FLATS ADDRESS PLACEMENT

EFFECTIVE DATE: <u>March 29, 2009</u>   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

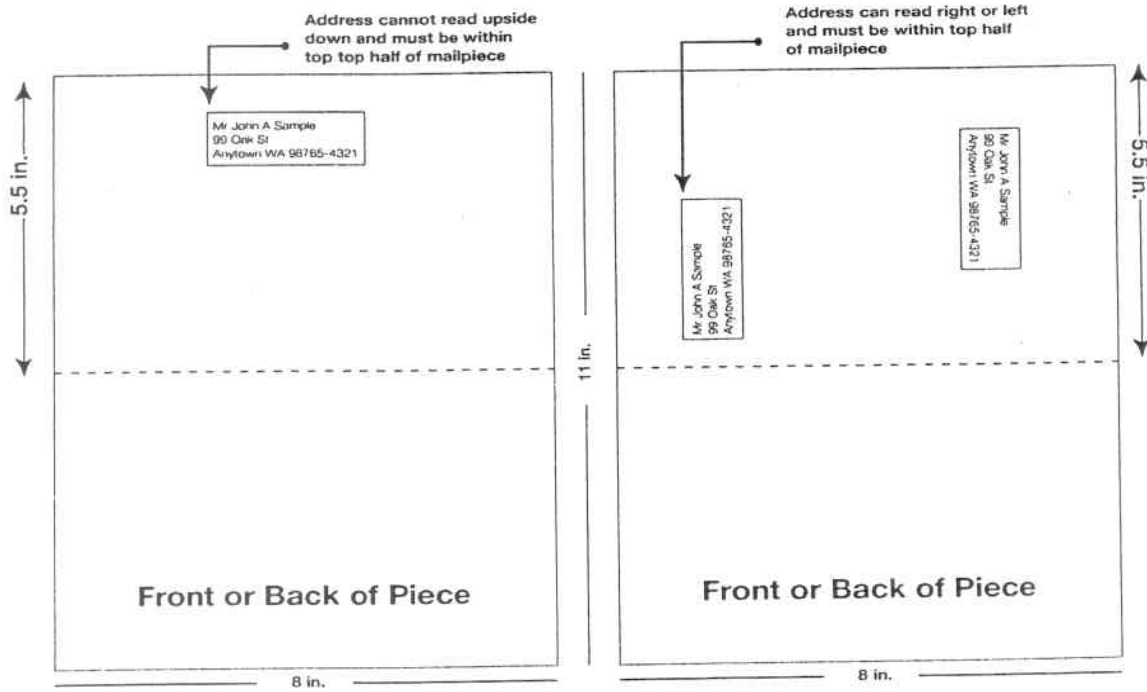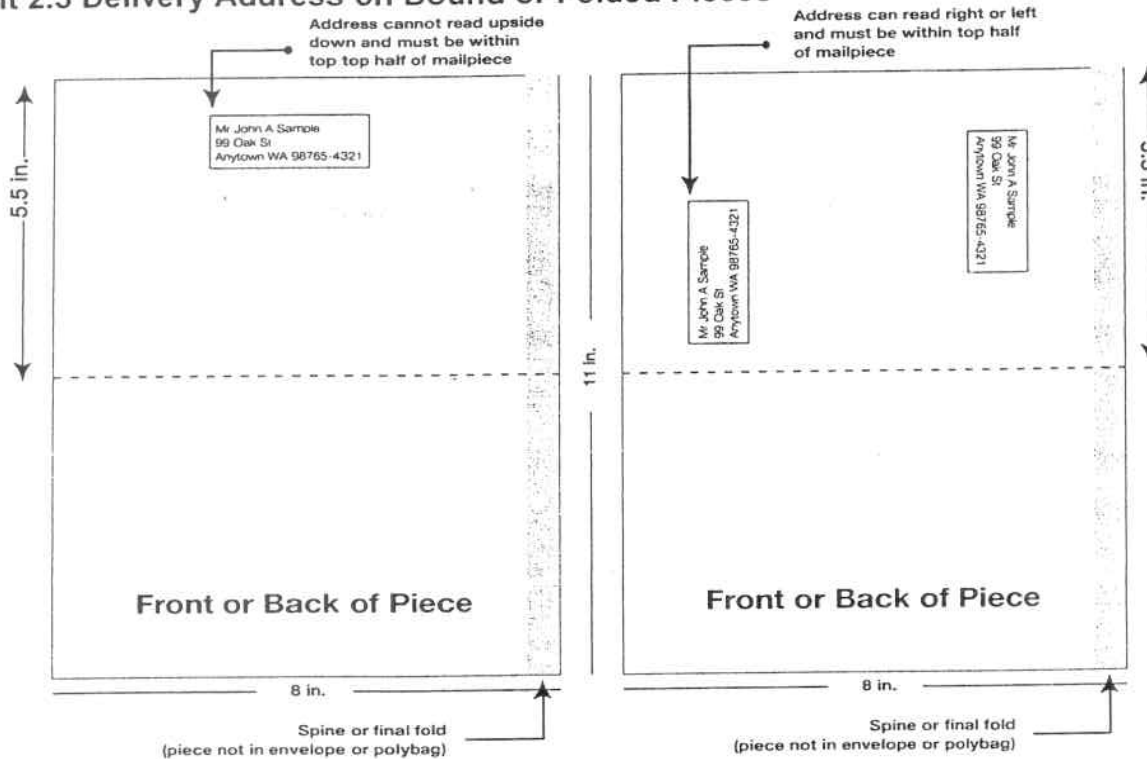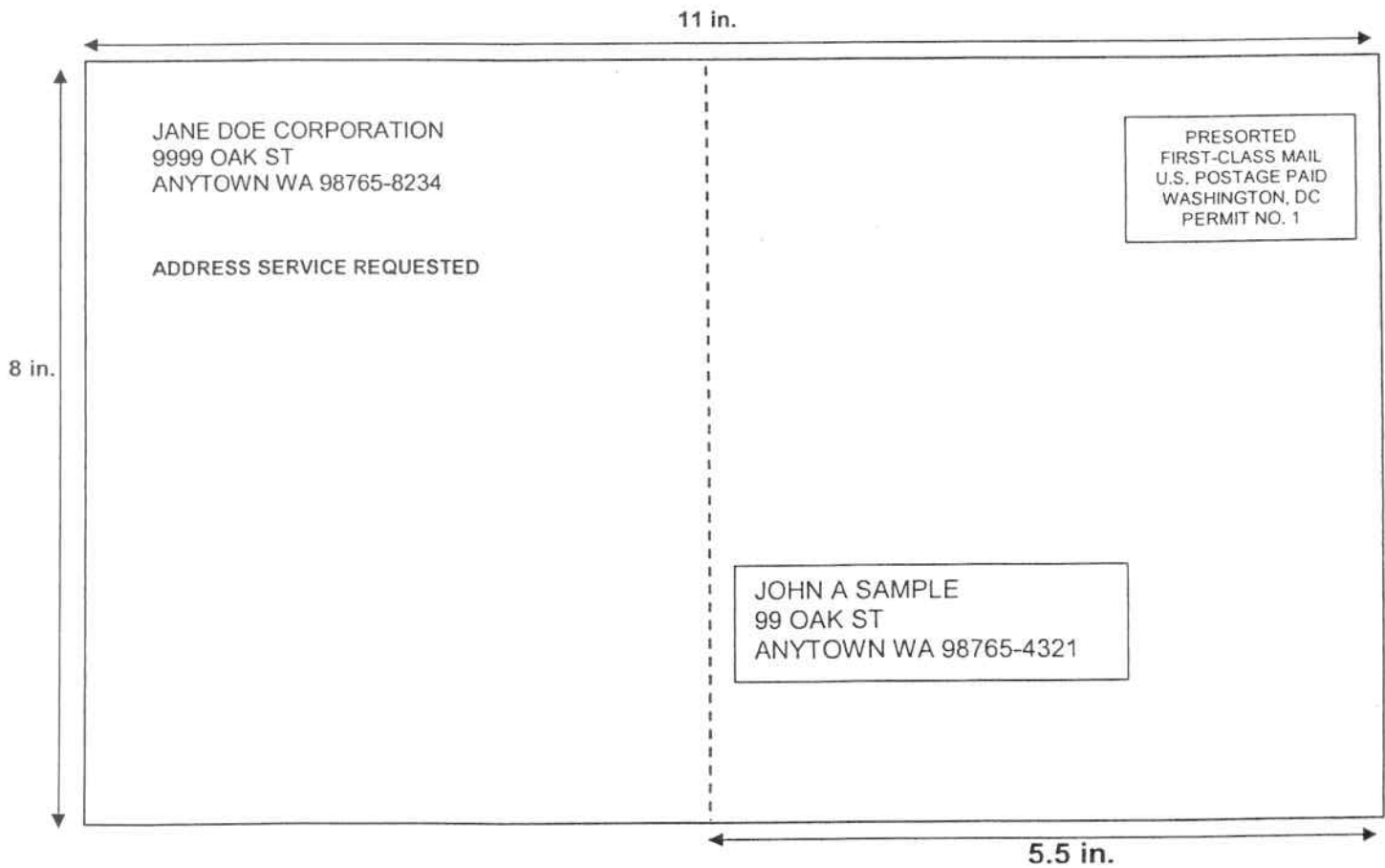## Exhibit 2.2 Delivery Address on Enveloped or Polywrapped Pieces

