

What's On The Menu?



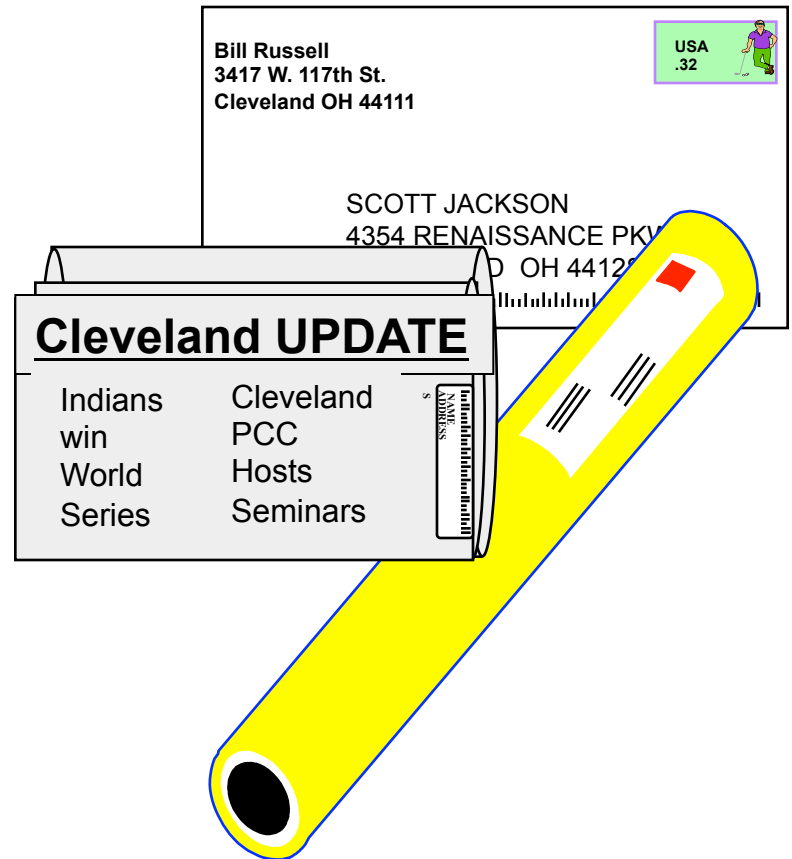
- ▶ Have mailable pieces
- ▶ No damage to pieces
- ▶ Qualify for all discounts
- ▶ Faster mail processing



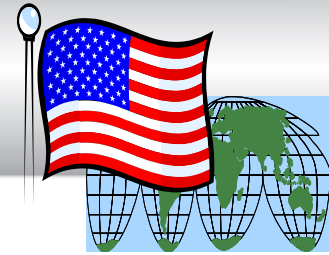
Choose Your Favorite Recipe



- ▶ Letters or Flats
 - Envelopes
 - Post Cards
 - Folded Mailers
 - Booklets
- ▶ Dimensional Mail



Postage Placement



Bill Russell
3417 W. 117th St.
Cleveland OH 44111

USA
.32



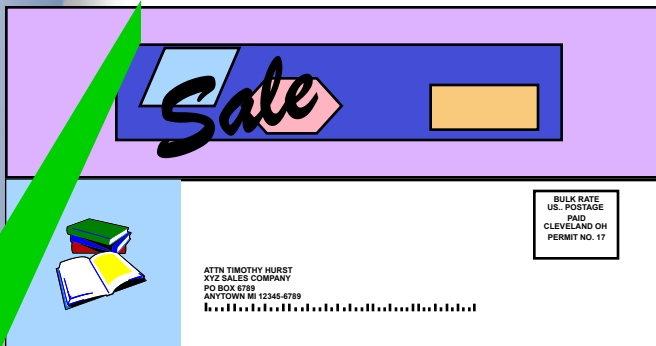
SCOTT JACKSON
4354 RENAISSANCE PKWY
CLEVELAND OH 44128-5758



USA
.32



ATTN TIMOTHY HURST
XYZ SALES COMPANY
PO BOX 6789
ANYTOWN MI 12345-6789



Bill Russell
3417 W. 117th St.
Cleveland OH 44111

BULK RATE
US. POSTAGE
PAID
CLEVELAND OH
PERMIT NO. 17

SCOTT JACKSON
4354 RENAISSANCE PKWY
CLEVELAND OH 44128-5758



Permit Imprints



PRSRT STD
US POSTAGE PAID
CLEVELAND OH
PERMIT NO. 9876

PRESORTED
FIRST-CLASS MAIL
US POSTAGE & FEES
PAID
CLEVELAND OH
PERMIT NO. 9876

MEDIA MAIL
US POSTAGE PAID
CLEVELAND OH
PERMIT NO. 9876

- ▶ Pieces must be identical in weight.
- ▶ Payment must be made before mailing. You cannot use a credit card to pay the postage.
- ▶ Permit Imprints must always contain mail class, OR the mail class must be included in the immediate vicinity of the permit imprint.

Company Permits



- ▶ A “Company Permit” is when you use your company name instead of the permit city, state and number.
- ▶ You must notify Business Mail Entry if you plan to use company permit status.
- ▶ You must have a permit in the city you wish to mail from.
- ▶ Your mail must have a return address.

PRESORTED
STANDARD
US POSTAGE
PAID
BEST XAMPLES
CORP

You must use the same company name that you used when applying for the permit.

Ancillary Service Endorsements

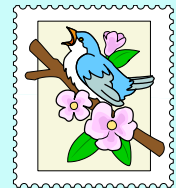


APPLETREE POINT
123 MAPLE ST.
SOUTH EUCLID OH 44121-4912

ADDRESS SERVICE REQUESTED



ADDRESS SERVICE
REQUESTED



ADDRESS SERVICE REQUESTED



ADDRESS SERVICE REQUESTED

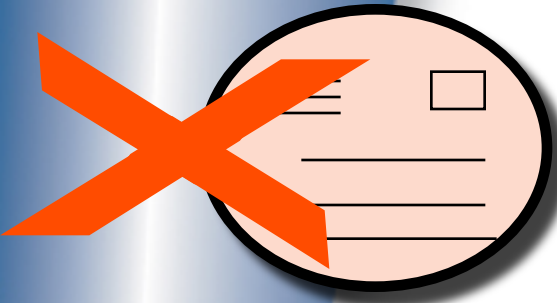
#BWN CXBB**AUTO CR**C003



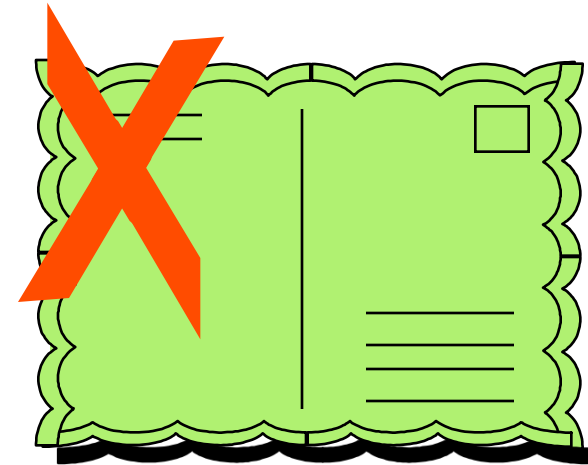
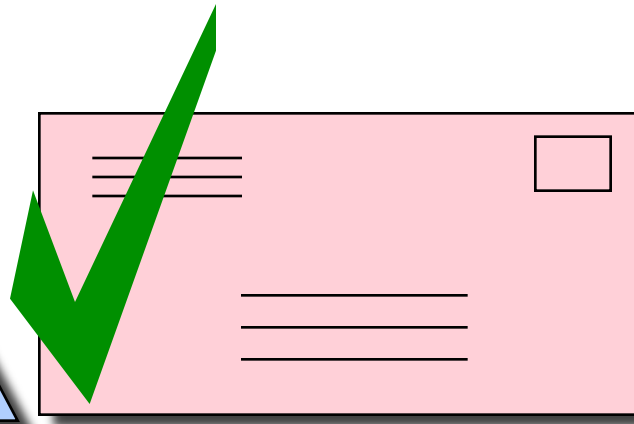
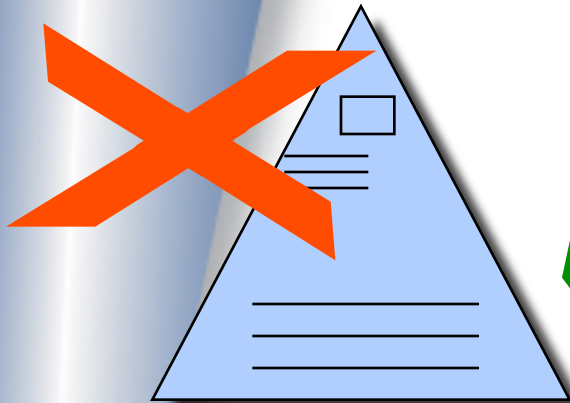
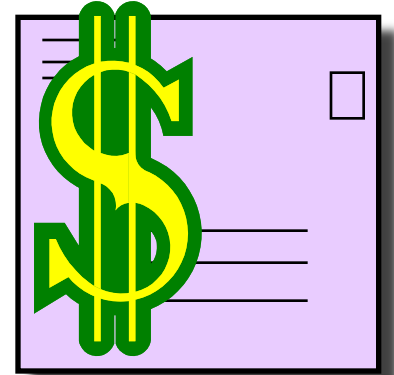
Mary LaCroix
101 Maple St
Avon, OH 44001

1/4"

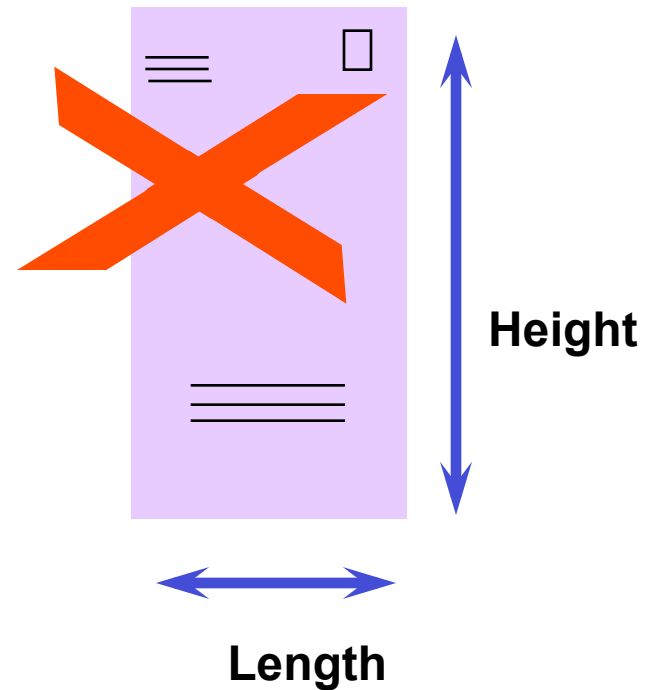
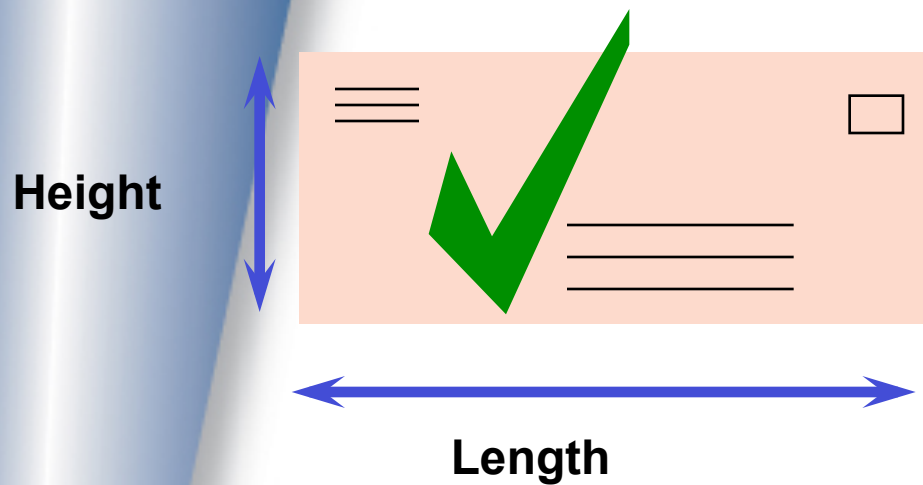
Shape for Letters and Flats



