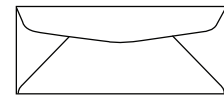


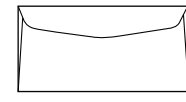
## ENVELOPE TEMPLATES

### COMMERCIAL

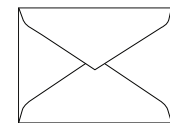
STYLE	ENVELOPE SIZE
#6 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>2</sub> " x 6"
#6 <sup>3</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub> " x 6 <sup>1</sup> / <sub>2</sub> "
#7	3 <sup>3</sup> / <sub>4</sub> " x 6 <sup>3</sup> / <sub>4</sub> "
#7 <sup>3</sup> / <sub>4</sub>	3 <sup>7</sup> / <sub>8</sub> " x 7 <sup>1</sup> / <sub>2</sub> "
#8 <sup>5</sup> / <sub>8</sub>	3 <sup>5</sup> / <sub>8</sub> " x 8 <sup>5</sup> / <sub>8</sub> "
#9	3 <sup>7</sup> / <sub>8</sub> " x 8 <sup>7</sup> / <sub>8</sub> "
#10	4 <sup>1</sup> / <sub>8</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
#12	4 <sup>3</sup> / <sub>4</sub> " x 11"
#14	5" x 11 <sup>1</sup> / <sub>2</sub> "



Diagonal Seam



Double Side Seam Web



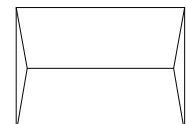
Baronial

### SOCIAL & BARONIAL

STYLE	ENVELOPE SIZE
4 Baronial	3 <sup>5</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>8</sub> "
5 Baronial	4 <sup>1</sup> / <sub>8</sub> " x 5 <sup>1</sup> / <sub>2</sub> "
Astor	3 <sup>5</sup> / <sub>8</sub> " x 5 <sup>5</sup> / <sub>8</sub> "
5 <sup>1</sup> / <sub>2</sub> Baronial	3 <sup>3</sup> / <sub>8</sub> " x 5 <sup>3</sup> / <sub>4</sub> "
Belmont	4 <sup>1</sup> / <sub>4</sub> " x 6 <sup>1</sup> / <sub>4</sub> "
6 Baronial	3 <sup>3</sup> / <sub>4</sub> " x 6 <sup>1</sup> / <sub>2</sub> "
Lee	5 <sup>1</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>4</sub> "

### ANNOUNCEMENTS (SQUARE FLAP)

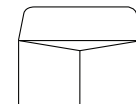
STYLE	ENVELOPE SIZE
A2	4 <sup>3</sup> / <sub>8</sub> " x 5 <sup>3</sup> / <sub>4</sub> "
A6	4 <sup>3</sup> / <sub>4</sub> " x 6 <sup>1</sup> / <sub>2</sub> "
A7	5 <sup>1</sup> / <sub>4</sub> " x 7 <sup>1</sup> / <sub>4</sub> "
A8	5 <sup>1</sup> / <sub>2</sub> " x 8 <sup>1</sup> / <sub>8</sub> "
A9	5 <sup>3</sup> / <sub>4</sub> " x 8 <sup>3</sup> / <sub>4</sub> "
A10	6" x 9 <sup>1</sup> / <sub>2</sub> "
Slimline	3 <sup>7</sup> / <sub>8</sub> " x 8 <sup>7</sup> / <sub>8</sub> "



