

New Address Standards for Commercial Flat-Size Mail

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New Address Standards for Commercial Flat-Size Mail

Agenda

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

New Address Standards

New standards for commercial flats specify three things:

- **The address must be big enough.**
- **The address must be spaced properly.**
- **The address must be placed within the top half of the mailpiece.**



New Address Standards

The “delivery address” is:

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

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New Address Standards

**New 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.**

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 (Arial, Helvetica).**
- **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 10-point type, all required/recommended clear spaces, and Arial capital letters.



Address Characteristics

In summary:

- **The address must be big enough on all commercial (“bulk mail”) 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.

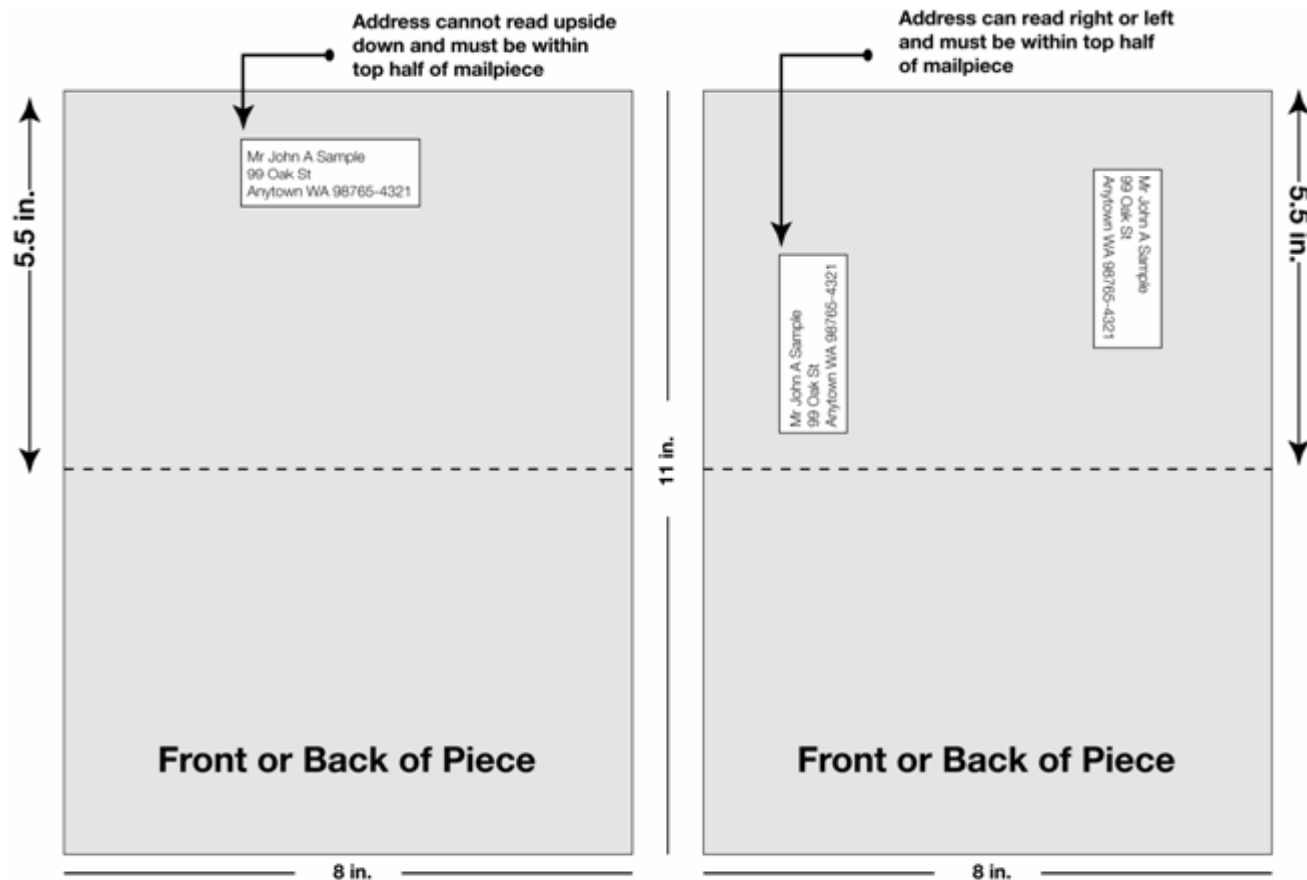
They do not apply to First-Class Mail!