✦ Any piece that is not more than 1/4" thick



Shape – Letter Mail Only

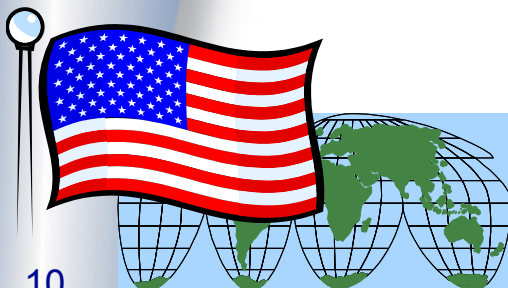
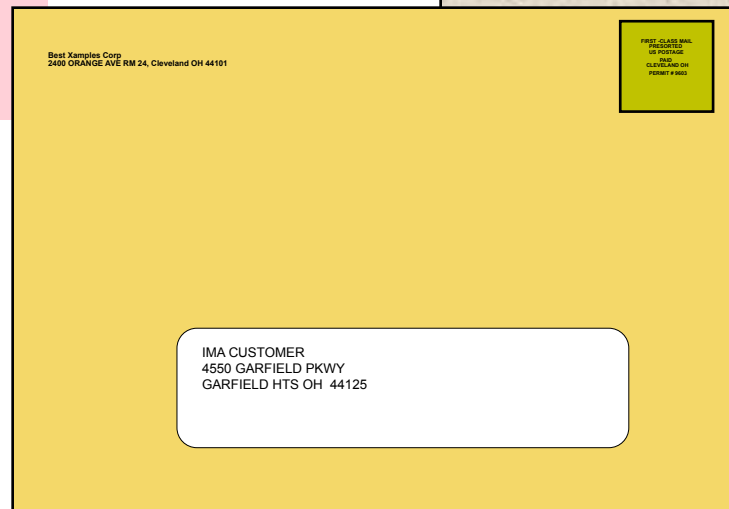
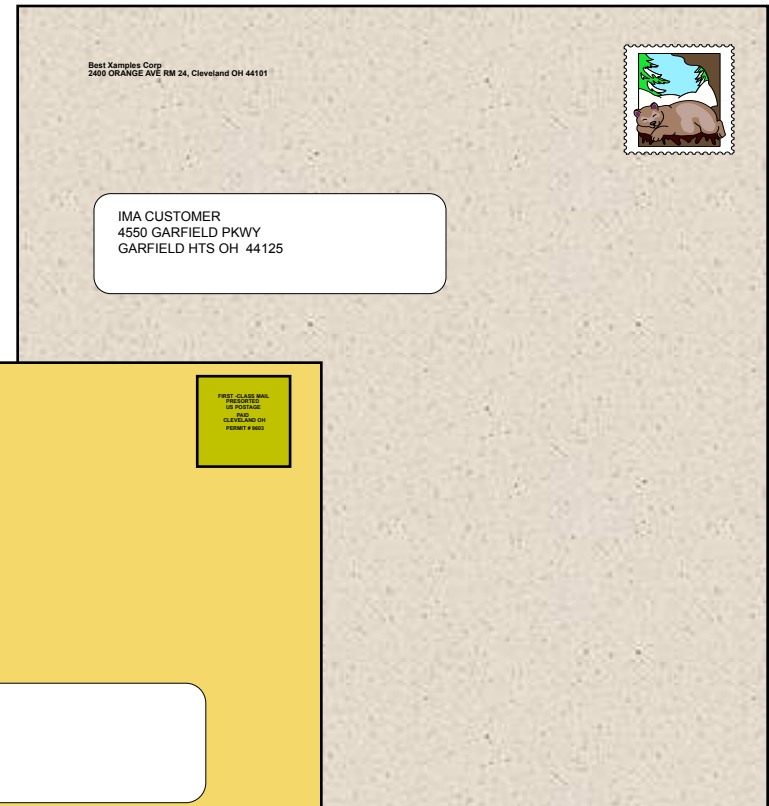
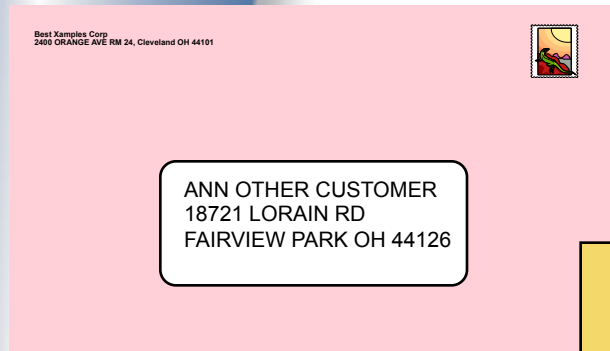


Custom Market Mail and EDDM

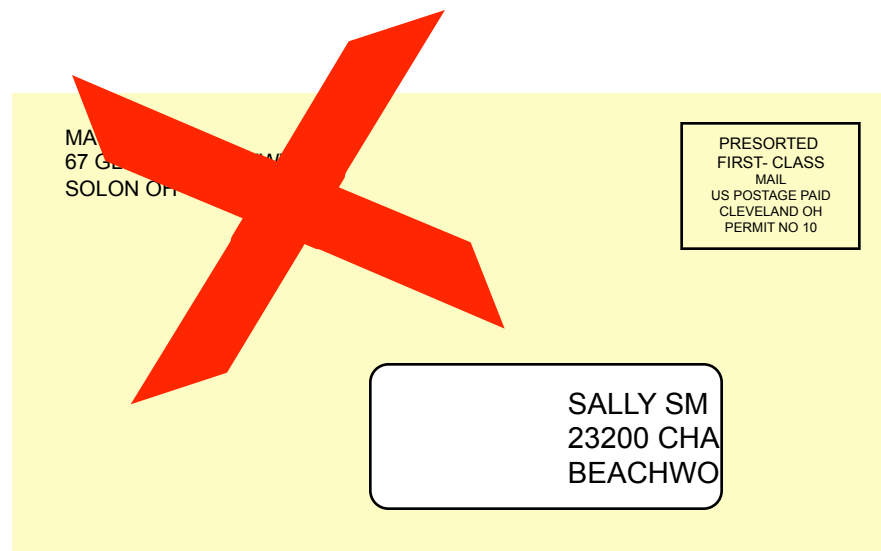
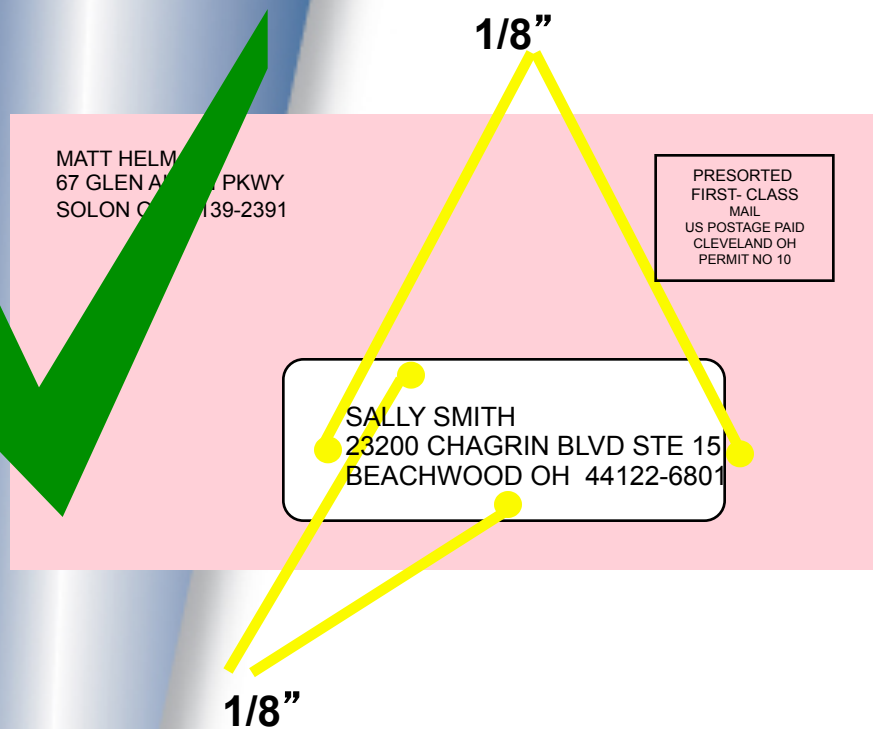


- ▶ **CMM allows odd shapes to be mailed .**
- ▶ **Mail must be entered at DDU.**
- ▶ **EDDM must be flat sized.**
- ▶ **EDDM may be retail or commercial**