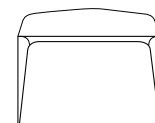
Announcements

### OPEN END CATALOGS

STYLE	ENVELOPE SIZE
#7 Glove	4" x 6 <sup>3</sup> / <sub>8</sub> "
#1 Scarf	4 <sup>5</sup> / <sub>8</sub> " x 6 <sup>3</sup> / <sub>4</sub> "
#3 Scarf	5" x 7 <sup>1</sup> / <sub>2</sub> "
#1 Catalog	6" x 9"
#1 <sup>3</sup> / <sub>4</sub> " Catalog	6 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
#3 Catalog	7" x 10"
#6 Catalog	7 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>2</sub> "
#9 <sup>3</sup> / <sub>4</sub> Catalog	8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>4</sub> "
#10 <sup>1</sup> / <sub>2</sub> Catalog	9" x 12"
#12 <sup>1</sup> / <sub>2</sub> Catalog	9 <sup>1</sup> / <sub>2</sub> " x 12 <sup>1</sup> / <sub>2</sub> "
#13 <sup>1</sup> / <sub>2</sub> Catalog	10" x 13"
#14 <sup>1</sup> / <sub>2</sub> Catalog	11 <sup>1</sup> / <sub>2</sub> " x 14 <sup>1</sup> / <sub>2</sub> "
#15 Catalog	10" x 15"
#15 <sup>1</sup> / <sub>2</sub> Catalog	12" x 15 <sup>1</sup> / <sub>2</sub> "
#10 Policy	4 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
#11 Policy	4 <sup>1</sup> / <sub>2</sub> " x 10 <sup>3</sup> / <sub>8</sub> "
#12 Policy	4 <sup>3</sup> / <sub>4</sub> " x 11"
#14 Policy	5" x 11 <sup>1</sup> / <sub>2</sub> "



Open End



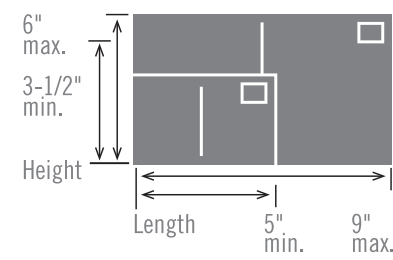
Open Side

### OPEN SIDE BOOKLET

STYLE	ENVELOPE SIZE
#3	4 <sup>3</sup> / <sub>4</sub> " x 6 <sup>1</sup> / <sub>2</sub> "
#5	5 <sup>1</sup> / <sub>2</sub> " x 8 <sup>1</sup> / <sub>8</sub> "
#6	5 <sup>3</sup> / <sub>4</sub> " x 8 <sup>7</sup> / <sub>8</sub> "
#6 <sup>1</sup> / <sub>2</sub>	6" x 9"
#6 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub> " x 9 <sup>1</sup> / <sub>2</sub> "
#7 <sup>1</sup> / <sub>4</sub>	7" x 10"
#7 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>2</sub> " x 10 <sup>1</sup> / <sub>2</sub> "
#9	8 <sup>3</sup> / <sub>4</sub> " x 11 <sup>1</sup> / <sub>2</sub> "
#9 <sup>1</sup> / <sub>2</sub>	9" x 12"
#10	9 <sup>1</sup> / <sub>2</sub> " x 12 <sup>5</sup> / <sub>8</sub> "
#13	10" x 13"

## FIRST-CLASS MAIL SINGLE PIECE RATES

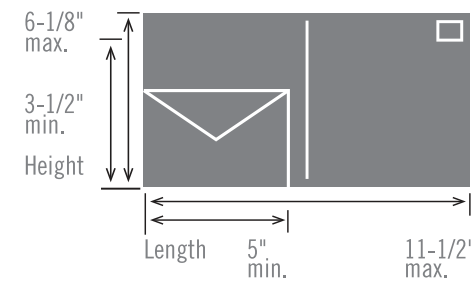
### POSTCARDS



	MINIMUM	MAXIMUM	RATE
Length	5 inches	9 inches	.40
Height	3-1/2 inches	6 inches	
Thickness	0.007 inches	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.

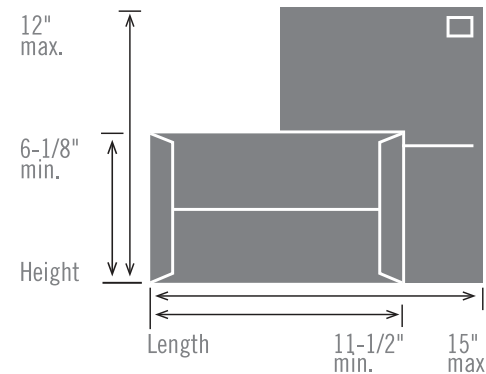
### LETTERS



	MINIMUM	MAXIMUM	WEIGHT NOT OVER (OUNCES)	RATE
Length	5 inches	11-1/2 inches	1	.58
Height	3-1/2 inches	6-1/8 inches	2	.78
Thickness	0.009 inches	1/4 inch	3	.98
			3.5	1.18

Letters that exceed one or more of the nonmachinable characteristics are subject to the \$0.20 nonmachinable surcharge (see Domestic Mail Manual 101.1.2). Letters exceeding 3.5 ounces pay flat mail rates.

