

Address Standards for Commercial Flat-Size Mail

Agenda

- **Address Characteristics**
- **Address Placement (“top half” rule)**
- **Mailpiece Examples**
- **Frequently Asked Questions**
- **Implementation**
- **Questions and Feedback**

Address Standards

Standards for the delivery address on commercial flats specify:

- **Minimum type size**
- **Horizontal and vertical character spacing**
- **Placement within the top half of the mailpiece**

Address Standards

The “delivery address” is:

- **Recipient lines**
- **Delivery address lines**
- **City, state, ZIP Code**

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Address Standards

Standards ensure readable addresses
for:

- Accurate sorting
- Accurate delivery
- Accurate redirection
- Speedy service

Address Characteristics — Minimum Size

- All presorted and carrier route flats must be addressed using at least 8-point type.
 - ▶ Each letter or figure must be at least 0.080 inch high.
- Automation flats using an 11-digit POSTNET or an Intelligent Mail barcode may use 6-point type if the address is printed in all capital letters.
 - ▶ Each letter or figure must be at least 0.065 inch high.

Address Characteristics — Style

Two preferences for best read rates:

- **Sans-serif font.**
- **ALL CAPITAL LETTERS.**

Address Characteristics — Spacing

Additional standards for automation pieces only:

- **Address characters cannot overlap.**
- **Address lines cannot touch or overlap (0.028-inch clearance preferred).**
- **Address elements may be separated by no more than five blank spaces.**

Address Characteristics



**One-inch label using adequate type size,
all required/recommended clear spaces,
and Arial capital letters.**

Address Characteristics

In summary:

- The address must be big enough on all commercial flats.
- The address must be spaced properly on all automation flats.

Address Placement

The new placement standards apply to all Periodicals, Standard Mail, and Package Services flats mailed at presort, carrier route, and automation prices.

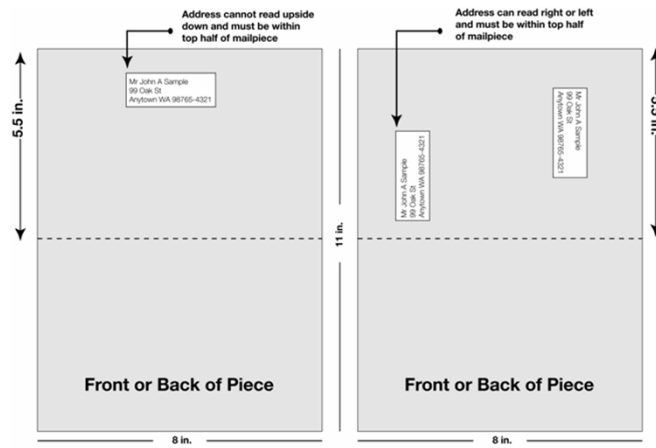
They do not apply to First-Class Mail!

Address Placement

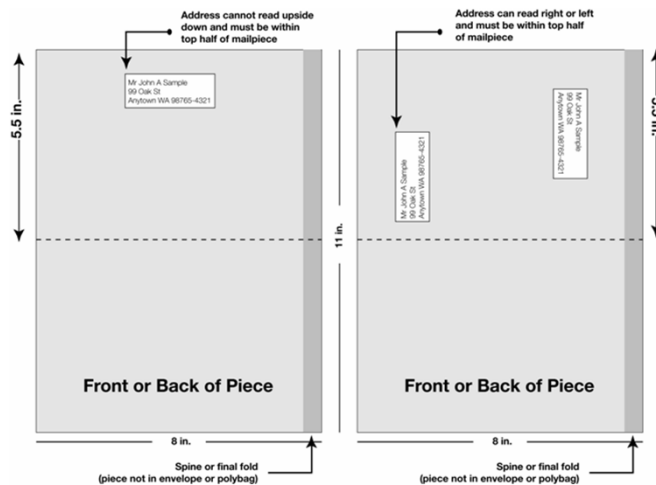
The delivery address must be entirely within the top half of the mailpiece.



Address Placement — Enclosed Flat



Address Placement — Unenclosed Flat



Address Placement

The “top” is:

- **Either of the shorter edges on enveloped or polywrapped pieces, and on all Carrier Route (or ECR) Saturation pieces.**
- **The upper edge when the spine is placed on the right-hand side of an unenclosed piece.**

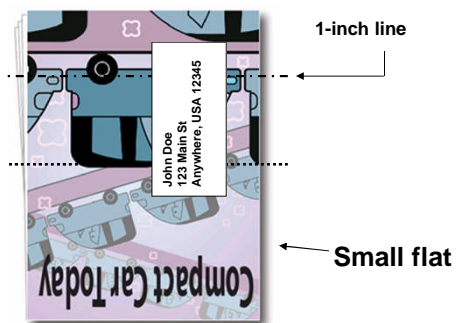
Address Placement

When the address is on a loose enclosure polywrapped with the host piece, at least the first half-inch of the address must remain within the top half throughout processing and delivery.

Address Placement

“Vertical” address may cross midpoint if it begins or ends within 1 inch of top edge.

Important for digests and other small flats.