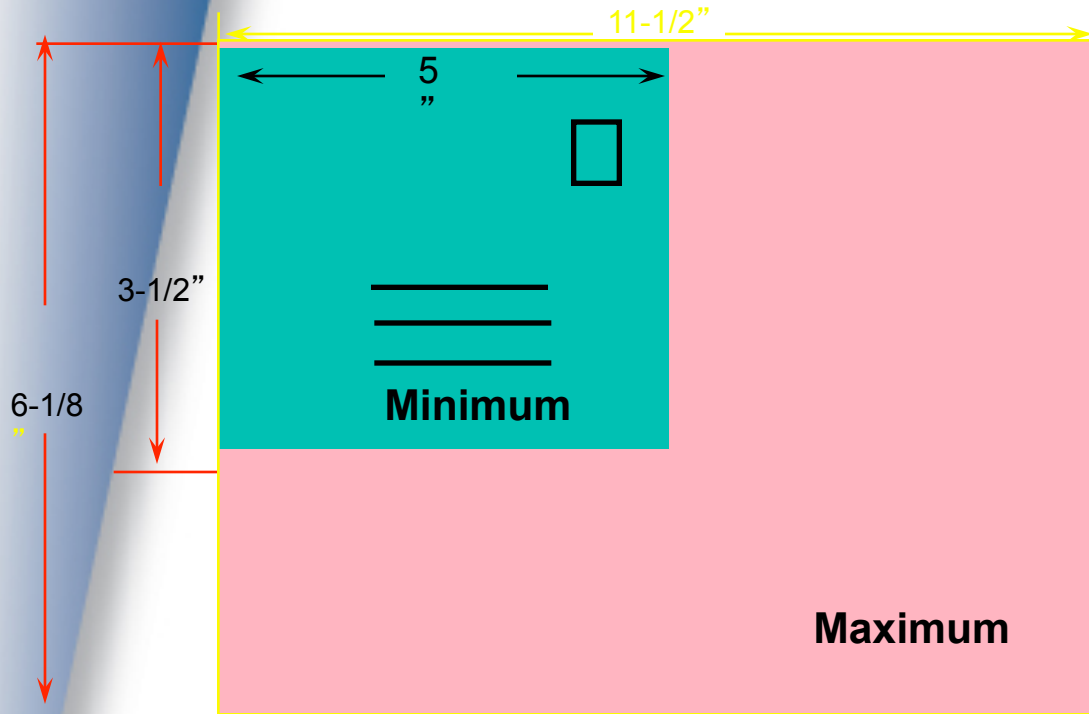
Letters & Flats



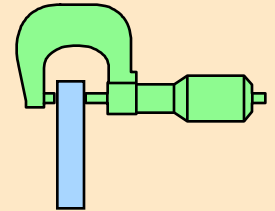
Window Envelopes



Domestic Mail

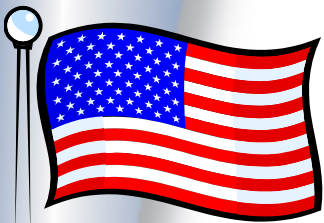


Thickness

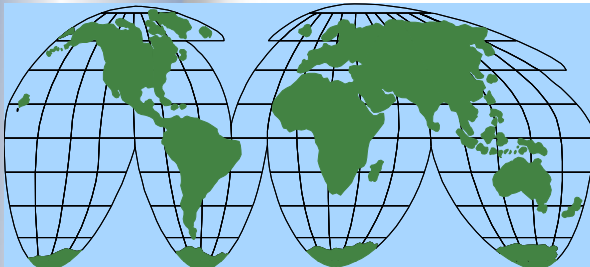
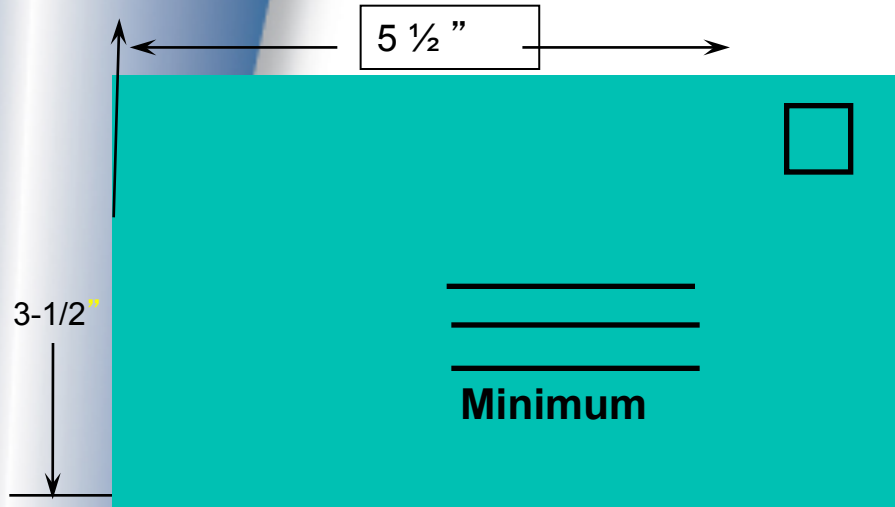


Maximum = .25"

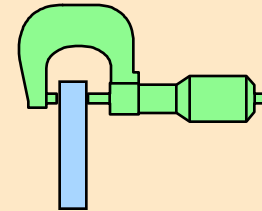
Minimum
6" or less = .007"
Over 6" = .009"



International Mail



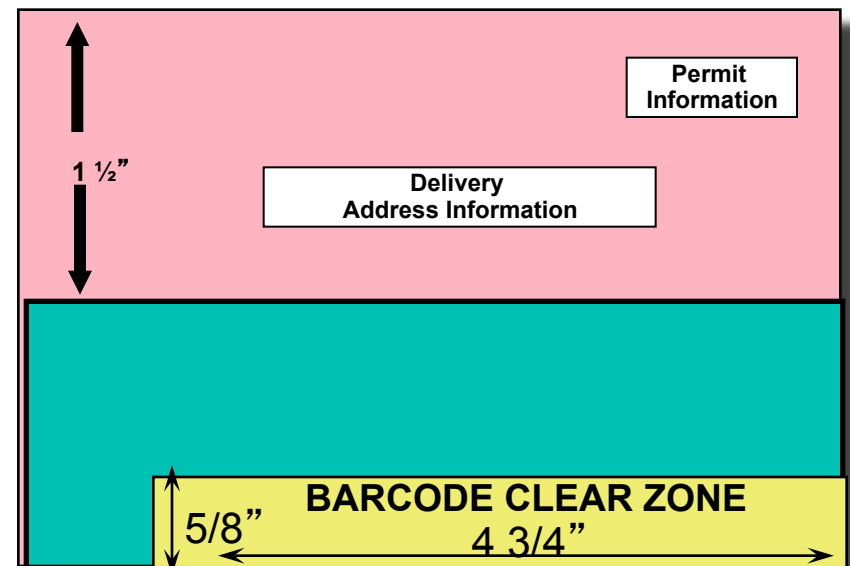
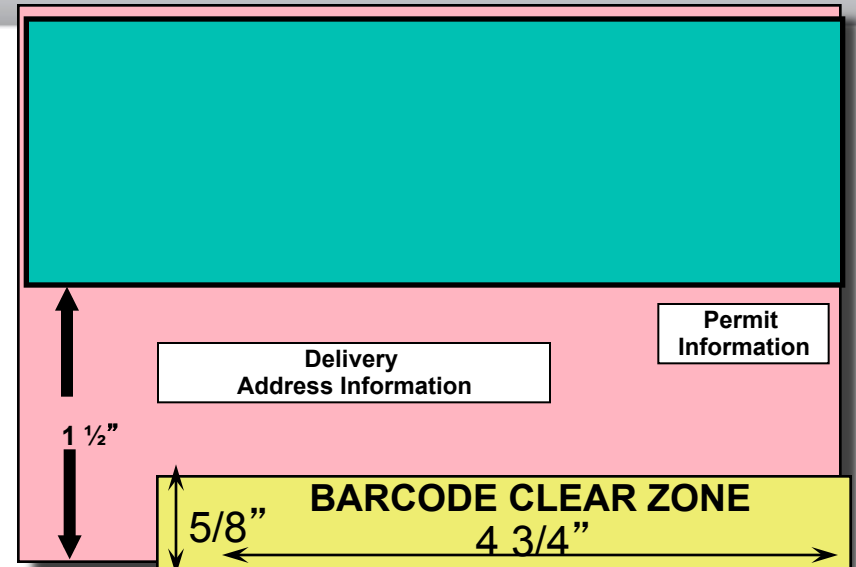
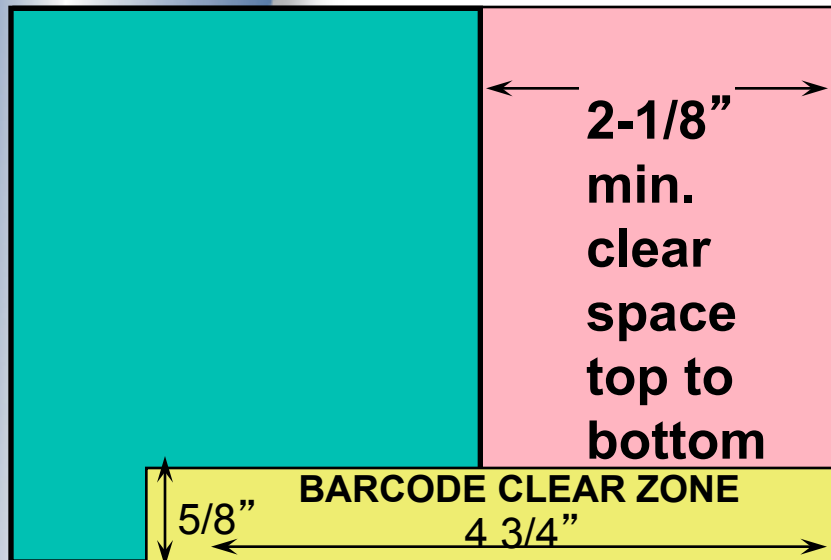
Thickness



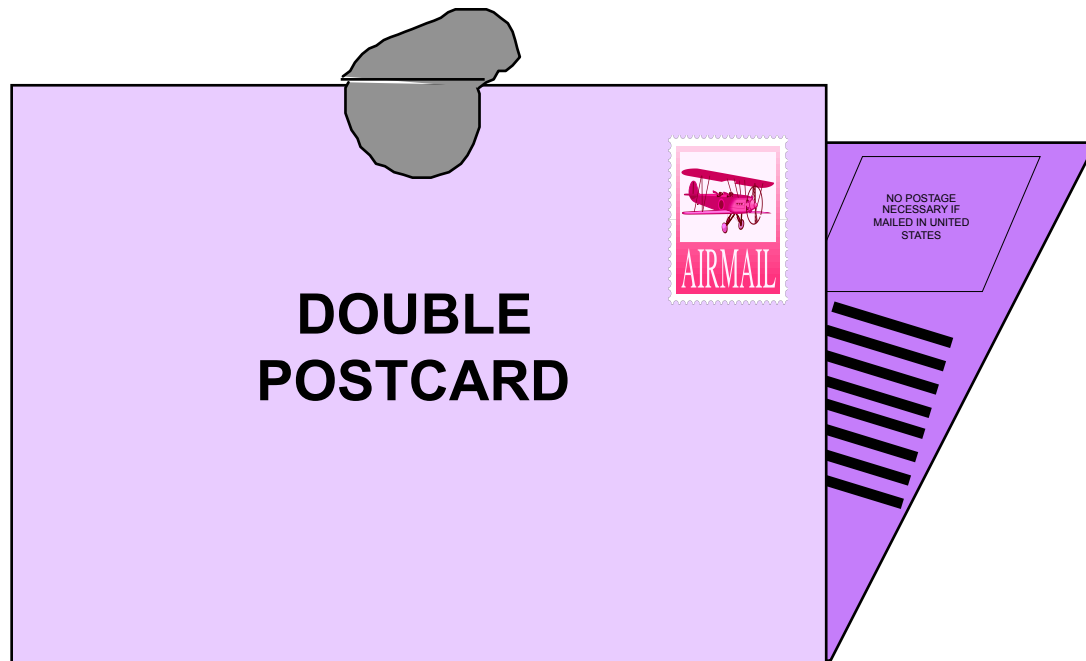
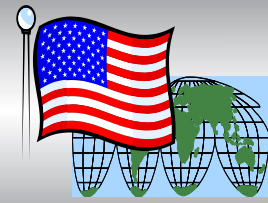
Minimum = 007"

**Maximum = 36 inches
for length, height, depth,
combined.**

Postcard Design



Double Postcard



Tabbing Double Postcards



- ▶ Fold can be at top or bottom.
- ▶ Open edge must be parallel to the address.
- ▶ Single Tab in center of long open edge.



Folded Mailers & Booklets



▶ Double Postcard.

▶ Folded Mailer.

– Does not have any kind of binding.

▶ Booklet.

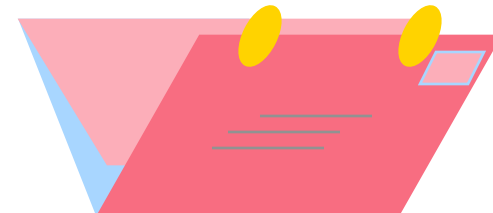
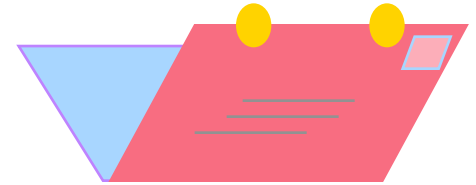
– Two or more staples used for binding. Opens and reads like a magazine.