### FLATS



	MINIMUM*	MAXIMUM	WEIGHT NOT OVER (OUNCES)	RATE
Length	11-1/2 inches	15 inches	1	1.16
Height	6-1/8 inches	12 inches	2	1.36
Thickness	0.009 inches	3/4 inch	3	1.56
			4	1.76
			5	1.96
			6+	+0.20/oz

\*Flats exceed at least one of these dimensions.

Pieces that are rigid, nonrectangular, 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 3.5oz. - .426 to .485

Maximum weight for machinable letter is 3.5 oz.

#### MARKETING MAIL

National - Up to 3.5 oz. - .277 to .330  
Local - Up to 3.5 oz. - .250 to .282

#### NON-PROFIT

National - Up to 3.5 oz. - .146 to .199  
Local - Up to 3.5 oz. - .119 to .151

### POSTCARD SIZE

#### FIRST-CLASS PRESORT

.306 to .326

### POSTCARD SIZE

#### FIRST-CLASS PRESORT

Up to 1oz. - .555 to .891  
Up to 2oz. - .755 to 1.091  
Up to 3oz. - .955 to 1.291  
Up to 4oz. - 1.155 to 1.491  
Up to 5oz. - 1.355 to 1.691  
Up to 6oz. - 1.555 to 1.891  
Up to 7oz. - 1.755 to 2.091

### MARKETING MAIL

National - Up to 4oz. - .482 to .758  
Local - Up to 4oz. - .403 to .680

### NON-PROFIT

National - Up to 4oz. - .278 to .555  
Local - Up to 4oz. - .199 to .476



THE GV CUSTOMER GUIDE TO MAILING





**POSTCARDS**  
Rectangular cardstock mail piece not contained in an envelope

**LETTERS**  
Rectangular mail piece no thicker than .75". This can be a postcard or mail contained in an envelope

**FLATS**  
Flat rectangular mail piece no thicker than .75"

## 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, 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 as a duplicate record that shares 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 Graphic Village, 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 we provided include running your mailing list through the National Change of Address (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 reach the correct recipient – reducing waste.

### MAIL PIECE DESIGN

The second most important thing to remember is the mailpiece design. We have worked closely with Mail Piece Design Analysts around the country to understand best practices. This is very important because designing a mailpiece for high-speed equipment used by the United States Postal Service is required in order to claim any postage discounts. It's very important to understand areas where this high-speed equipment can and cannot read address information and barcodes. GV can provide templates in PDF format for many different mail piece designs. This saves both 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

The MDA Support Center is a centralized agency that routes Mailpiece Design requests from customers to Mailpiece Design Analysts (MDAs) who have specialized mailpiece design expertise. It is the goal of the Support Center to directly connect Postal customers with MDAs, so that customers can receive assistance in a timely, effective manner.

We highly recommend using this service in the design stage to ensure that your piece is designed to USPS automation specifications, giving you the best postage rate and helping to ensure delivery. It also will help to expedite your job through the production phase, since all possible issues should be corrected.

**Customers with Mailpiece Design requests may contact the MDA Support Center either by dialing 855-593-6093, or by sending a request via email to [mda@usps.gov](mailto:mda@usps.gov).**

### 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 that 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, divide the width by the height. Results between 1.3 and 2.5 are good for receiving the automated rate.

