



10 MOST COMMON MISTAKES IN MAILPIECE DESIGN

Agenda

- Listing Of The 10 Most Common Mistakes
- Discussing Each Mistake Individually

10 Most Common Mistakes

1. Not Meeting Minimum Mailing Dimensions
2. Dark/Black Background Color on Mailpieces.
3. Screening/Imaging
4. Return Address Placement on Letters & Flats.
5. Text or Graphics in the Barcode Clear Zone
6. Postcard Design
7. Insert Shift
8. Folded Self-Mailer Construction
9. Address Placement on Flats
10. Requesting Uniquely Assigned BRM ZIP+4 Code

Common Mistake #1

Not Meeting Minimum Mailing Dimensions

Current Postal Minimum Dimensional Requirement for Mailing:

- Minimum Height: 3.5” inches
- Minimum Length: 5.0” inches
- Minimum Thickness: .007” inch

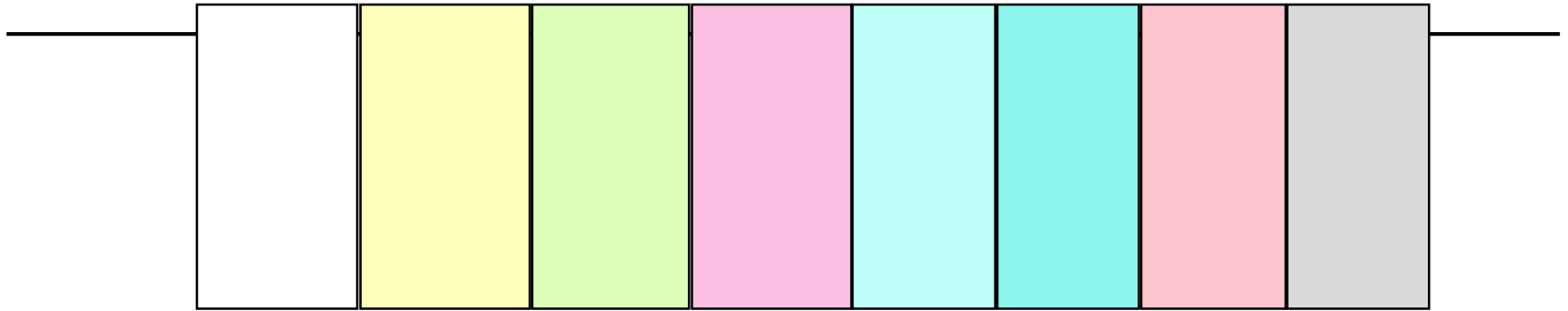
Information regarding how the placement of the delivery address can negatively impact the mailability of a design can be reviewed in section 601.1.3 of our USPS Domestic Mail Manual (DMM)