70 Pound Paper



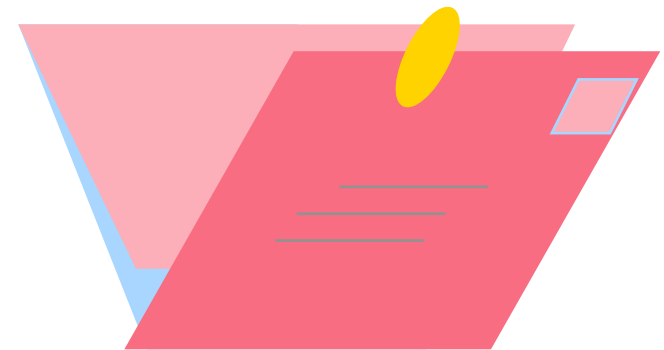
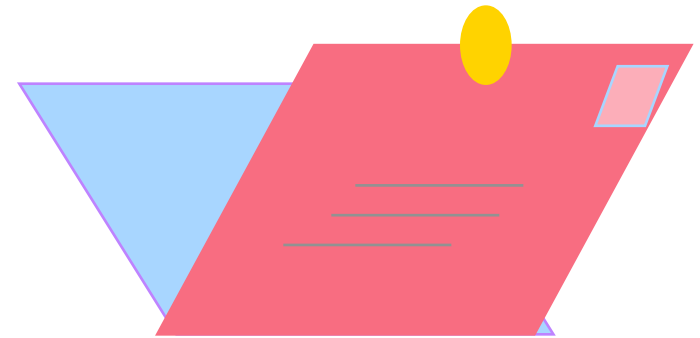
- ▶ 70 lb. bond ($\geq 1\text{oz}$)
- ▶ 80 lb. bond (1 - 3oz)
- ▶ Half-folds and Tri-folds.
- ▶ Two tabs minimum.
- ▶ Fold must be at bottom.



Fold at Bottom



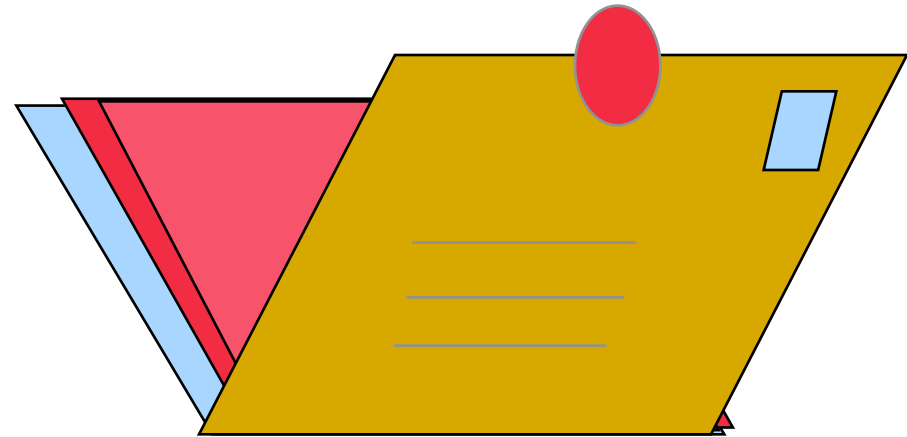
- ▶ 28 lb. bond (17 x 22 inches) minimum.
- ▶ Half-folds and Tri-folds.
- ▶ Fold at bottom.
- ▶ Needs two tabs at top.



Fold at Bottom



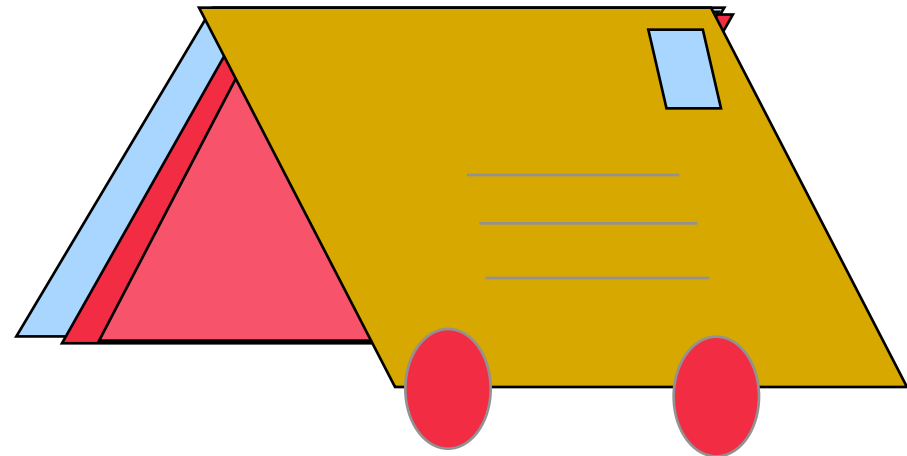
- ▶ 24 lb. bond (17 x 22 inches) minimum.
- ▶ Half-folds and Tri-folds.
- ▶ Fold at bottom.
- ▶ Needs two tabs at top.



Fold at Top carries a surcharge



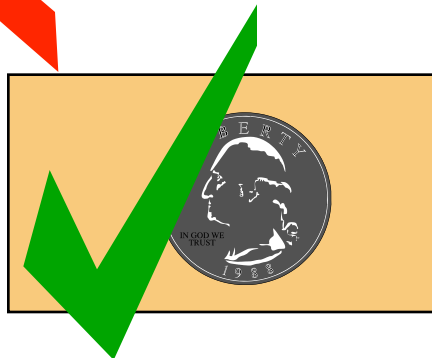
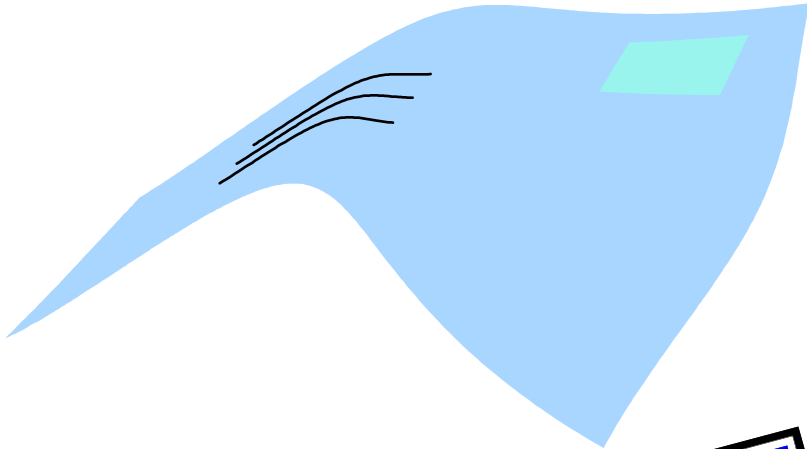
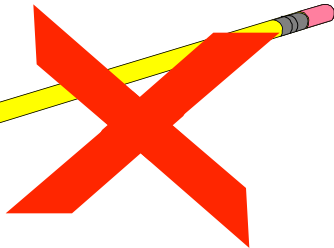
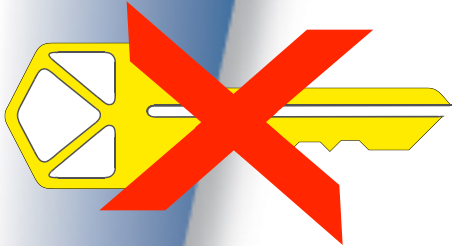
- ▶ 28 lb. bond (17 x 22 inches) minimum.
- ▶ Half-folds and Tri-folds.
- ▶ Fold at top.
- ▶ Is non-machinable
- ▶ Surcharge apply



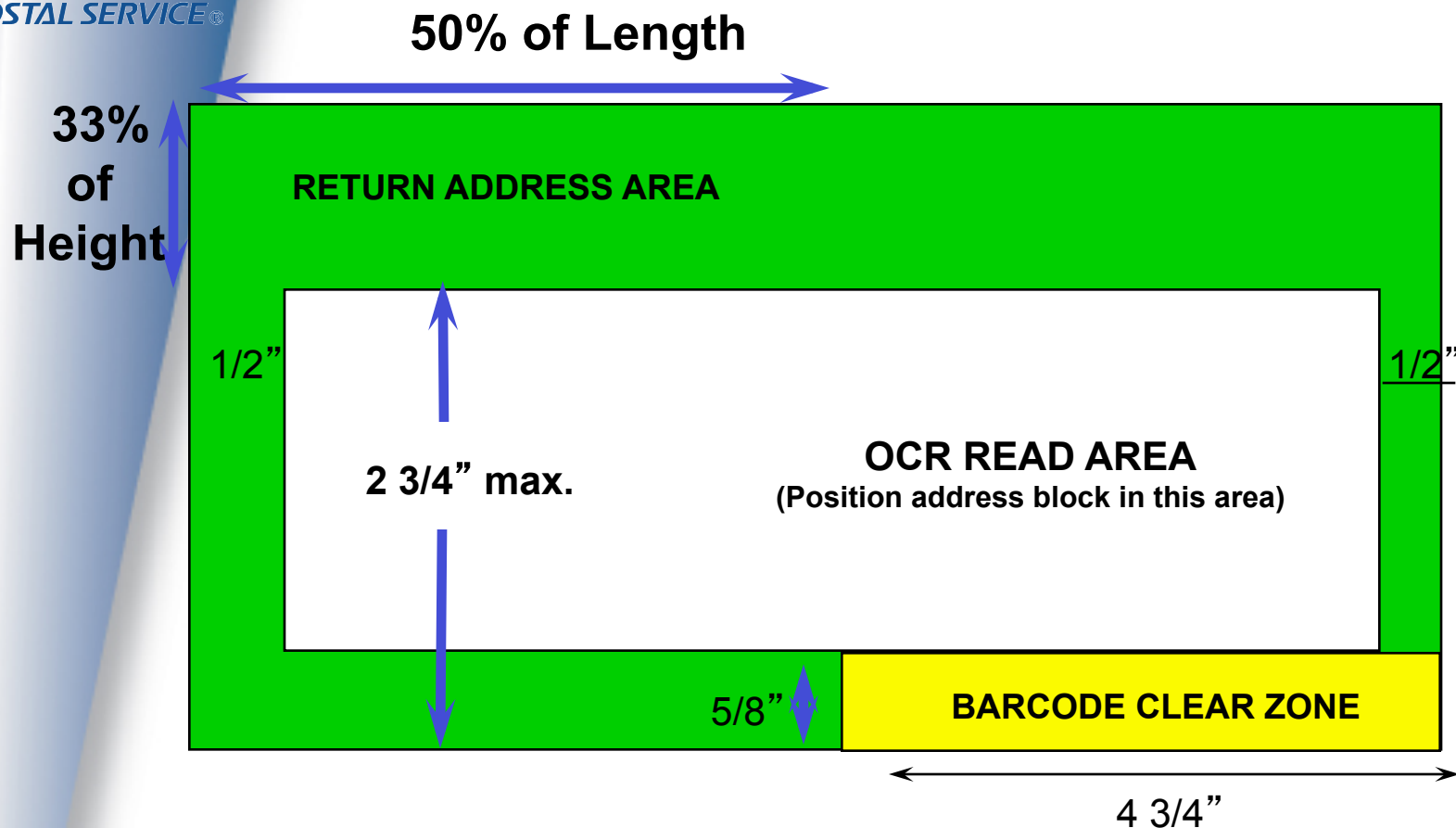


Representative Illustrations of Designs

Odd Shaped Items



Address Placement



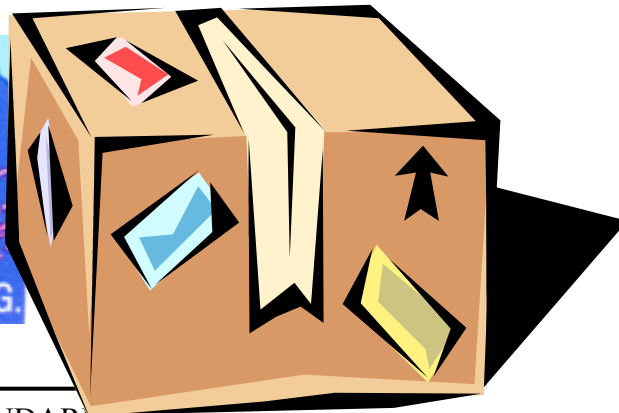
Return Address Required



BEST XAMPLES COMPANY
2400 ORANGE AVE, CLEVELAND OH 44101
RETURN SERVICE REQUESTED



SORTED STANDARD
S POSTAGE PAID
BEST XAMPLES CORP



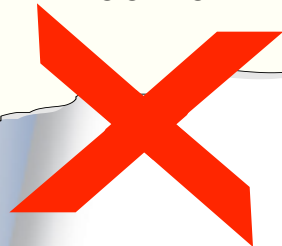
- ▶ Ancillary Service Endorsements.
- ▶ Precanceled Stamps.
- ▶ Company Permits.
- ▶ Package Services.
- ▶ Recommended for all First-Class Mail.
- ▶ Not required for Presorted Standard Mail without Service Endorsements.