## INFORMED DELIVERY® BY USPS®

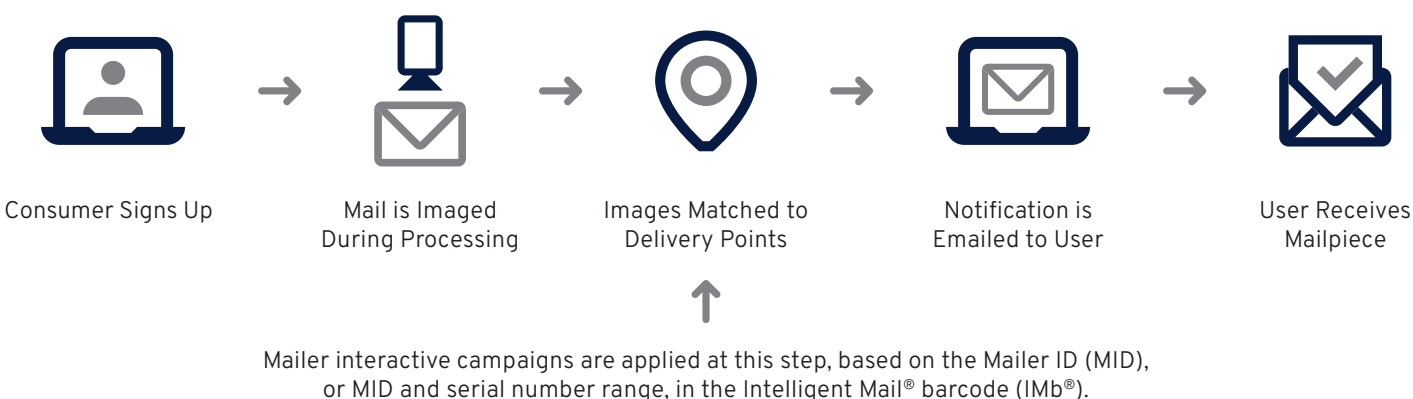
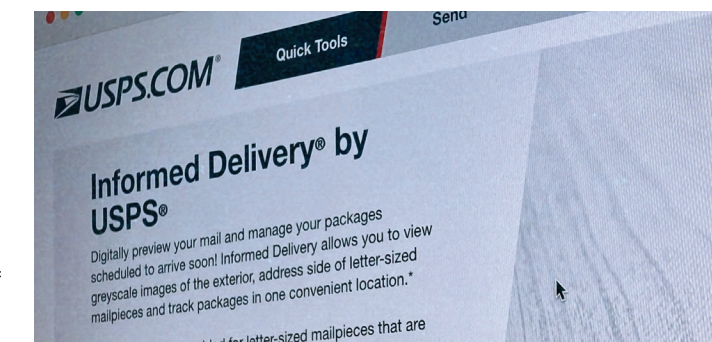
# GET MORE OUT OF YOUR DIRECT MAIL CAMPAIGN

### 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.



### ACCEPTABLE DIMENSIONS OF A FLAT

Rectangular with four square corners or finished corners that do not exceed a radius of .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 .25" thick.

Cannot be more than 15" long, 12" high and .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 .007" (about three sheets of paper) and minimum height is 3.5".

**MAXIMUM HEIGHT OF A FLAT AT RETAIL:** 4 oz. maximum when submitted at a local Post Office.

### EVERY DOOR DIRECT MAIL (EDDM) RATES

**EDDM - STANDARD:**  
Up to 4 oz. - .168 to .235

**EDDM - NON PROFIT:**  
Up to 4 oz. - .080 to .147

**FOR MORE INFORMATION, GO TO:**  
[www.usps.com/everydoordirectmail](http://www.usps.com/everydoordirectmail)

### FURTHER QUESTIONS

This guide answers many questions about our products and services. If you have special mailing needs or questions not answered here, please contact a Graphic Village mail specialist at 513-241-1865.

### GRAPHIC VILLAGE

4440 Creek Road  
Cincinnati, Ohio 45242  
513-241-1865  
[www.graphicvillage.com](http://www.graphicvillage.com)



Graphic Village

## TIPS AND TOOLS FOR MEASURING

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

\*Due to minor variations in printing, the ruler measurements represented below may not be exact. Please confirm all measurements.

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.

**ADDRESS PANEL**

John Smith  
123 Anywhere Street  
Anytown, USA 12345

Minimum size for an address panel clear space is 4" x 2.25".

		Length	Height
Postcard	Minimum	5"	3.5"
	Maximum	9"	6"
Letter	Minimum	5"	3.5"
	Maximum	11.5"	6.125"
Flat	Minimum*	11.5"	6.125"
	Maximum	15"	12"

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

Maximum size for Postcards  
**9" long x 6" high**

Maximum size for Letters  
**11.5" long x 6.125" high**  
Flats exceed one of the letter size maximum dimensions.

Minimum size for Postcards and Letters  
**5" long x 3.5" high**