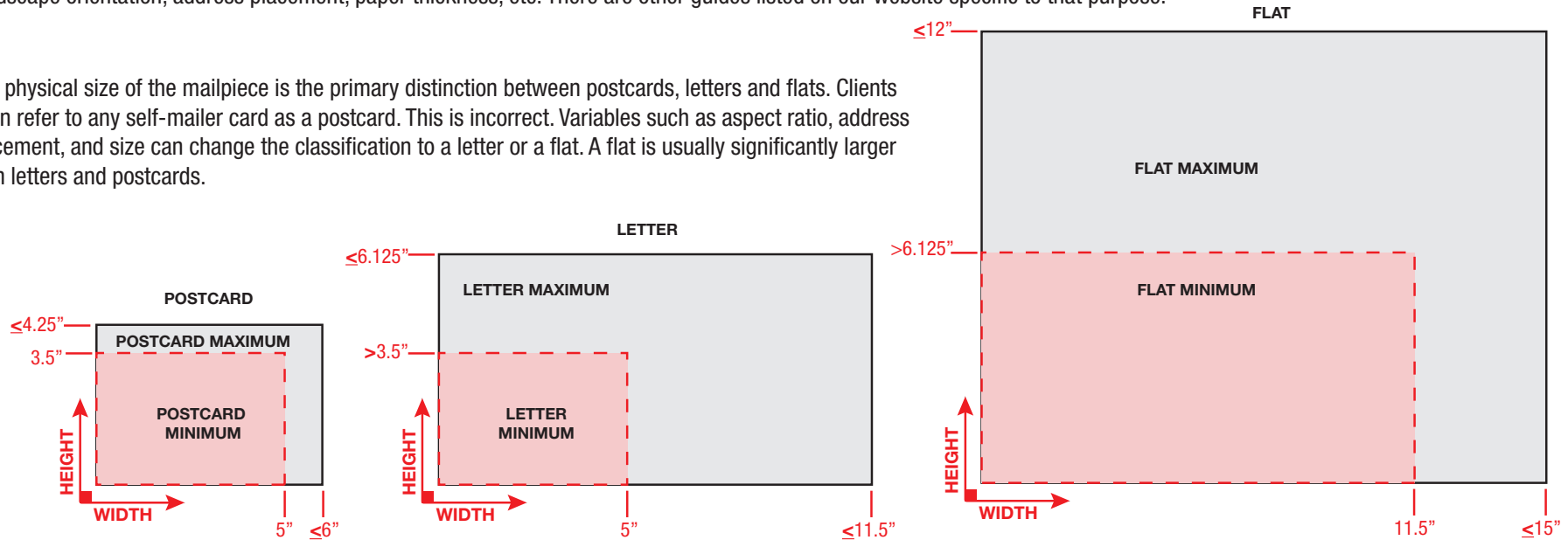


This guide is designed to help you determine the correct mailpiece classification during the initial development of your mailing. This guide does not provide details on portrait / landscape orientation, address placement, paper thickness, etc. There are other guides listed on our website specific to that purpose.

The physical size of the mailpiece is the primary distinction between postcards, letters and flats. Clients often refer to any self-mailer card as a postcard. This is incorrect. Variables such as aspect ratio, address placement, and size can change the classification to a letter or a flat. A flat is usually significantly larger than letters and postcards.



Aspect Ratio

$W \div H$

$8'' \div 5'' = 1.6$ ✓

$7'' \div 6'' = 1.1$ ✗

Be aware of the aspect ratio of your mailpiece (only applies to postcards and letters). That is length divided by height. Results must be: ≥ 1.3 and ≤ 2.5 . Going beyond these dimensions will result in an increase in postage, and or rejection as unmailable. More information on aspect ratio can be found on our website's Mailing Guide.

Addressing

Postcards and letters follow the same addressing rules. Flats do not. The Post Office does not differentiate between front and back. There is only the address side and the non-address side. The address side must comply with USPS design standards. For a more detailed explanation on address formatting on letters, postcards, and flats visit our Mailing Guide at www.mailingprosinc.com

Vertical Line On Postcards



Many people think that a postcard must have a vertical line down the center. Usually this is ok on a handwritten card to separate the address from the message. It is not ok on a card presented to the USPS for automated processing. Consequences: Costs more, takes longer to deliver.

Note:

- $<$ (Less-than)
- $>$ (Greater-than)
- \leq (Less-than or equal to)
- \geq (Greater-than or equal to)