Pre-mailing Checklist

Items to consider when designing
direct mail pieces to maximize postage
savings and minimize labor cost

☐ Confirm that the reply device incorporates the FIM bar and intelligent mail bar code and is formatted to meet USPS automation requirements:
– courtesy reply envelopes (CREs) & business reply envelopes (BREs)
– courtesy reply cards & business reply cards.

☐ Address area on mail piece should be a minimum of 2" high x 4" wide of blank white space with no varnish in this area.

☐ Include source code (list version and brochure version) as part of address block to track success of mailing campaign.

NONPROFIT MAILING PIECES

☐ Be sure that the company name and address on file with the USPS matches the company name and return address printed on the mailing piece to qualify for nonprofit rate.

LETTER SIZE

☐ USPS aspect ratio: confirm that your letter size pieces meet the USPS aspect ratio by dividing the length of the piece by the height and the resultant number should be equal to or greater than 1.3 and less than or equal to 2.5 to avoid postal surcharges.

☐ Keep postcard and self-mailer designs at a maximum size of $6\,1/8$"h x $11\,1/2$"w to qualify for letter size postage rates instead of the more expensive flat size postage rates.

☐ Folding guideline: Be sure that your letter size self-mailer is folded so that the creased edge is at the bottom (when viewing the address panel) to minimize the number of wafer seals that need to be affixed.

☐ Try to avoid using staples on letter size pieces to minimize the number of wafer seals that need to be affixed to qualify for automation postal discounts.

FLAT SIZE

☐ Be sure that the address area is set in the upper half of the flat size self-mailer.

☐ Be sure that your flat size self-mailer is folded so that the creased edge is at the right (when viewing the address panel).

ENVELOPE MAILINGS

☐ Be sure that the inserts are $1/2$" smaller than the horizontal dimension and $1/2$" smaller than the vertical dimension of the envelope to meet machine inserting requirements.

☐ Be sure that the envelope flap is a commercial style to meet machine inserting requirements. The envelope flap should be no longer than $1\,3/4$" and $1\,1/2$" is preferred.

☐ Window envelopes: Be sure that when addresses are formatted they will show through the window along with the intelligent mail bar code. You will need to perform the USPS "tap test" by tapping a sample pre-inserted envelope on all sides to ensure the bar code shows through the window.

DATA

☐ Keep first name, last name, address 1, address 2, city, state and zip code in separate fields to allow for de-duping and suppression.

☐ Data formats: Provide data in Excel, ASCII comma or tab delimited or fixed field format.