

CK TIP SHEET: Postage—Size & Layout



SIZE AND LAYOUT OF THE PIECE

Besides mail class (First-Class or Standard), the post office separates mail pieces based on size, shape and layout into three categories: card, letters and flats. Generally, cards are cheaper to mail than letters which are cheaper than flats. Your mail house can help you make sure you're following all the guidelines for the type of piece you select, for example...

- To qualify for letter rates, barcodes on self-mailers must go on the fold.
- A self-mailer that is tabbed closed qualifies for deeper discounts.
- Only rectangular shapes are machinable...avoid squares for bulk mail.

WHERE'S THE BIGGEST SAVINGS?

Here are five strategies that can lead to substantial savings:

- Choose the most economic mail class—Standard over First-Class
- Choose letters over flats
- Keep the weight of your piece under 3.3 oz
- When you must mail First-Class, mail cards of pieces under 1 oz.
- When you must mail a flat, maximize automation and add Enhanced Carrier Route information on Standard mail.

DIRECT MAIL OPTIONS RANKED BY COST

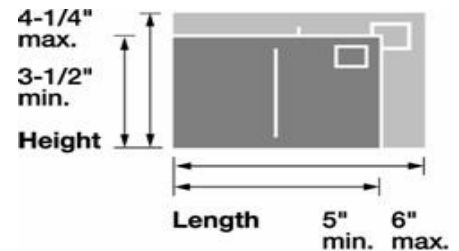
1. Standard Letter under 3.3 oz [tie]
1. First-class Postcard [tie]
2. First-class Letter under 1 oz
3. Standard Flat under 3.3 oz*
4. First-class Letter over 1 oz
5. First-class Flat under 1 oz
6. First-class Flat over 1 oz

*Maximum automation pushes Standard Flat ahead of First-Class Letter under 1 oz

Note: Information identified from the United States Postal Service website.



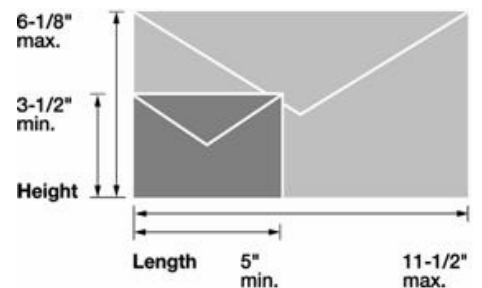
Qualifying for Postcard Rate (First-Class Only)



Property	Minimum	Maximum
Length	5 inches	6 inches
Height	3-1/2 inches	4-1/4 inches
Thickness	0.007 inch	0.016 inch

Length is the dimension parallel to the address.

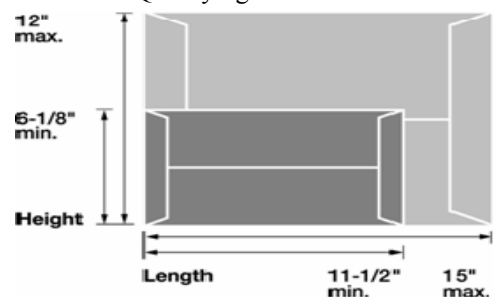
Qualifying for Letter Rates



Property	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch

Length is the dimension parallel to the address.

Qualifying for Flat Rates



Property	Minimum*	Maximum
length	11-1/2 inches	15 inches
height	6-1/8 inches	12 inches
thickness	1/4 inch	3/4 inch

Length is the dimension parallel to the address.
* Flats exceed at least one of these dimensions.