Domestic Mail Manual (DMM)

The complete DMM standards are available on Postal Explorer (pe.usps.com):

- Click on “Domestic Mail Manual”
- Select section 302.2.0

Address Placement — Catalog Example

Top half

Usually addressed
on back cover:



Bound edge

Address Placement — Magazine Example

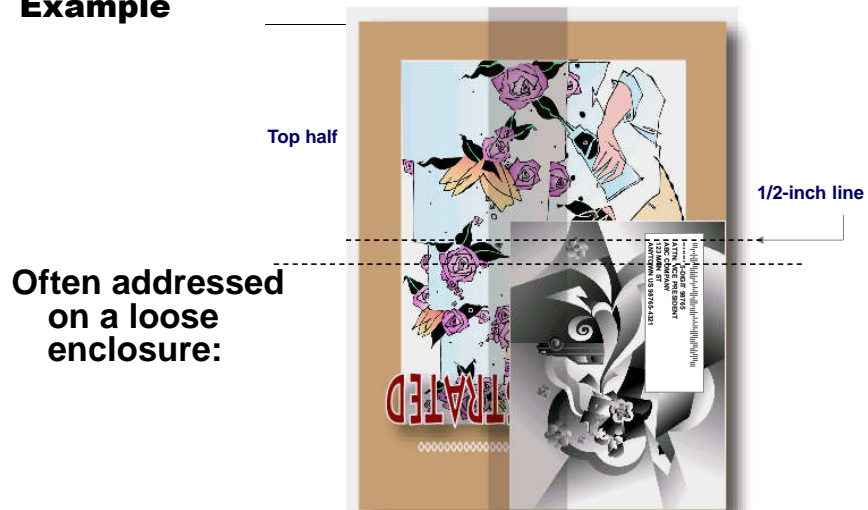
Top half

Usually addressed
on front cover:



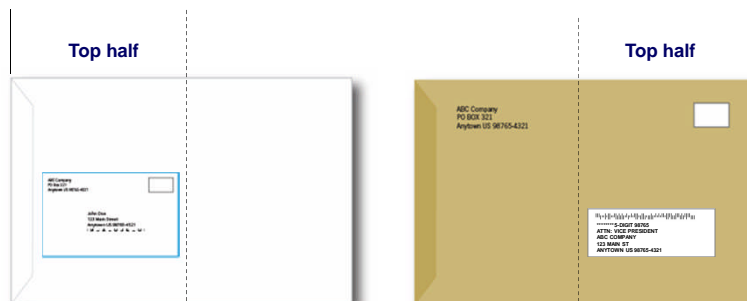
Bound edge

Address Placement — Magazine in Polywrap Example



Address Placement — Large Envelope Examples

Horizontal format is fine:



Address Placement — Step-by-Step

Identify the “top” of the mailpiece:

- **Front or back of the mailpiece.**
- **Either of the shorter edges, or the upper edge with the spine on the right.**
- **The “top” has nothing to do with the printing on the piece or how it is constructed. Pretend the mailpiece is a blank object.**

Address Placement — Step-by-Step

- **Define the “top half.” Fold and crease the piece, or measure with a ruler.**
- **Place the delivery address entirely in the top half. It can be parallel or perpendicular to the top edge, but not upside-down.**
- **Done with “top”! Now place the postage and return address in relation to delivery address as it is read (postage to the right or upper right, return address to the upper left).**

Address Placement — Magazine Recap

Yes
Yes
Yes
Yes

Top half



No

Bound edge

No
No
No

Address Placement — Catalog Recap

Yes
Yes
Yes
Yes

Top half



No

Bound edge

No
No
No

FAQs

- The new standards **DO** apply to pieces mailed at flats prices because of weight or thickness.
- The new standards **DO NOT** apply to letter or parcel mailings. They **DO NOT** apply to single-piece mail.
- Optical character readers **DO** read the delivery address on barcoded pieces.

FAQs

The new standards do not change:

- The existing standards for use of a return address. Best placement is still to the upper left of the delivery address.
 - ▶ Refer to Publication 177 on www.usps.com.
- The existing standards for barcode placement.
- The existing four options for indicia placement.

Implementation

- **Local Mailpiece Design Analysts can help with specific designs.**
 - ▶ Use MDA lookup tool on Postal Explorer (click “Postal Locator” in the left frame).
- **Mailers in the National Customer Rulings program can request a written, pre-production decision from the Pricing and Classification Service Center.**
 - ▶ More info on Postal Explorer (click “PCSC” in the left frame).

Resources



Postal Explorer
pe.usps.com

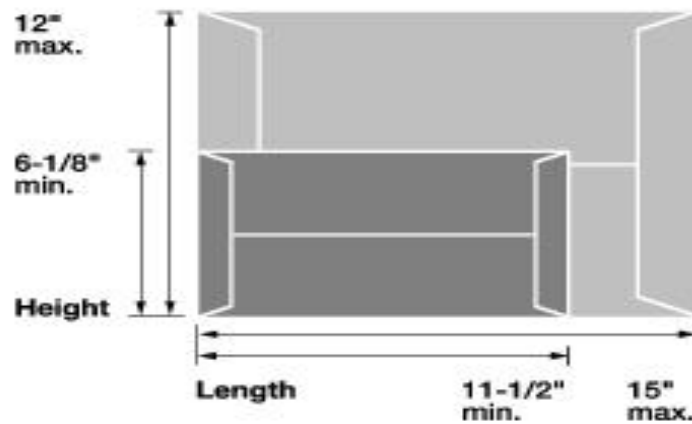


DMM Advisory
dmmadvisory@usps.com



MailPro

MailPro
usps.com/mailpro



■ For physical standards of automation flats, see [Quick Service Guide 301a](#).

■ In addition to shape, the Postal Service classifies mailpieces by the way they are prepared. These classifications are based on how efficiently your mailpieces can be processed on Postal Service equipment. The Postal Service classifies commercial flats as either nonautomation or automation flats or machinable and nonmachinable for Periodicals.

- A flat meets automation standards and qualifies for automation prices if it meets the specific addressing, barcoding, and design standards. Automation flats must have an Intelligent Mail barcode with a delivery point routing code.

Thank You!
Questions