

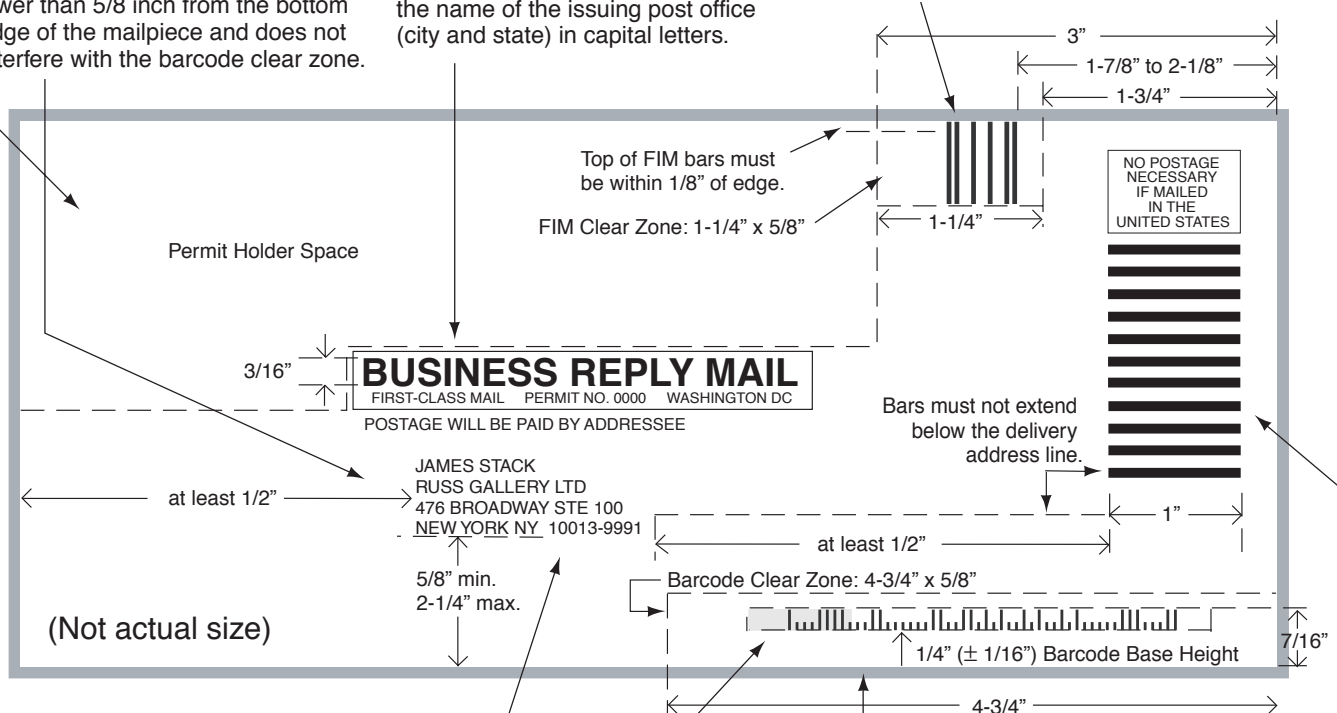
MAILINGS

Permit Holder Space: May contain information such as return address, logos, distribution codes and form numbers.

Company Logo: For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than 5/8 inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

Business Reply Legend: The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing post office (city and state) in capital letters.

Facing Identification Mark (FIM): A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between 1/2 and 3/4 inch high and 0.03125 inch (1/32 inch) (± 0.008 inch) wide.



Dimensions: Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for the card rate, cards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are available, but they are charged at First-Class Mail letter rate.

Barcoded pieces measuring more than 4-1/4 inches high or 6 inches long must be at least 0.009 inch thick.

- Additional standards apply to QBRM pieces (S922.7).
- A surcharge is assessed for nonmachinable letters (C050.2.2) weighing 1 ounce or less.

ZIP Code: A unique ZIP+4 code is assigned to each piece.

Leftmost bar must fall between 4-1/4" and 3-1/2" from right edge.

Horizontal Bars: These bars must be uniform in length, at least 1 inch long and 1/16 to 3/16 inch thick and evenly spaced. The bars may not extend below the delivery address line, which is located directly above the line containing the city, state, and ZIP Code.

POSTNET Barcode Location: The barcode must be located here (unless an address block barcode is used on a window envelope or printed address label). The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local post office.

BUSINESS REPLY MAIL GUIDE (BRM): Use the above guide to create postcards and envelopes.

Most of the time, an approval can be obtained by e-mail. In some instances the post office will e-mail you a template for your artwork and will also provide you the correct ZIP+4, barcode and FIM information.

MONEY-SAVING TIP: When printing direct mail pieces, postcards, brochures or catalogs, have the printer deliver the printed goods to the mailing house directly. By doing so, you are not required to pay sales tax on the printed materials since you never take possession of the tangible goods.