Common Mistake #2

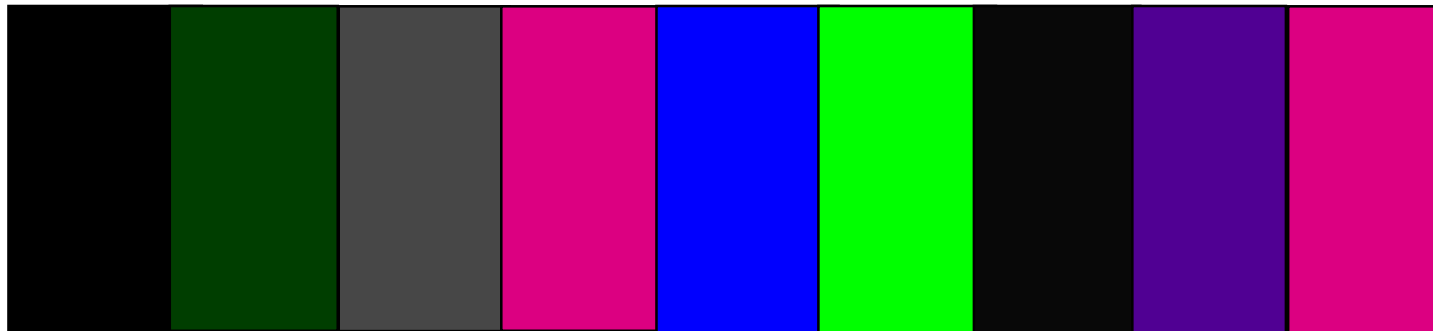
Black/Dark Colored Background



PAPER COLORS



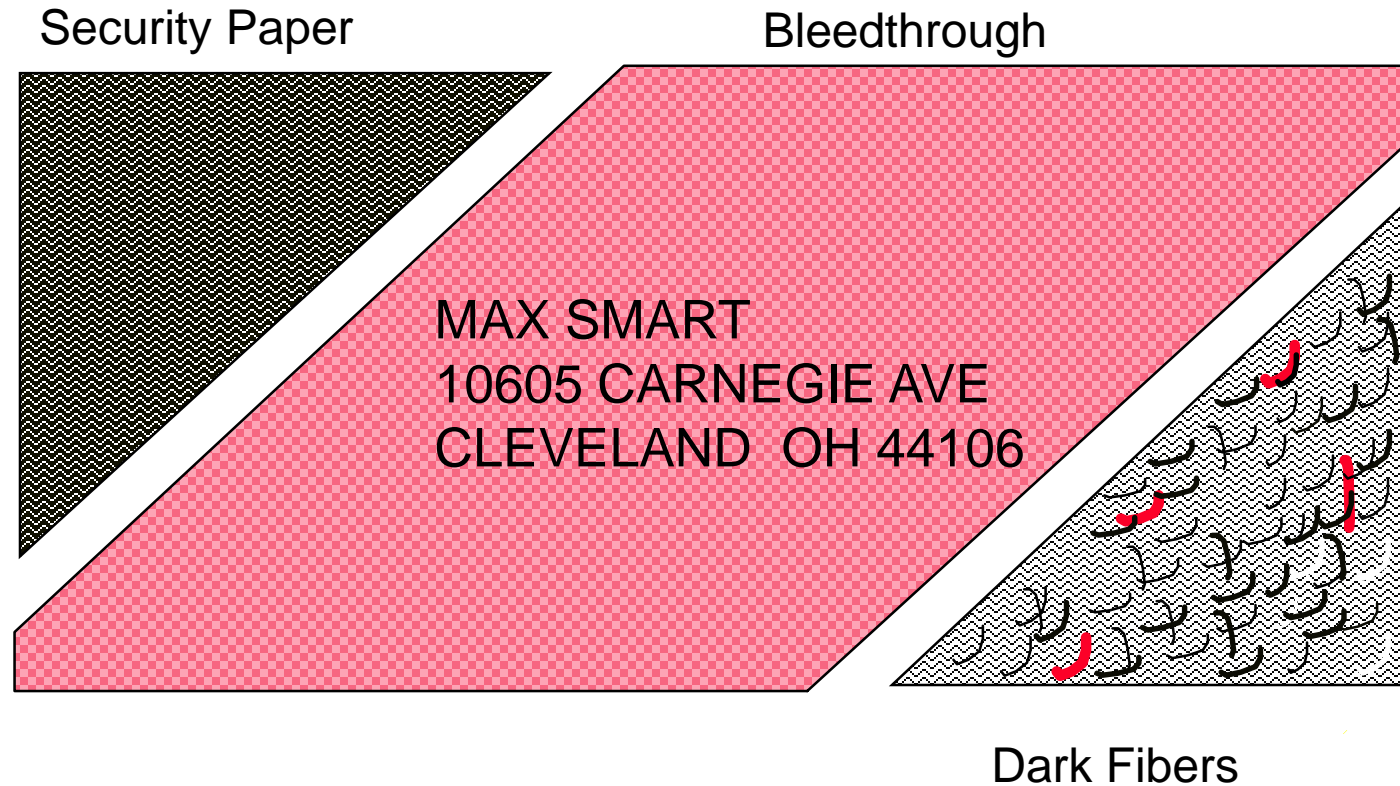
RECOMMENDED: LIGHT PASTELS, NEUTRALS = GOOD