Nonprofit Organizations



Nonprofit Status
Approved For
Greater
Cleveland
Animal Friends

WEST SHORE ANIMAL FRIENDS
OF GREATER CLEVELAND
12812 CLIFTON PRADO
LAKEWOOD OH 4107

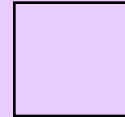


- ▶ Return addresses are not required on Nonprofit mail that uses a permit imprint, but the organization's name and address must appear in a prominent place somewhere in the piece.
- ▶ If a return address is used, it must be the return address of the organization that has nonprofit status.

Logos and Graphics



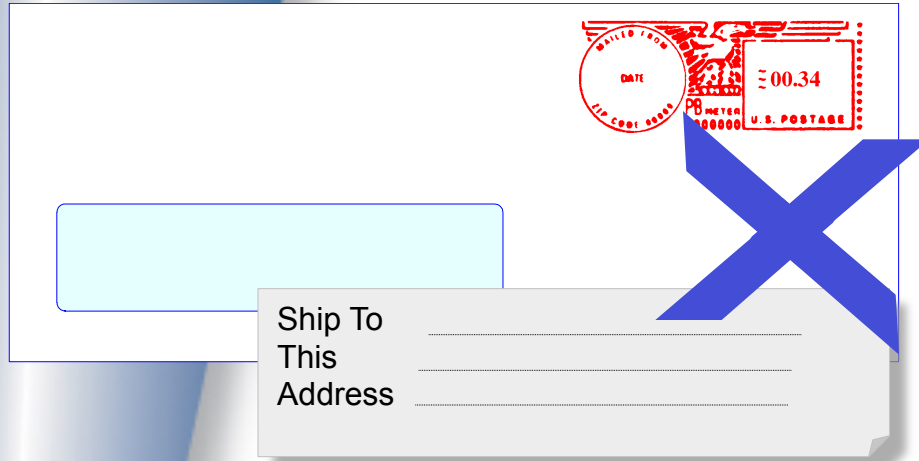
APPLE TREE POINT
123 MAPLE ST.
SOUTH EUCLID OH 44121-4912



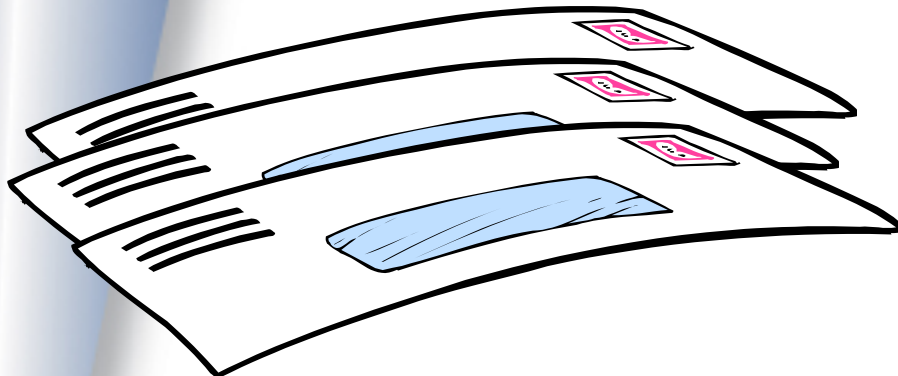
Limited Time Offer

DEBBIE DOODLE
1325 MATHEWS AVE
LAKEWOOD OH 44107-3125

Inserts



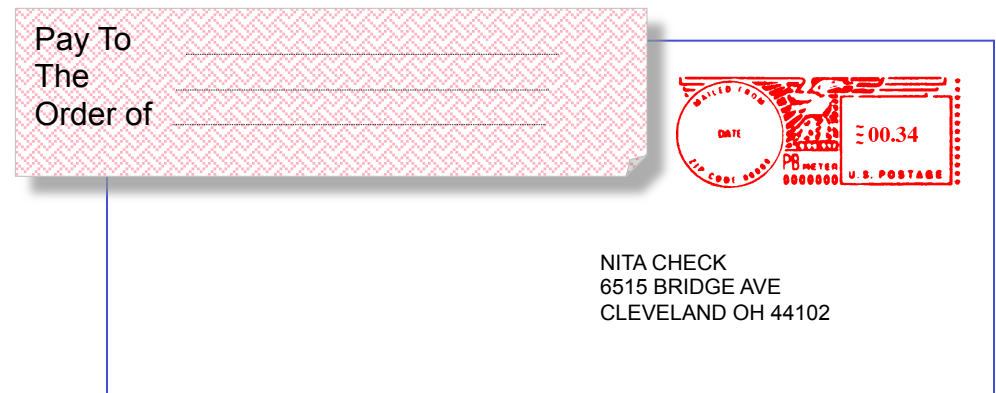
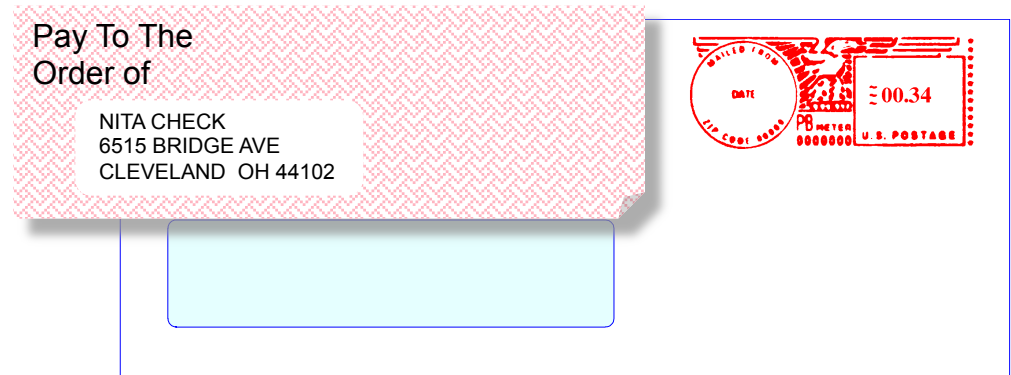
- ▶ Inserts should not have prompt words in the address area.
- ▶ No non-address printing should be visible in the window immediately beside or the delivery address lines.



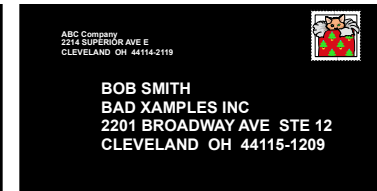
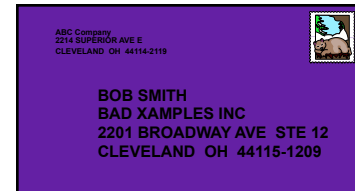
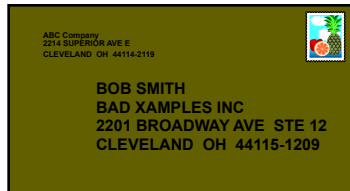
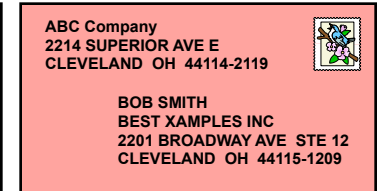
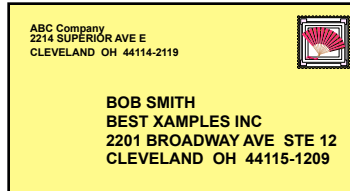
Checks



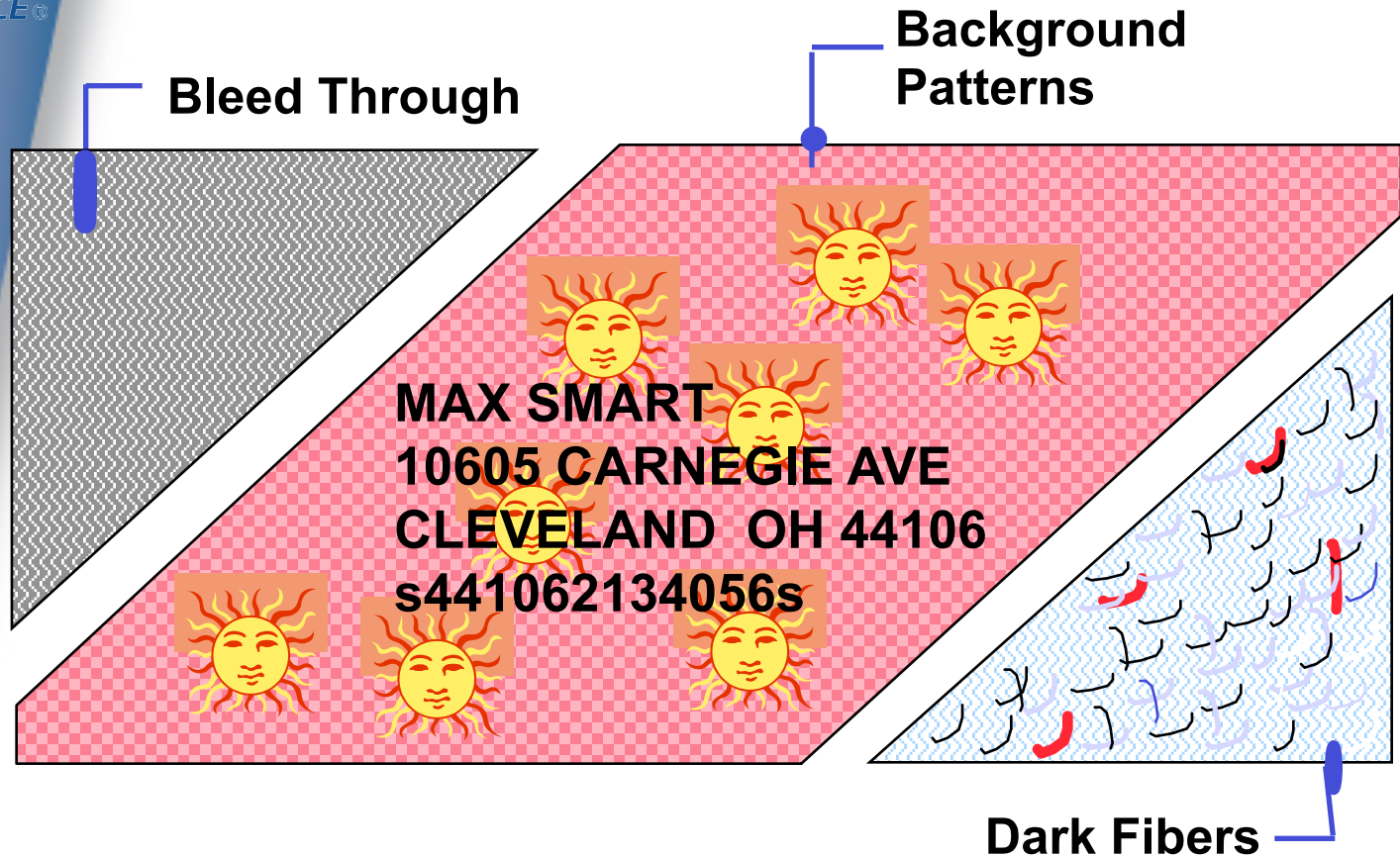
- ▶ Patterned backgrounds such as are commonly found on checks are not scannable.
- ▶ You should have a plain background for the address area, or use a non-window envelope.



