



UNITED
PRINTING + MAILING

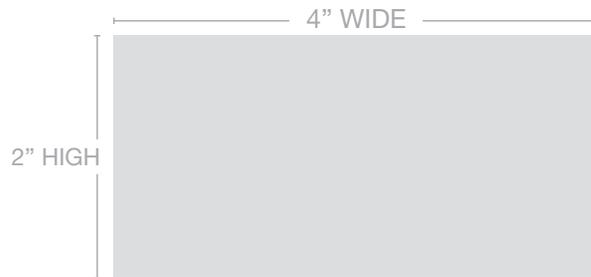
Mailing Guidelines

The following guidelines are designed to assist you in preparing your mail piece according to USPS Mailing Guidelines. If you need additional assistance, please contact us at 602-276-6162.

MAIL PANEL GUIDELINES

All mail panels must be a minimum of 4 inches wide by 2 inches high.

(Diagram not shown actual size)



TABBING GUIDELINES *(Applies to custom orders only)*

The USPS has recently established new standards for tabbed, letter-size booklet mailers. The changes affect tab size, location, paper weight and dimensions. The new standards will improve the automated processing and handling of the booklets. The USPS defines a booklet as a mail piece with a bound edge that includes sheets fastened with at least two staples in the manufacturing fold, and it generally has three sides open before sealing. The new standards require three tabs, a minimum of 1 1/2" in diameter, on the open edge of the mailer. The tabs may no longer be perforated. Fugitive glue may also be used if the booklet is designed with shorter interior pages, so that the front and back covers can be glued together. The new maximum size for booklets is 6" x 10.5" and the paper basis weight is changing to a range of 50- to 70-pound paper. The maximum weight of 3 ounces will not change and it is applicable to all mail pieces prepared without envelopes. Booklets that do not meet these new standards will not qualify for automation pricing and will be charged a surcharge. In order to make your next booklet project go smoothly, you may wish to consult your mail house before printing and mailing the project to ensure it meets these new requirements. For more information go to <http://www.usps.com/mailpro/2009/julyaug/page4.htm>.

FLAT MAIL GUIDELINES *(Applies to custom orders only)*

The USPS has recently acquired new equipment to enable the automation of flat-rate mail. As a result, the mail panel requirements for these pieces have changed. The biggest change is that the mail panel portion of your flat-rate mail must now fall in the top half of your piece. As defined by the post office, for pieces not enclosed in an envelope or polybag, the top half of the piece is either one of the shorter edges when the bound or final folded edge is vertical and on the right-hand side of the piece. The address may be parallel or perpendicular to the top edge, but never upside-down and of course the postage must also fall within this top half. As for placement of your delivery address and return address in relation to the postage, feel free to continue positioning these items as usual, with the postage to the right or upper right of your delivery address and the return address about 1 inch above and to the left of your delivery address. These changes are effective immediately.