Address Placement

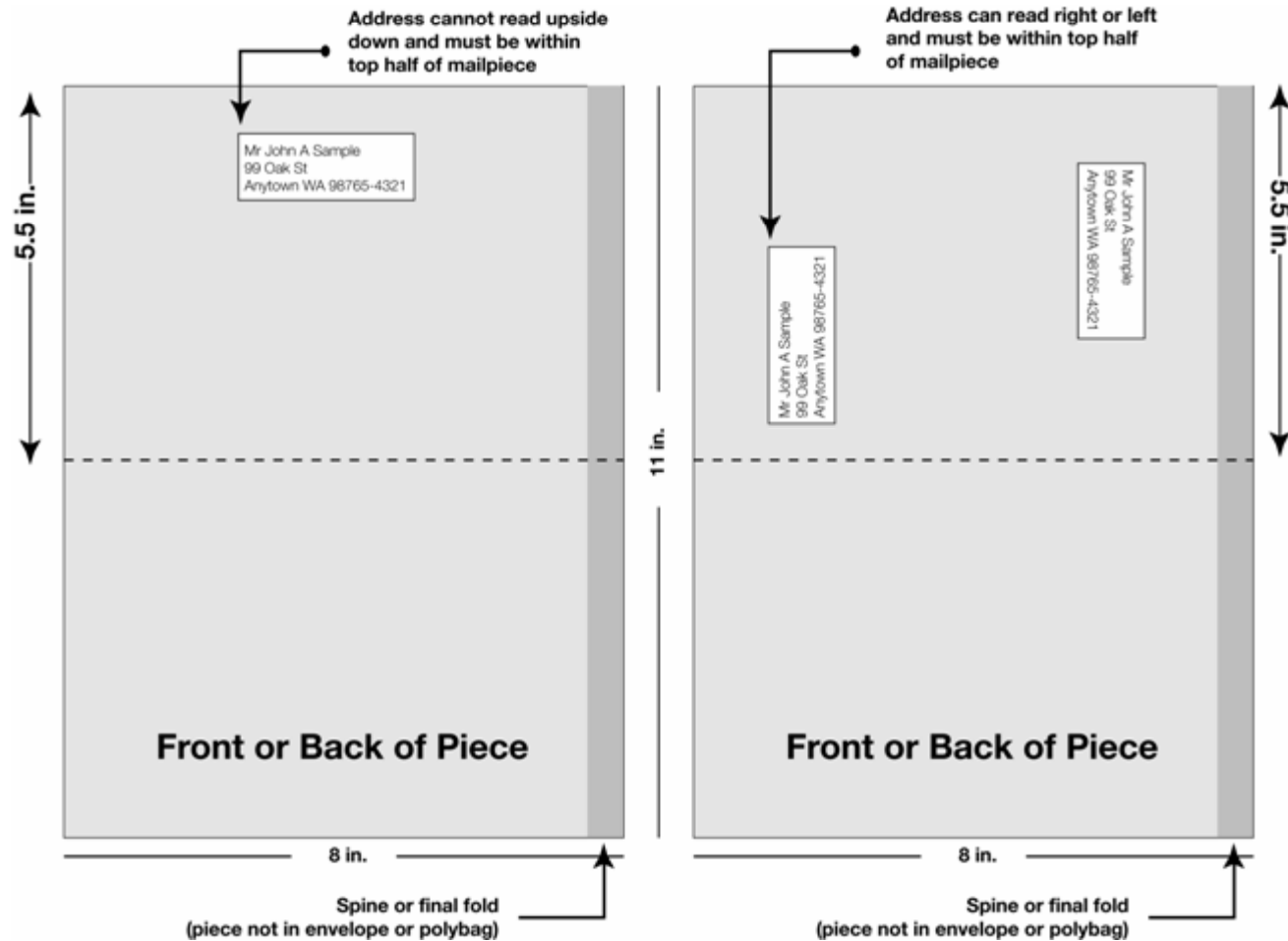
The delivery address must be entirely within the top half of the mailpiece.