Envelope Colors



Fibers, Inside Tints, Screens



Magnets in Mail



- ▶ Magnets must meet “Hazard” guidelines.
- ▶ Postcards that stick to each other may not be mailable.
- ▶ Put the magnetic side toward the back of the envelope and towards the stamp (front) edge.

Reply Mail Choices



- ▶ If you don't want to supply an envelope, be sure to provide your complete correct address.
- ▶ Include suite numbers.
- ▶ Include ZIP +4 Codes.
- ▶ Include ZIP +4 Codes.
- ▶ Check for standard address format:
www.usps.com and click on ZIP Codes.

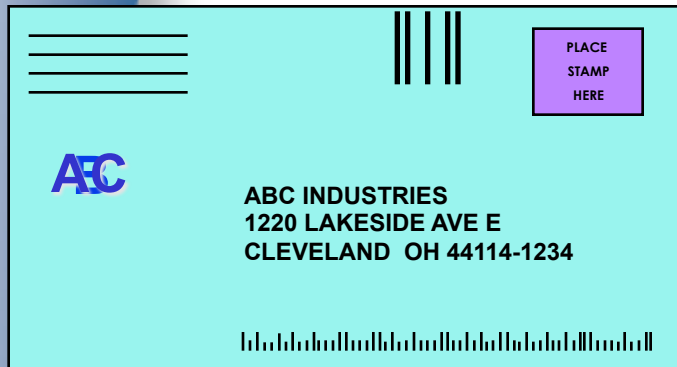
MAIL TO:

WURST XAMPLES COMPANY
12841 PLEASANT VALLEY
CLEV OH 44130

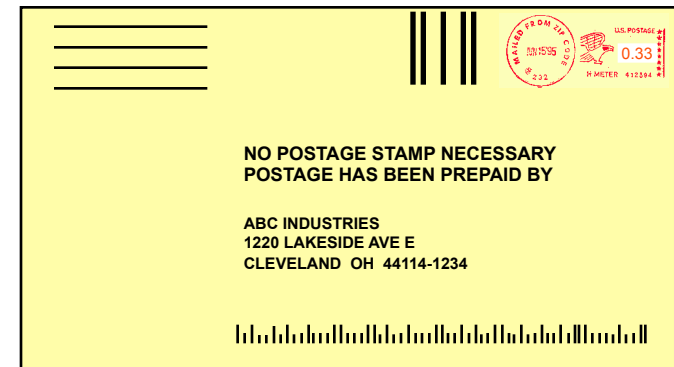
MAIL TO:

GOOD XAMPLES COMPANY
12841 W PLEASANT VALLEY RD STE
513
CLEVELAND OH 44130-2154

Reply Mail Choices



Courtesy Reply Mail (CRM)



Meter Reply Mail

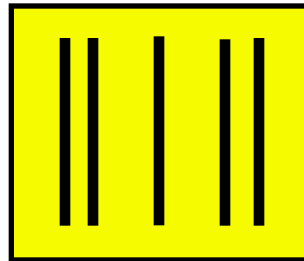


Business Reply Mail (BRM)

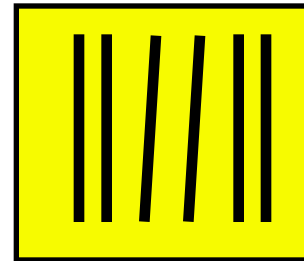
Facing Identification Mark



Courtesy FIM



Business Reply FIM



- ▶ Facing Identification Mark - FIM
- ▶ Barcode
- ▶ FIM and Barcode Provided
 - Free-of-Charge from the US Postal Service

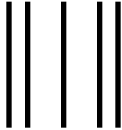


Courtesy Reply Mail



Courtesy Reply Mail (CRM)

Meter Reply Mail



<hr/> <hr/> <hr/> <hr/>		
<p>NO POSTAGE STAMP NECESSARY POSTAGE HAS BEEN PREPAID BY</p>		
<p>ABC INDUSTRIES 1220 LAKESIDE AVE E CLEVELAND OH 44114-1234</p>		
		

Meter Reply Mail

Business Reply Mail



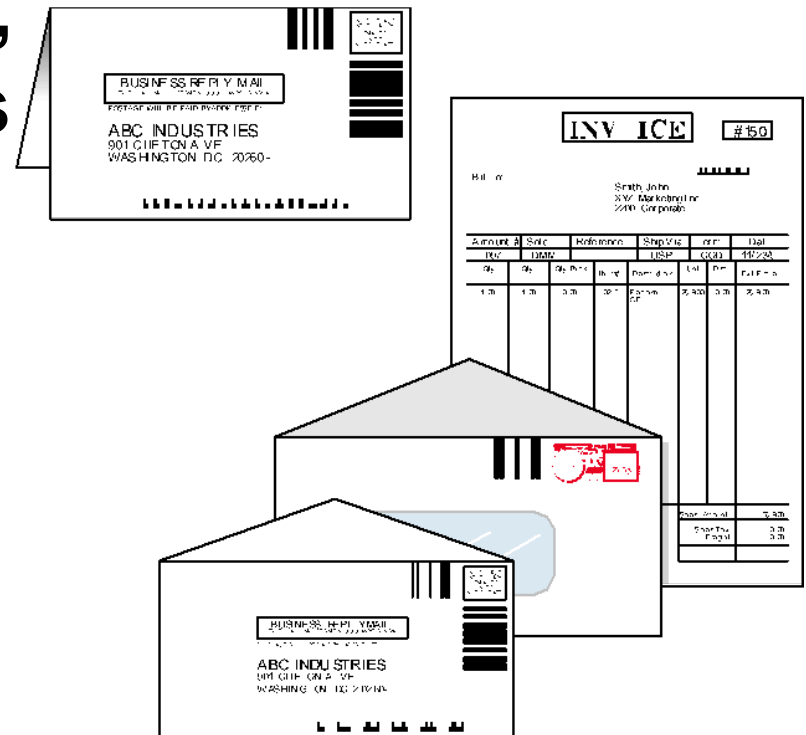
			NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES
BUSINESS REPLY MAIL FIRST-CLASS MAIL PERMIT NO 1234 CLEVELAND OH			
POSTAGE WILL BE PAID BY ADDRESSEE			
ABC INDUSTRIES			
1220 LAKESIDE AVE E			
CLEVELAND OH 44114-9876			

Business Reply Mail (BRM)

Automation Discounts



- ▶ All enclosed Courtesy,
Metered and Business
Reply Mail letter-size
cards and envelopes
must be automation
compatible and bear
correct FIM and
IMBarcode.**

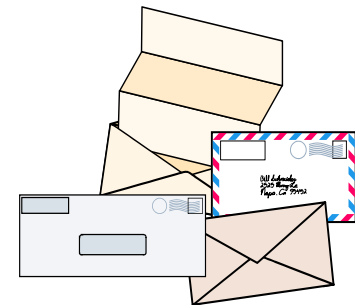


Address Quality



To control costs and provide quality service, the USPS must automate processing.

Cost-efficient, consistent and timely delivery of every mailpiece depends on an **ACCURATE ADDRESS** containing only elements that are complete and correct.



How Good Are Your Addresses?



- ▶ Is the address information complete and correct?
- ▶ Is the address formatted for maximum compatibility with automated mail processing equipment?
- ▶ Is the font acceptable for computer recognition?

Fonts



- ▶ Fixed pitch Vs proportional fonts:
- ▶ If you have the option to choose, fixed pitch fonts are preferable to proportional fonts.
- ▶ If you must use a proportional font, choose one that resembles a fixed pitch font .

Fonts



- ▶ Some fonts are too small to be scanned successfully.
- ▶ Best font size is 10 or 12 points.
- ▶ A mix of upper and lower case letters requires a 12 point font to make the lower case letters large enough to scan.

Fonts



SANS SERIF: GOOD READABILITY

SERIF: NOT AS GOOD AS SANS SERIF



SCRIPT : Poor Readability

Type Attributes



BOLD

CONDENSED

Italic

Print Quality



- ▶ Use the best print quality available.
- ▶ No smudges, no voids.
- ▶ No truncated characters.
- ▶ Print should be crisp, dark, and contrast with the background.

Typography



young

People

✓ Single Line Spacing, 2 points min.

P d

✓ Character Spacing,
min. required is 3/4 point.



CLEVELAND OH 44103-4567

✓ Word Spacing

- Min ...1 space
- Max...5 spaces

Prompt Words / Interfering Print



S
O
L
D
T
O

Worst Xamples

2783 Euclid Ave Acct # 7314

CLEVELAND OH 44115-1604

Address Format



Preferred format is.

- ▶ to keep the left margin uniform.
- ▶ single space address lines.
- ▶ use all upper case letters.
- ▶ omit unnecessary punctuation in the last two lines of the address.
- ▶ use abbreviations correctly.

Address Format

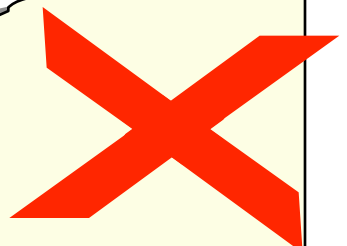



WORST XAMPLES

14843 Northview Drive;
Apartment 3c:

Middlefield,
Ohio !!!!

44062



 TOM GEAUGA
BEST XAMPLES INC
14843 NORTHVIEW DR APT 3C
MIDDLEFIELD OH 44062-9272

Last Line

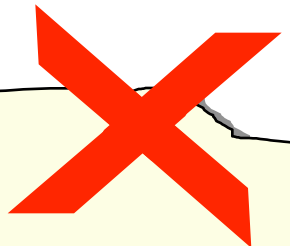


CLEVELAND OH 44106

**CLEVELAND OH
44106**



**CLEVELAND
OH 44106**




**CLEVELAND OH 44106
Personal & Confidential**



State Names



PITTSBURGH PA 15206



PITTSBURGH PENNA 15206



PITTSBURGH PENNSYLVANIA 15206

Post Office Names



CHAGRIN FALLS OH 44022



BAINBRIDGE OH 44022

CLEVELAND OH 44022



CLEVELAND OH 44106



City Names

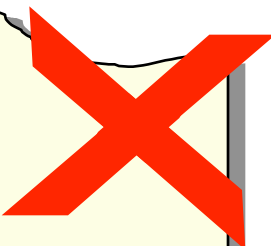


CLEVELAND OH 44130



MIDDLEBURG OH 44130

CLEVE OH 44130



MIDDLEBURG HTS OH 44130



Delivery Address Lines



Information should be placed in this order.


Delivery address elements include.

- ▶ Primary number range.
- ▶ Pre-Directionals.
- ▶ Primary Street Name.
- ▶ Suffix.
- ▶ Post-Directionals.
- ▶ Secondary Designators. This line wraps up.


Numbered Streets



1421 E 23RD ST



3147 W 49TH ST



258 E 195TH ST

Use ordinal numerics for numbered streets.

Do not space between the number and the ordinal designator.