**NOT RECOMMENDED: DARK, BRIGHT, BLACK, FLUORESCENT
COLORED BACKGROUND = POOR**

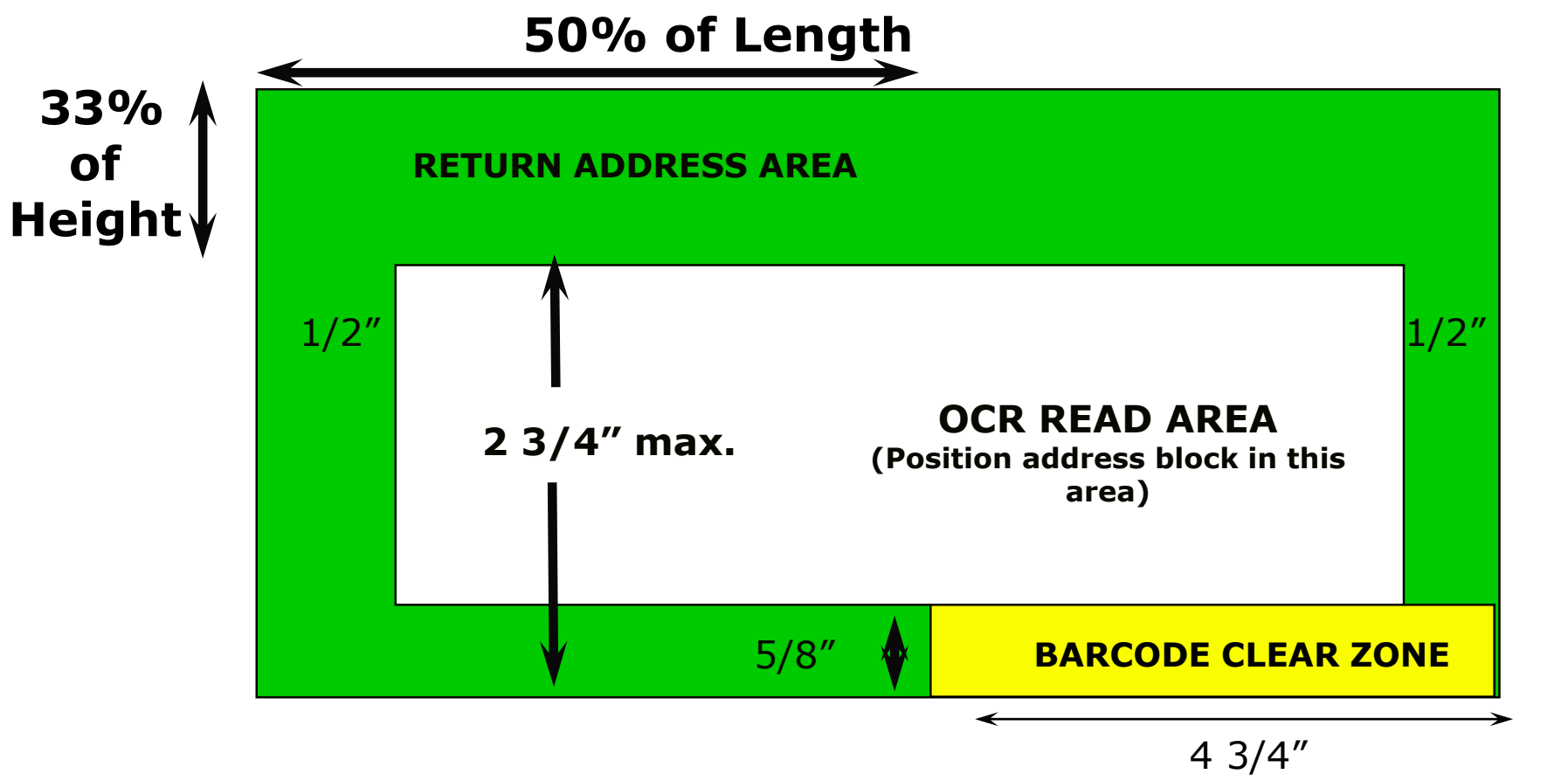
Common Mistake #3

Screenings/Imaging



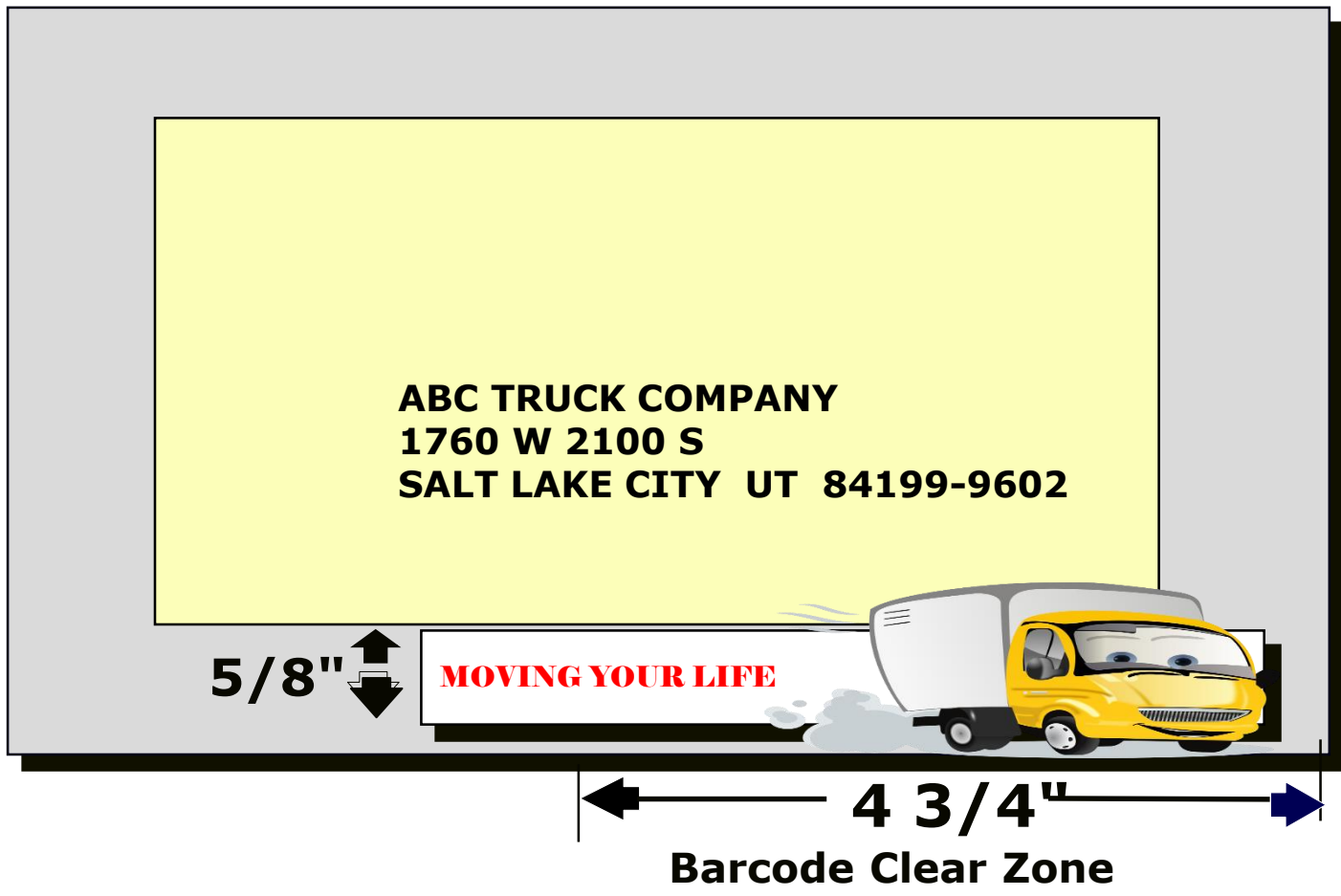