Address Placement — Enclosed Flat



Address Placement — Unenclosed Flat





Address Placement

The “top” is:

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



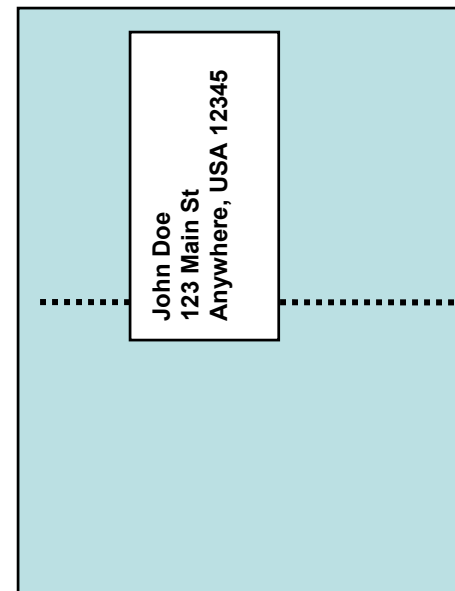
Address Placement

When the address is on an insert polywrapped with the host piece, 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.



← **Small flat**

Federal Register Notice

**Final rule available on Postal Explorer
(pe.usps.com):**

- **Click on “Federal Register” in the left frame.**
- **Scroll down to the “New Address Requirements...” notice.**
- **Use PDF or Word files because they include the graphics (the “text” file is text only).**

Federal Register Notice

Final rule consists of four parts:

- **Supplementary Information — a narrative summary of the new rule.**
- **Summary of Comments — responds to comments on the proposal.**
- **Summary of Changes from Proposed to Final Rule — how the final rule differs from the proposal.**
- **Revisions to the Domestic Mail Manual.**

Address Placement — Catalog Example

Top half

Bound edge

Usually addressed
on back cover:



Address Placement — Magazine Example

Top half

Bound edge

Usually addressed
on front cover:



Address Placement — Magazine in Polywrap Example

Top half

Often addressed
on an insert:



Address Placement — Business Envelope Examples

Horizontal format is fine:



Address Placement — Step-by-Step

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

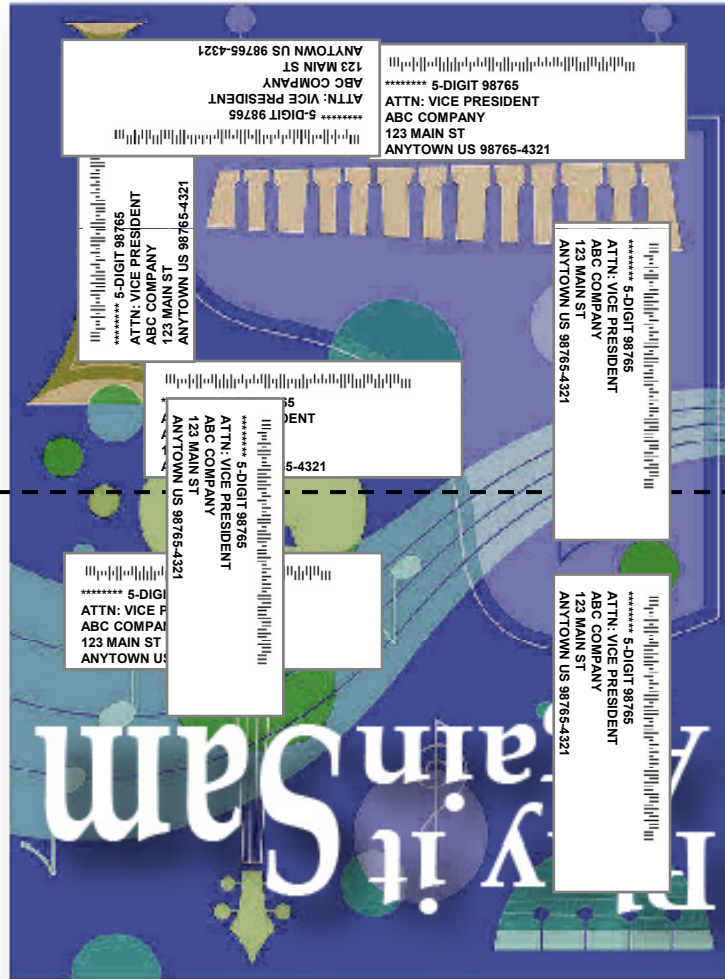
Address Placement — Step-by-Step

- **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 Recap

Yes
Yes
Yes
Yes

Top half



No

Bound edge

No
No
No

FAQs

- **The new standards DO NOT apply to letters mailed at letter prices or parcels mailed at parcel or NFM prices. They DO NOT apply to any type of single-piece mail.**
- **They DO apply to pieces mailed at flats prices because of weight or thickness.**
- **They DO apply to “letters” or “cards” polywrapped with and carrying the address for a flat-size host piece.**