Use upper case letters for the ordinal designator

1215 E NINTH ST



Directionals



- **Abbreviate directionals**
- **Do not abbreviate directional words that are primary street names**



1086 E 243RD ST

3151 NORTH AVE



3276 N RIDGE RD W

10 71 EAST BLVD



Suffixes



- **Always use address suffixes.**
- **Use correct abbreviations for suffixes.**

These addresses are not identical.

2755 NORTH PARK BLVD

2755 NORTH PARK

One address is in Cleveland Heights, one address is in Parma!

State Route, County Road, etc.



Use these formats:

- ▶ 101 STATE ROUTE 303.
- ▶ 11216 COUNTY ROAD 19.
- ▶ 1155 US HIGHWAY 317.
- ▶ 3000 TOWNSHIP ROAD 20.

Do not abbreviate “STATE ROUTE”.

Do not omit any of the words, such as “STATE” or “US”.

Post Office Box Addresses



- ▶ Use this format: PO BOX 5712.
- ▶ No other information should be on PO BOX line.
- ▶ For dual addresses, put the street address ABOVE the PO BOX.

**ABC Company
2214 SUPERIOR AVE E
CLEVELAND OH 44114-2119**



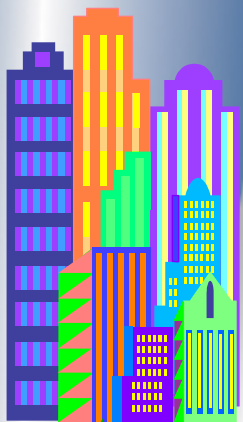
**BOB SMITH
BEST XAMPLES INC
PO BOX 9604
CLEVELAND OH 44101-9604**

**ABC Company
2214 SUPERIOR AVE E
CLEVELAND OH 44114-2119**



**BEST XAMPLES INC
2201 BROADWAY AVE STE 12
PO BOX 9604
CLEVELAND OH 44101-9604**

Secondary Designators



- Multiple delivery points at one address require *Secondary Designators*.

Suite/Room/Floor Numbers should be placed on the same line as the address or above the address.



14600 DETROIT AVE STE 405



STE 405
14600 DETROIT AVE



14600 DETROIT AVE



14600 DETROIT AVE
STE 405

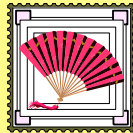
61 **What changed on August 1, 1998?**

Non-address information



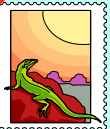
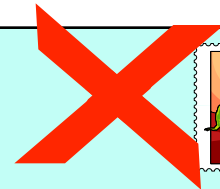
- ▶ Attention lines should be placed at the top of address blocks.
- ▶ Non-address information should never be placed below the address.

ABC Company
2214 SUPERIOR AVE E
CLEVELAND OH 44114-2119



Personal & Confidential
Attention: BOB SMITH
BEST XAMPLES INC
2201 BROADWAY AVE STE 12
CLEVELAND OH 44115-1209

ABC Company
2214 SUPERIOR AVE E
CLEVELAND OH 44114-2119



WORST XAMPLES INC
2201 BROADWAY AVE STE 12
CLEVELAND OH 44115-1209
Attention: BOB SMITH

Personal & Confidential

Move Update



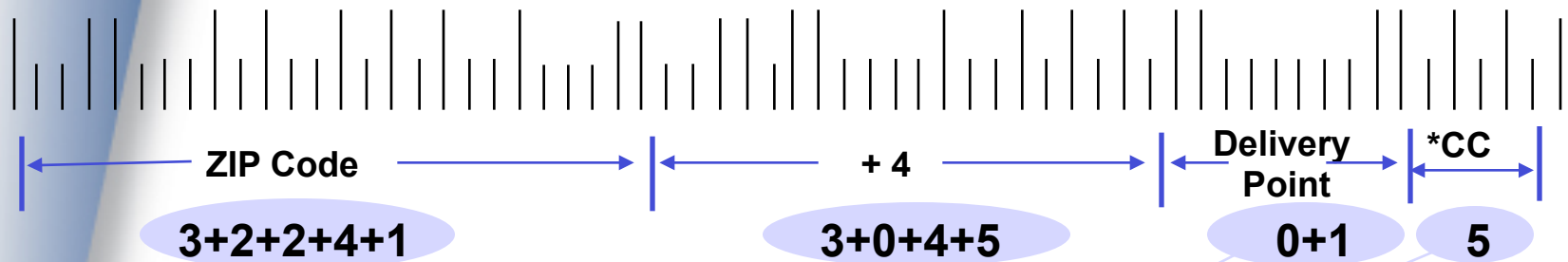
**Over 40 million
Americans change
addresses annually.**

**You must have a move
update mechanism in
place to obtain new
addresses.**

PostNET Barcode



JACK SMITH
101 MAIN ST
JACKSONVILLE FL 32241-3045



$$12 + 12 + 1 + 5 = 30$$

*CC = Correction Character

Transitioning to Intelligent Mail® Barcodes



From POSTNET™...



...To IMb™





▶ **March 2, 2012 Proposal**

- POSTNET™ barcode discontinuation
- Transition to the IMb™ will be required for automation pricing

▶ **January 2013 Requirements**

- Retirement of POSTNET barcode
 - » IMb required for automation letters and flats
 - » IMb required for QBRM and PRM letters

» **January 2015 Requirements**

- » IMpb required for ALL parcels to avoid surcharge
 - exception of eVS

Data Fields in the IMb

Intelligent Mail Barcode for Letters and Flats: 6-Digit and 9-Digit Mailer IDs																															
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (6N)						Serial Number (9N)									Routing Code (0, 5, 9, or 11N)											
1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18	19	20	21	22	23	24	25	26	27	28	29	30	31	
Barcode ID (2N)		Service Type ID (3N)			Mailer ID (9N)									Serial Number (6N)						Routing Code (0, 5, 9, or 11N)											

- The Intelligent Mail® barcode for mailpieces is a height-modulated barcode that encodes up to 31 digits of mailpiece data into 65 vertical bars using 4-state symbology.
- The maximum 31-digit string contains a 20-digit Tracking Code representing the first 4 fields and a maximum 11-digit Routing Code.
- The IMb™ is always 65 bars, regardless of ZIP Code® length, and does not require a check-digit or frame bars.
- All IMb fields can have numeric values only.

Data Fields in the IMb – Select the Barcode ID

Barcode ID

*Ex: 50
for Mixed AADC*

- A 2-digit field reserved to encode the presort identification printed in human-readable form on the Optional Endorsement Line (OEL)
- Should be left as “00” if an OEL is not printed on the mailpiece
- For automation flat-size mail, it must be populated with OEL coding corresponding to sortation level.
- Use the link below to access the Barcode Identifier list on RIBBS and select the correct OEL code

Service Type ID

*Ex: 300 for
First-Class Mail®*

Mailer ID

*Ex: 123456
USPS assigned*

Serial Number

*Ex: 200800001
Mailer assigned*

Routing Code

*Ex: 6449 Amberview
Ct., Memphis, TN
38141834649*

http://ribbs.usps.gov/intelligentmail_mailpieces/documents/tech_guides/BarcodeIdentifier.pdf

Data Fields in the IMb – Select the STID

Service Type Identifier (STID)

*Ex: 300
for First-Class Mail®*

- A 3-digit field used to identify the class of mail and any additional or special services requested for the piece such as OneCode ACS, IMb Tracing, or no service
- Defines the mailpiece as Full-Service, Basic or Non-Automation
- Used to determine the disposition of Undeliverable-As-Address (UAA) mail and the form of address correction desired by the mailer
- Use link below to access the STID Chart on RIBBS

Barcode ID

*Ex: 50
for Mixed AADC*

Mailer ID

*Ex: 123456
USPS assigned*

Serial Number

*Ex: 200800001
Mailer assigned*

Routing Code

*Ex: 6449 Amberview
Ct., Memphis, TN
38141834649*

Data Fields in the IMb – Use the MID

- Used to identify the mail owner or mail preparer
- A 6-digit or 9-digit field that is assigned by the USPS
- Required in the Intelligent Mail Barcode

Mailer ID (MID)

Ex: 123456

USPS assigned

Barcode ID

Ex: 50

for Mixed AADC

Service Type ID

Ex: 300 for

First-Class Mail®

Serial Number

Ex: 200800001

Mailer assigned

Routing Code

*Ex: 6449 Amberview
Ct., Memphis, TN
38141834649*

Data Fields in the IMb – Select the Serial Numbers

- A 6 or 9-digit field defined by the mailer
- Can be populated with a number that uniquely identifies each mailpiece becoming a ***unique Mailpiece ID***
- May be populated with a number that is unique to a mailing, becoming a ***unique Mailing ID***
- Not required to be unique when qualifying for Basic automation prices

Serial Number

Ex: 200800001
Mailer assigned

Barcode ID

Ex: 50
for Mixed AADC

Service Type ID

Ex: 260 for
First-Class Mail®

Mailer ID

Ex: 123456
USPS assigned

Routing Code

Ex: 6449 Amberview
Ct., Memphis, TN
38141834649

Data Fields in the IMb – Select the Routing Code

- 5-digit, 9-digit, or 11-digit field that identifies the delivery ZIP Code data in the address (same routing information currently used in the POSTNET™ barcode)
- Routes the mailpiece during processing
- When used on automation-price eligible letters and flats, the routing code must contain an 11-digit delivery point code
- 11-digit delivery point routing codes are not permitted on Business Reply Mail