COMMON AUTOMATION PROBLEMS

Common Mistake #4 Return Address Placement



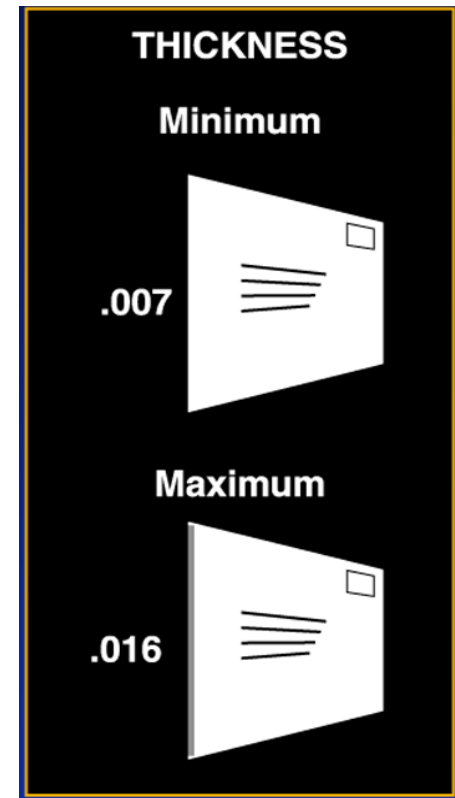
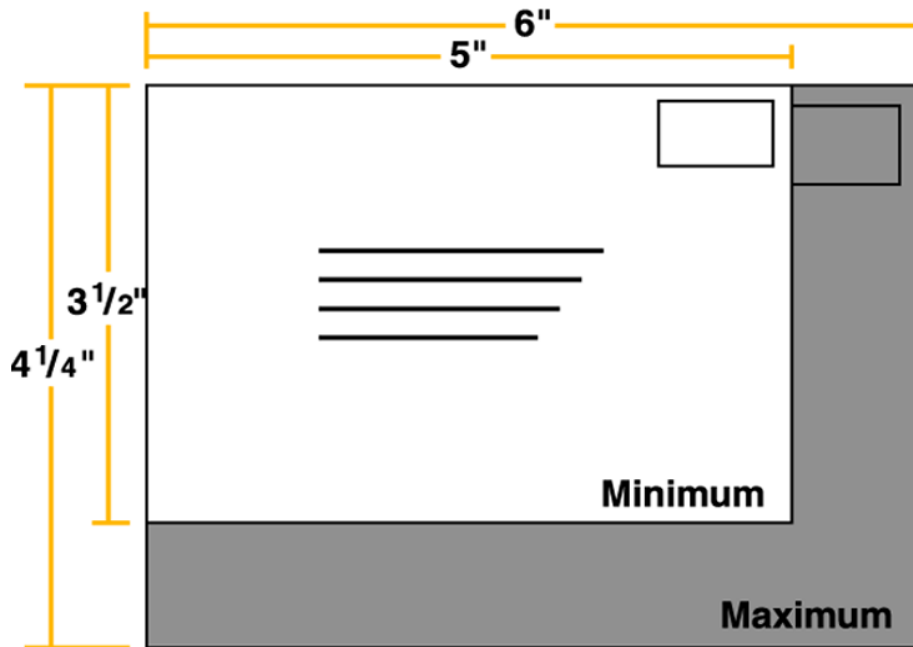
Common Mistake #5

