedupe due to the prefix.
John Doe Jr and John Doe, Jr. **wouldn't** dedupe due to punctuation.

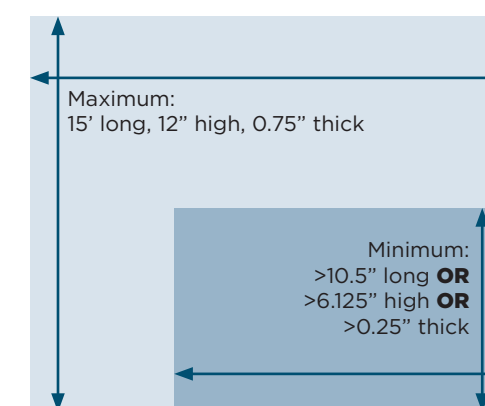
Use this method to dedupe and deliver to multiple names at one address for things like *invitations* or *personal letters*.

EVERY DOOR DIRECT MAIL

EDDM RATES

EDDM - STANDARD Up to 4 oz. - .219 to .230

EDDM - NON PROFIT Up to 4 oz. - 0.116 to 0.127



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

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