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

Final rule effective on March 29, 2009:

- **DMM will be updated on that day.**
- **Implementation materials:**
 - ▶ **Customer presentations (PCC Workshop, etc.)**
 - ▶ **MailPro articles**
 - ▶ **New Quick Service Guide**
 - ▶ **New fact sheets and posters**

Implementation

- **Local Mailpiece Design Analysts can help with specific designs.**
 - ▶ **Use MDA lookup tool on Postal Explorer (click “Postal Links” 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*](http://pe.usps.com)

MailPro

[*usps.com/mailpro*](http://usps.com/mailpro)

DMM Advisory

[*dmmadvisory@usps.com*](mailto:dmmadvisory@usps.com)



FLATS ADDRESS PLACEMENT

EFFECTIVE DATE: March 29, 2009

Reference: DMM 302

The Postal Service adopts new address placement and formatting requirements for Periodicals, Standard Mail®, Bound Printed Matter, Media Mail®, and Library Mail flat-size pieces sent at automation, presorted, or carrier route prices. We also adopt related revisions for automation and presorted First-Class Mail® flats.

The new standards require:

- The entire delivery address in the upper portion of all Periodicals, Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flat-size pieces mailed at automation, presorted, or carrier route prices.
- The new standards define “upper portion” as the top half of a mailpiece; however, we encourage mailers to place the address as close to the top edge as possible (while still maintaining a 1/8-inch clearance from the edges).
- For enveloped or polywrapped flat mail, the upper or top half is either of the shorter edges of the mailpiece. For bound or folded flat mail, the bound or final folded edge must be vertical and on the right side, with an exception for Carrier Route (or Enhanced Carrier Route) saturation mail, where either of the shorter edges can be the top. If the delivery address is on an insert in a polywrapped flat, address must remain in the upper half throughout processing and delivery.
- Mailers may place the address parallel or perpendicular to the top edge within the upper portion of the mailpiece, but not upside down as read in relation to the top edge.
- If a vertical address does not fit in the upper half, address may pass midpoint if placed within 1” of the top edge.
- Mailers must also address ALL presorted, automation (this includes First-Class Mail in addition to the classes of mail mentioned above), and carrier route flat-size mailpieces using a minimum of 8-point type (.080” high), with our preference being all caps and using a sans serif font, or:
 - If the mailpiece bears a POSTNET™ or Intelligent Mail® barcode with a delivery point routing code for automation pricing, the address may be a minimum of 6-point type (.065” high) in all capital letters.
- In addition, for ALL automation price pieces, the characters in the address must not overlap, the address lines must not touch or overlap, and each address element may be separated by no more than five blank character spaces.
- Postage and Delivery Address must be on the same side of the mailpiece. Postage must be in the top, right corner of the mailpiece or address area. Postage must have the same “read direction” as the Delivery Address. This does not apply to Periodicals that are not required to display postage.