Text or Graphics in the Barcode Clear Zone



Common Mistake #6

Postcard Design

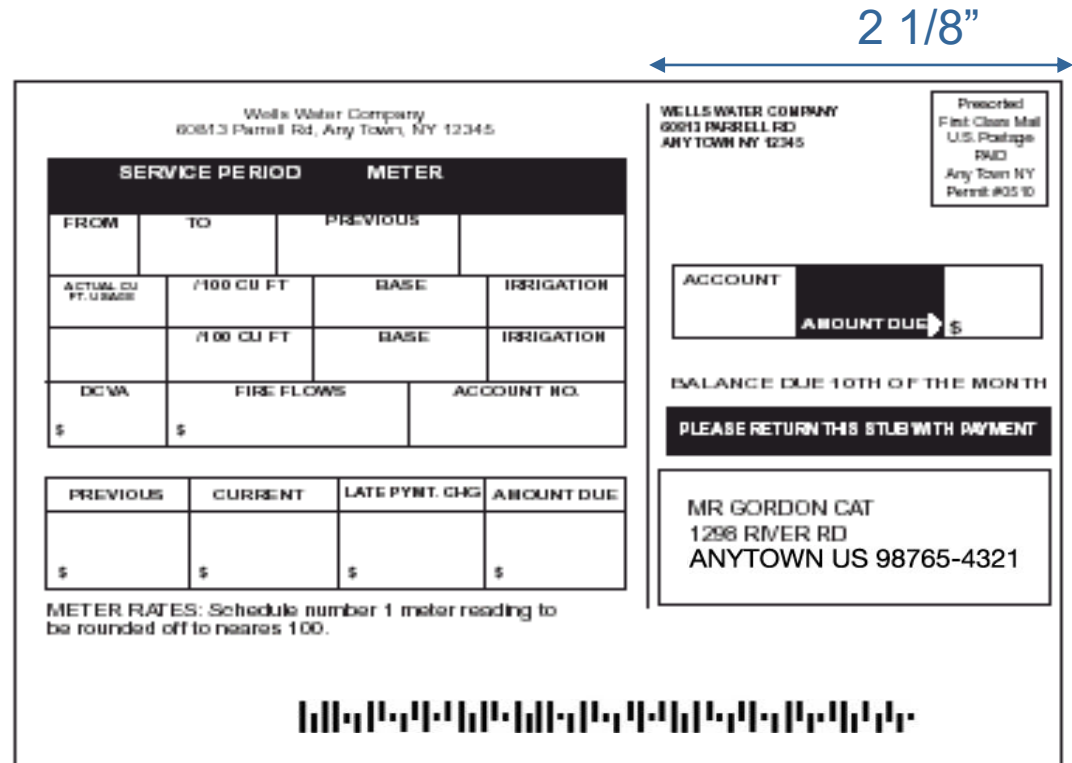


Postcard Design – Vertically Divided

Address, postage and any Postal Service markings must appear on the right side measuring at least 2 1/8" wide (measured from the right edge of the card)

There must be 1/8" clear space around the delivery address.

There also must be 1/2" margin on the right side of the card



Not drawn to scale

Postcard Design – Horizontally Divided

Address, postage and any markings must appear on the portion containing the address and measure at least 1 1/2" high from the top or bottom edge of the card

There must be 1/8" clear space around the delivery address

1 1/2"

50% OFF		reg.	NOW
50% OFF	Solid Silk Blend and Spring Patterned Sportscoats.....	\$295	\$147.50
50% OFF	Classic Super 100s Business Express Suit Separates..... (Jacket and Matching Trousers)	\$395	\$197.50
50% OFF	Corporate Collection Suits.....	\$495	\$247.50
50% OFF	Ultrasoft Polynonic Dress Pants.....	\$ 95	\$47.50
50% OFF	Featherweight Blazers.....	\$295	\$147.50
50% OFF	Featherweight Dress Pants.....	\$195	\$97.50

Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable at Factory or Outlet stores, not through catalog or Internet. For more information, call 1-800-323-4557 or visit us at www.emmerthclothing.com