Routing Code

*Ex: 6449 Amberview Ct.,
Memphis, TN
38141834649*

Barcode ID

*Ex: 50
for Mixed AADC*

Service Type ID

*Ex: 300 for
First-Class Mail®*

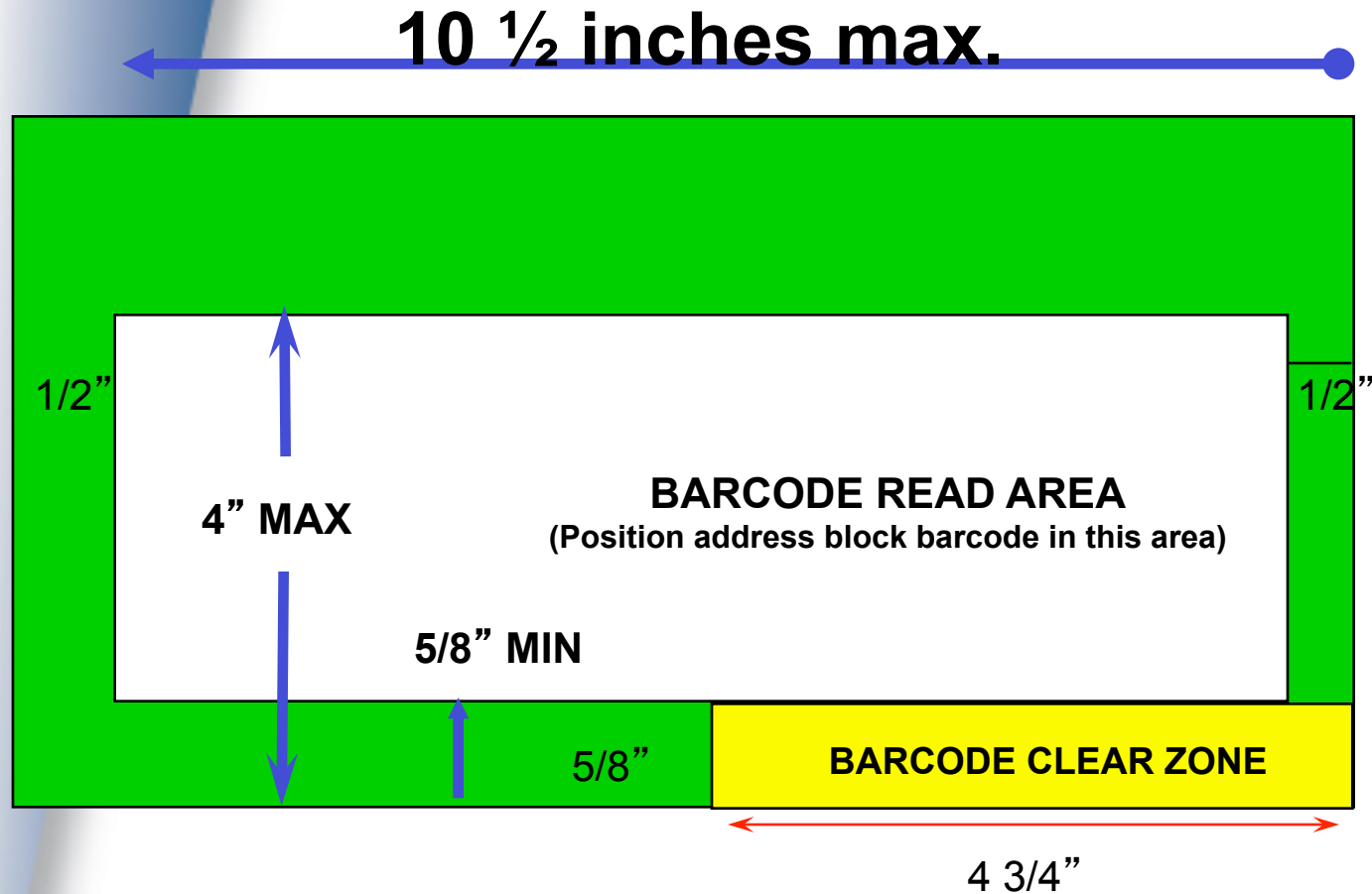
Mailer ID

*Ex: 123456
USPS assigned*

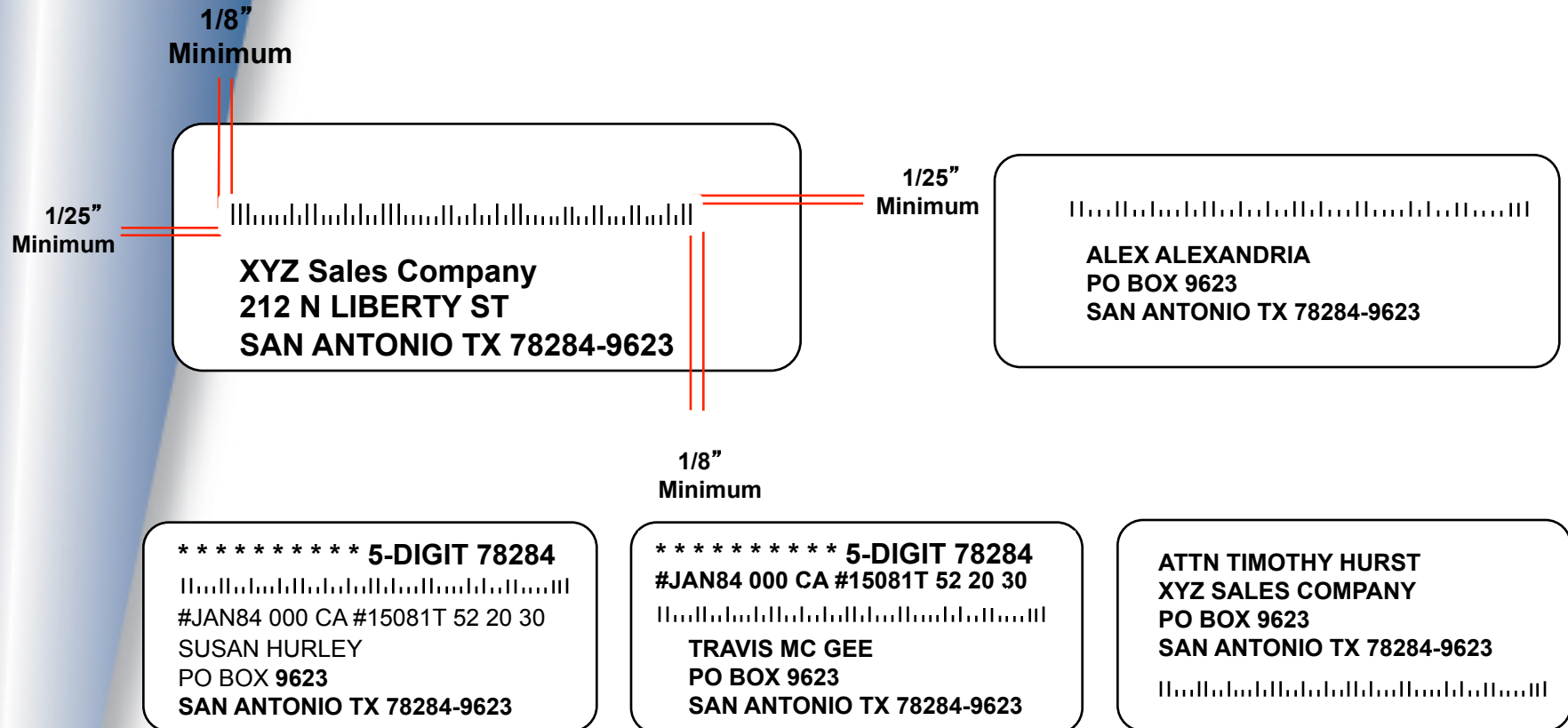
Serial Number

*Ex: 200800001
Mailer assigned*

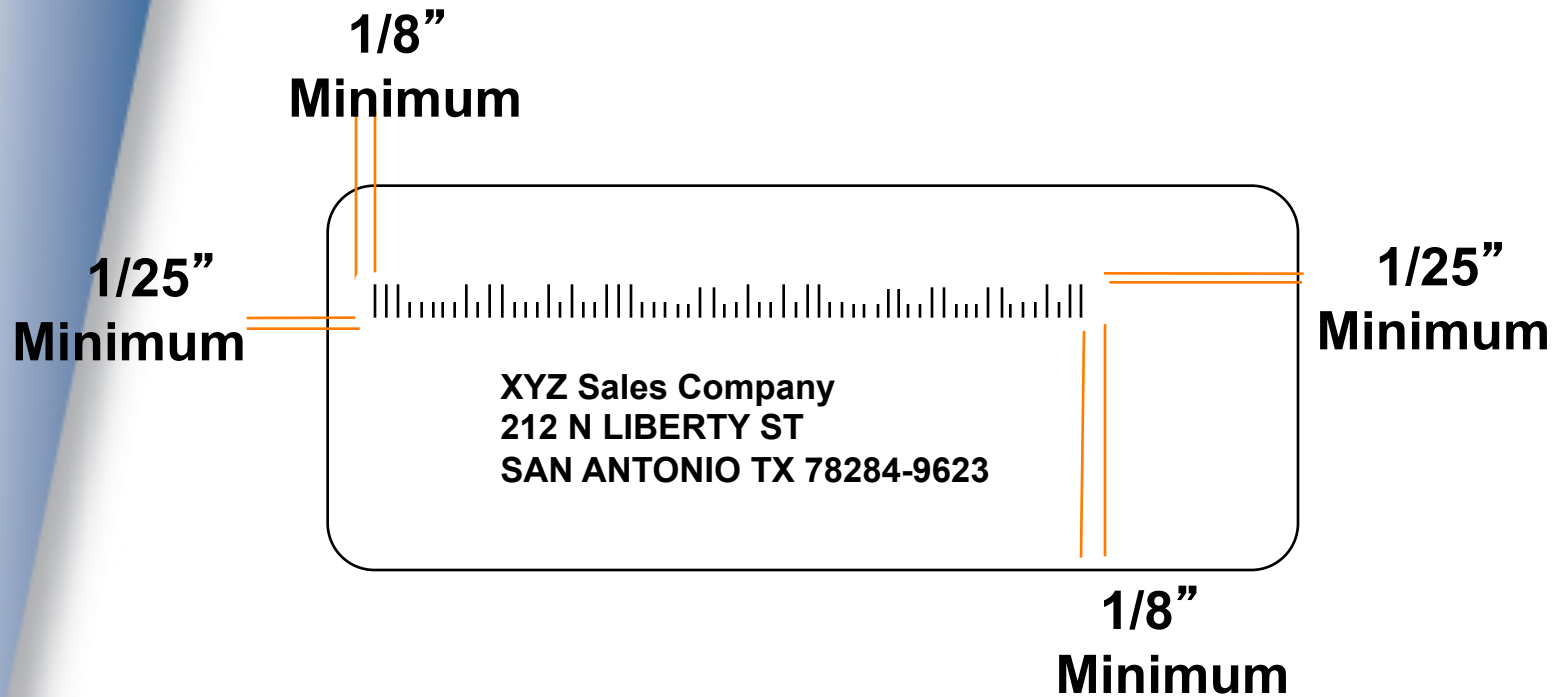
Barcode Placement



Barcode Placement



Quiet Space



Accuracy and Readability



Accuracy



ACCT #247953

PAUL MARTIN JR.
212 N LIBERTY ST
JACKSONVILLE FL 32241-3045

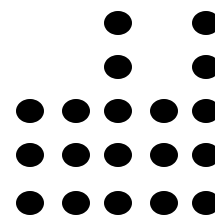
Quality



Extraneous
Ink



Voids

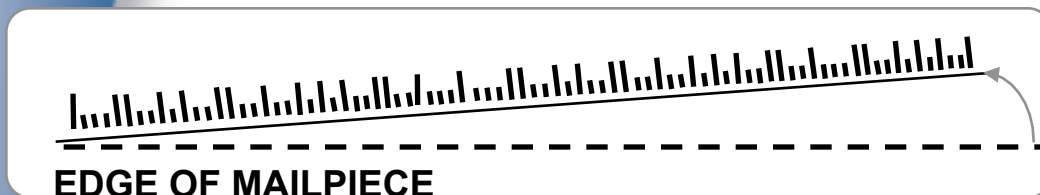


Dot Matrix

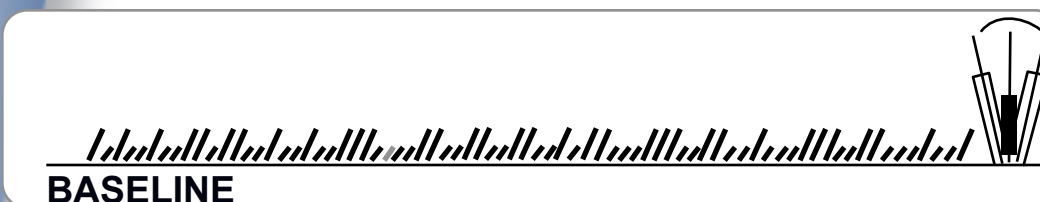


Smeared

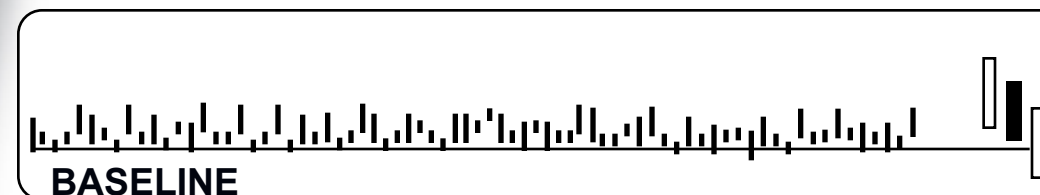
Barcode Quality



**Positional
Skew** $\pm 5^{\circ}$



**Rotational
Skew** $\pm 5^{\circ}$



**Baseline
Shift** $\pm 0.15''$

Contact MDA Support



MDA SUPPORT HELPDESK

1-855-593-6093



MDA@USPS.GOV



Questions & Answers