ILLUSTRATIONS

Exhibit 2.2 Delivery Address on Enveloped or Polywrapped Pieces

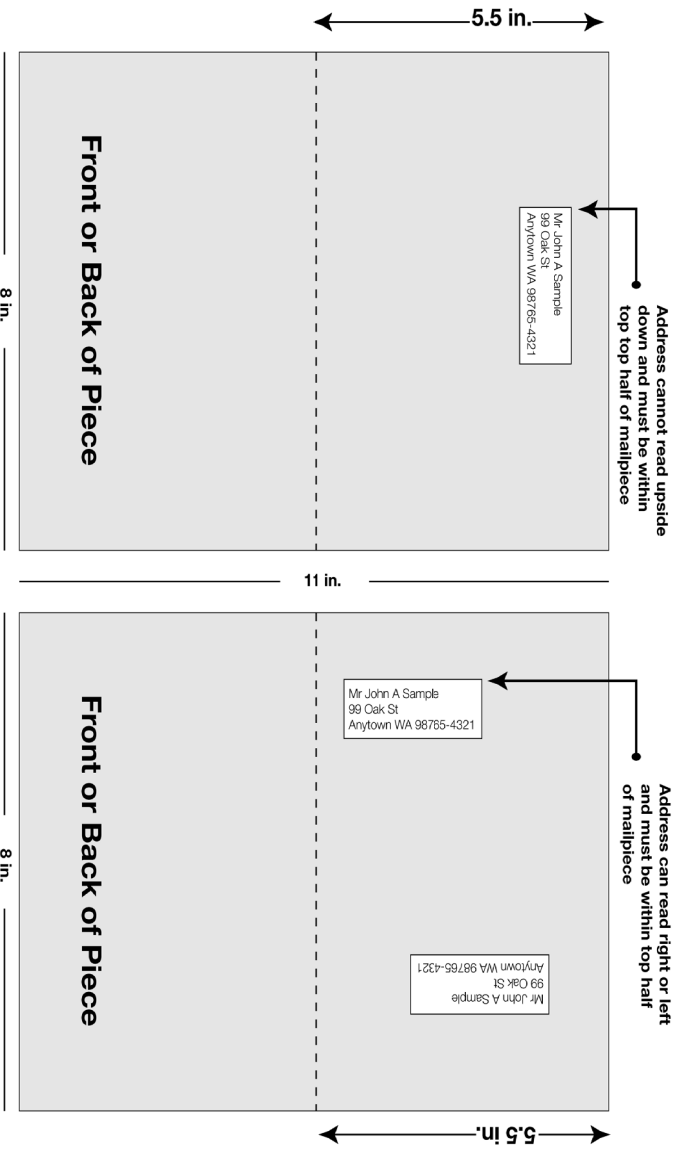
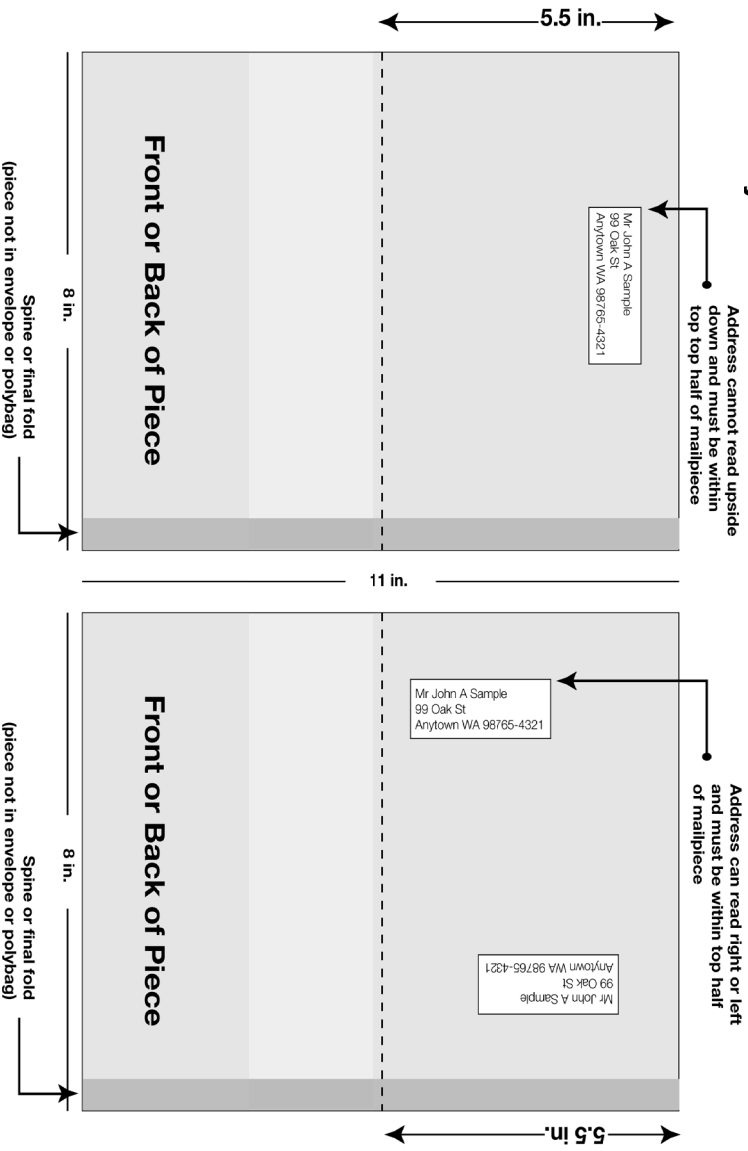