Emmerth Clothing
ESTABLISHED 1981

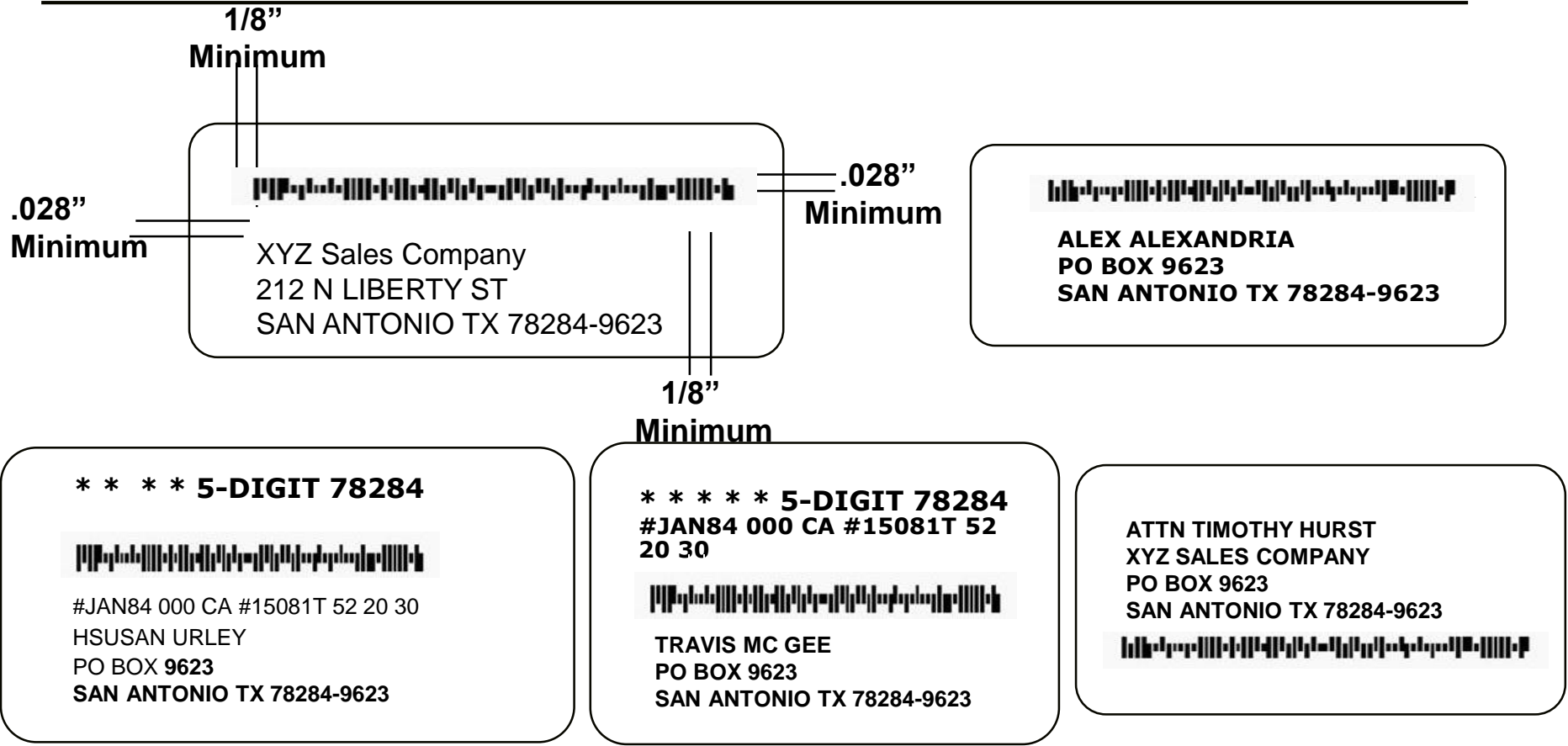
Please deliver on or before May 21

CARRIE WITT
1234 ELM ST
ANY TOWN NY 12345-6789

Presorted
First Class Mail
U.S. Postage
FIM
Any Town, NY
Permit # 99

With or without rule

Common Mistake #7 Insert Shift

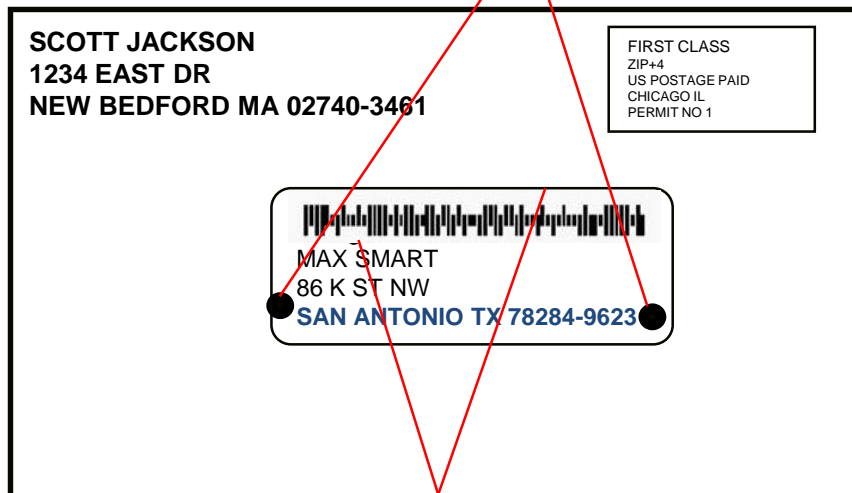


Window Envelopes

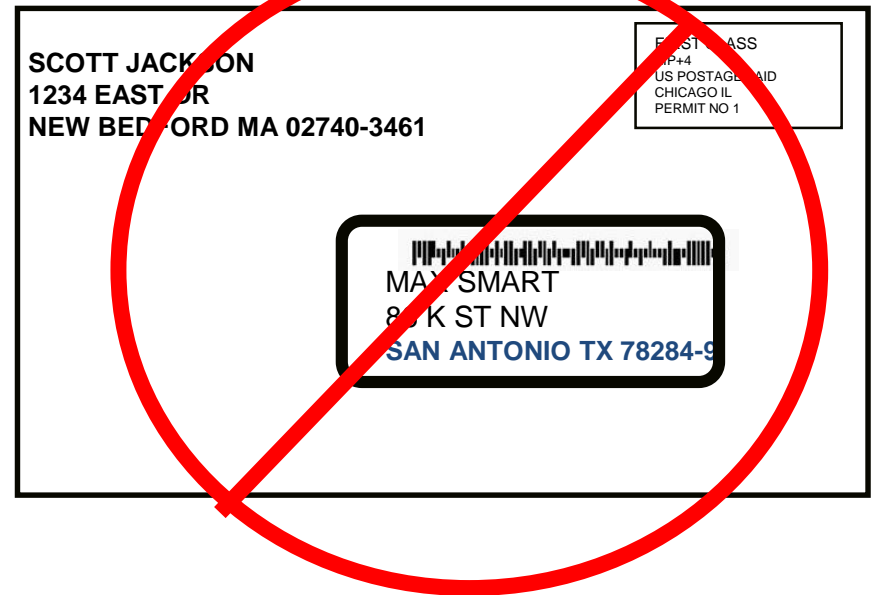
Barcode Readability – Window Envelopes

Barcode may appear on the piece or on an insert showing through a barcode window

1/8"



0.028"



Common Mistake #8

Folded Self-Mailer Construction

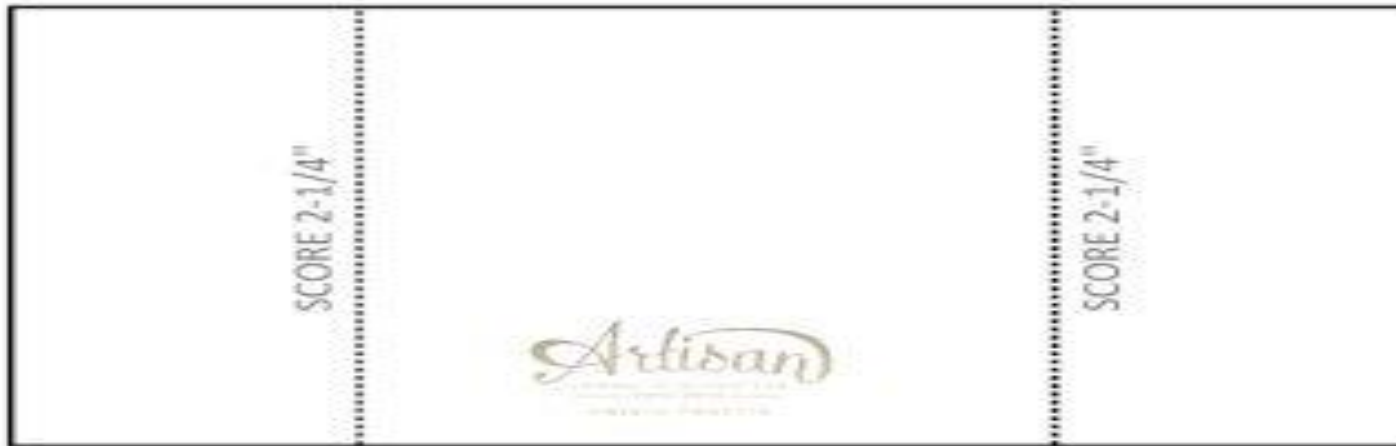
What is a Folded-Self Mailer?

- A letter-size mailpiece formed by two or more panels that are created when one or more unbound sheets of paper are folded together and sealed.



Gatefold Style - Folded Self-Mailers

gate fold
CARD



Cardstock Dimensions 8-1/2" X 5-1/2"

score at 2-1/4" from each end

Common Mistake #9

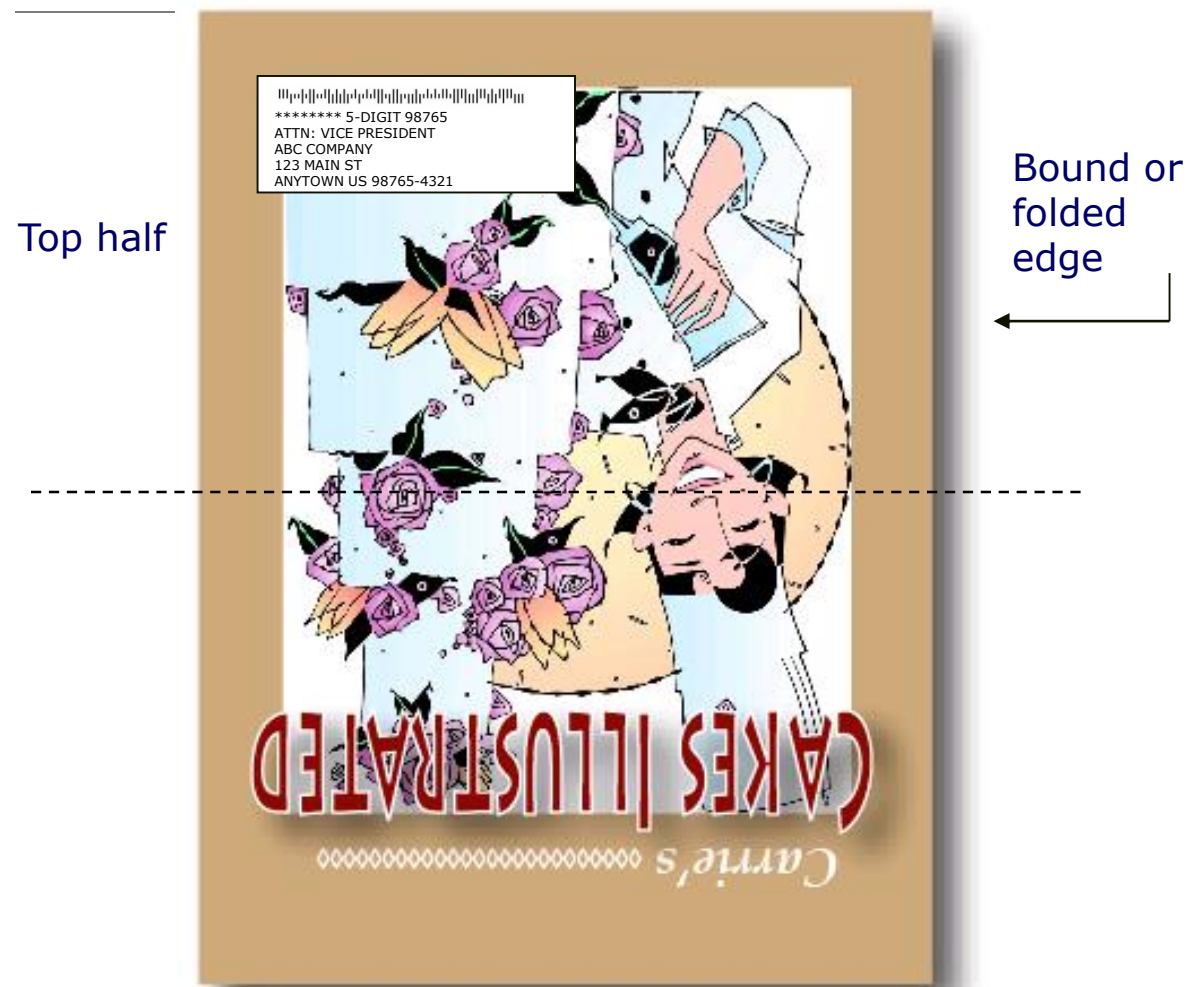
Address Placement for Enveloped, Polywrapped or Card-style Flats