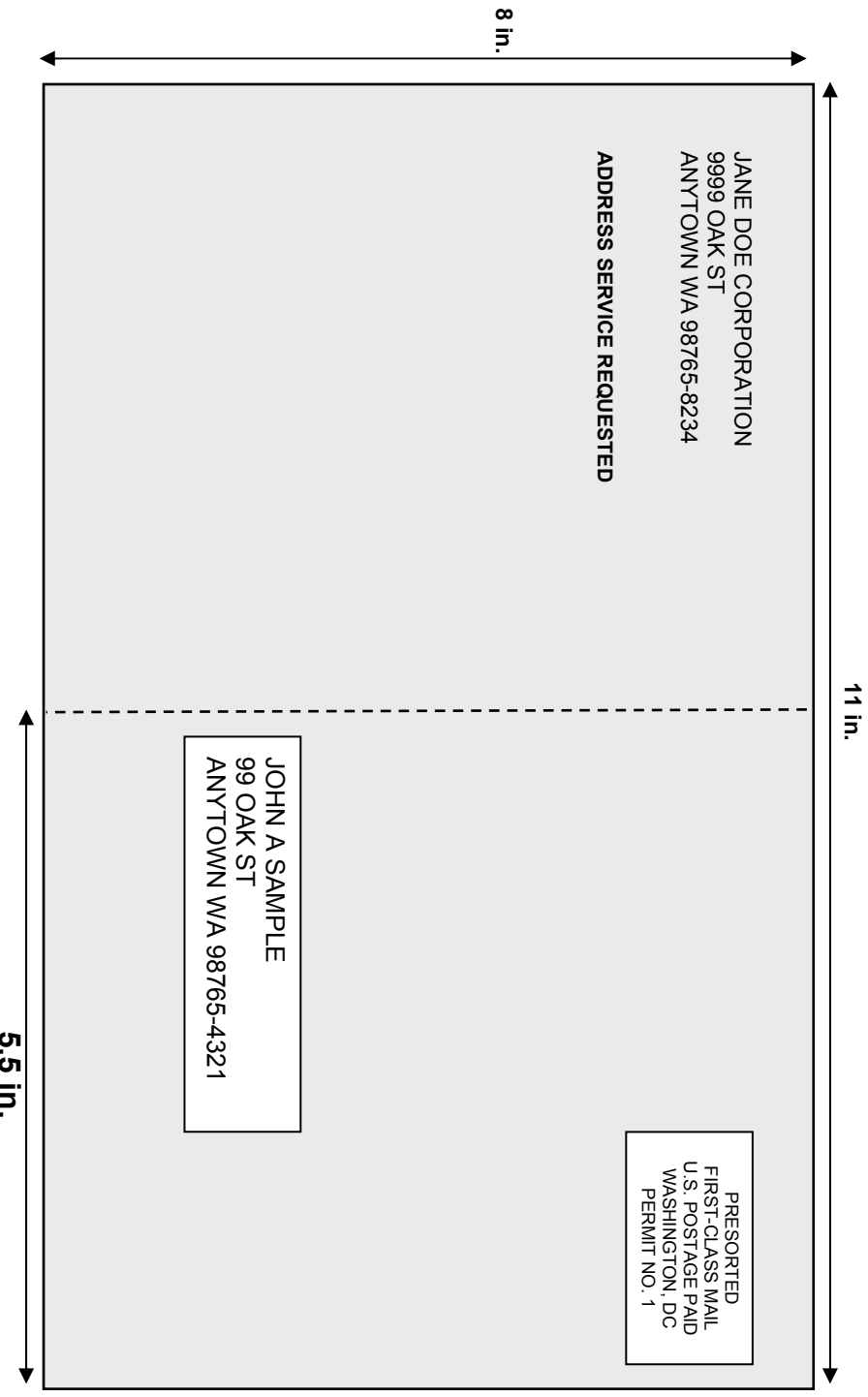
Exhibit 2.3 Delivery Address on Bound or Folded Pieces



ILLUSTRATION

Delivery Address on Enveloped or Polywrapped Pieces in Landscape Orientation

It is possible to mail an envelope that is addressed to be viewed in Landscape Orientation and still be in compliance with the rules. Our preference would be to position the Delivery Address on the right half of the envelope. Remember, postage must be in upper right corner of mailpiece or upper right corner of addressing area when orientated to read the address and postage.



When this envelope is turned and viewed vertically in a Portrait Orientation, you can see that this area is still in the upper half of the mailpiece. This design will comply with the Flats Address Placement rules.



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