Top edge

Top half



Address Placement – Bound or Folded Flats



Common Mistake #10

Procedure for Requesting a Uniquely-Assigned BRM ZIP+4 Code

UNITED STATES POSTAL SERVICE®		BRM/QBRM Application	
		For ZIP+4 Code Assignment/Validation and GBRM Approval	
		See instructions on reverse.	
1. Customer Information (To Be Completed by the Customer)			
Company Name / Permit Holder		Type of Customer (Check one) <input type="checkbox"/> New Customer <input type="checkbox"/> Existing Customer	Permit Number (Existing customer only)
Address (Street / PO Box)		City	State ZIP+4
Contact Name		Contact Telephone Number	Contact E-mail
Address Information To Be Printed on the Mailpiece: (Print or Type)		Rate Category Information	
Company Name Shown on Mailpiece		Rate Category Requested (Check one) <input type="checkbox"/> BRM (Sections 5 and 6 are not applicable.) <input type="checkbox"/> QBRM™ (All sections are applicable.)	
Address (Street / PO Box)		Mailpiece Information (Check All That Apply — Use inches for height and length)	
City	State	BRM ZIP+4 (Daily authorized)	<input type="checkbox"/> Postcard (QBRM only): Height _____ Length _____
			<input type="checkbox"/> 1-oz. letter (QBRM only): Height _____ Length _____
			<input type="checkbox"/> 2-oz. letter (QBRM only): Height _____ Length _____
			<input type="checkbox"/> Other (BRM only): Height _____ Length _____
Signature: By signing this form, I hereby affirm that I am not requesting any additional ZIP+4 codes for which I do not intend to distribute QBRM.		City of Reply Office Where Submitted	State ZIP+4
Signature of Customer or Mail Service Provider			
Customer: After completing Section 1, submit this form to the local Post Office™ that issues/holds the permit.			
2. Issuing Permit Office Information (To Be Completed by the Post Office That Issues/Holds the Permit)			
City	State	Finance Number	Post/Center Code
			Permit No. Issued to Customer <input type="checkbox"/> Yes <input type="checkbox"/> No
Employee Verifying Customer's Receipt/Pass/Letter	Employee's Title	Date	Fees Paid and Amount (Check and complete all that apply) <input type="checkbox"/> (Ver.) Ann. Permit \$ _____ <input type="checkbox"/> Qr. High-Vol. \$ _____ <input type="checkbox"/> Ann. Acct. Maint. \$ _____
Employee Completing This Section (Full Name)	Employee's Signature	Date	
Issuing Post Office: After completing Section 2, forward this form to the local AMS office. After AMS completes and returns the form, send a copy to customer.			
3. AMS Information (To Be Completed by USPS Address Management Systems)			
Data Received: AMS: Do not accept this form unless Sections 1 and 2 have been completed by the customer and the local Post Office. AMS representatives must enter the permit number and the media code in the AMS database when validating or assigning a ZIP+4. Assign multiple ZIP+4s only as needed — do not over-code.			
Assigned BRM or QBRM ZIP+4 (check the box if the address is verified, or newly assigned)		Address Error Corrections or Other Comments	
<input type="checkbox"/> Postcard:			
<input type="checkbox"/> 1 oz. letter:			
<input type="checkbox"/> 2 oz. letter:			
<input type="checkbox"/> Other:			
Employee Completing This Section (Full Name)	Employee's Signature	Date	
AMS: After completing Section 3, return this form to the local Post Office that issued the permit. The local Post Office will return it to the customer.			
4. Customer Instructions for Obtaining Reply Mail Artwork — a Complimentary Service From the Postal Service			
Customers distributing BRM or QBRM mailpieces may obtain complimentary artwork directly from the Postal Service as follows:			
1. Wait 48 hours after receiving a permit number and ZIP+4 before using the U.S. Postal Service artwork tool.			
2. To create a business account, go to the Business Customer Gateway at https://gateway.usps.com/bcg/login.htm .			
3. Use the Gateway account to request a Mailer ID (MID), which is required for obtaining reply mail artwork.			
4. Select the link for "Automated Business Reply Mail (ABRM)" to design and print reply mail artwork.			
5. Access the ABRM user guide at https://fbbs.usps.gov/index.cfm?page=brmatool .			
6. For assistance with the ABRM tool, call the MDA Support Center at 855-593-5093.			

MDA SUPPORT CENTER

MDA Help Desk

Phone: 855-593-6093

Email: MDA@USPS.GOV

Monday – Friday

7:00 a.m. – 5:00 p.m. CST