Address cannot read upside down and must be within top top half of mailpiece

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

5.5 in.

11 in.

8 in.

Front or Back of Piece

Address can read right or left and must be within top half of mailpiece

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

5.5 in.

8 in.

Front or Back of Piece

Exhibit 2.3 Delivery Address on Bound or Folded Pieces

Address cannot read upside down and must be within top top half of mailpiece

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

5.5 in.

11 in.

8 in.

Front or Back of Piece

Spine or final fold
(piece not in envelope or polybag)

Address can read right or left and must be within top half of mailpiece

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

Mr John A Sample
99 Oak St
Anytown WA 98765-4321

5.5 in.

8 in.

Front or Back of Piece

Spine or final fold
(piece not in envelope or polybag)

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.

11 in.

8 in.

JANE DOE CORPORATION
9999 OAK ST
ANYTOWN WA 98765-8234

ADDRESS SERVICE REQUESTED

PRESORTED
FIRST-CLASS MAIL
U.S. POSTAGE PAID
WASHINGTON, DC
PERMIT NO. 1

JOHN A SAMPLE
99 OAK ST
ANYTOWN WA 98765-4321

5.5 in.

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.

New Address Requirements for Automation, Presorted, and Carrier Route <u>Flat-Size</u> Mail! (Retail First-Class flats & Standard Mail ECR letters mailed at flat-size rates, not included)
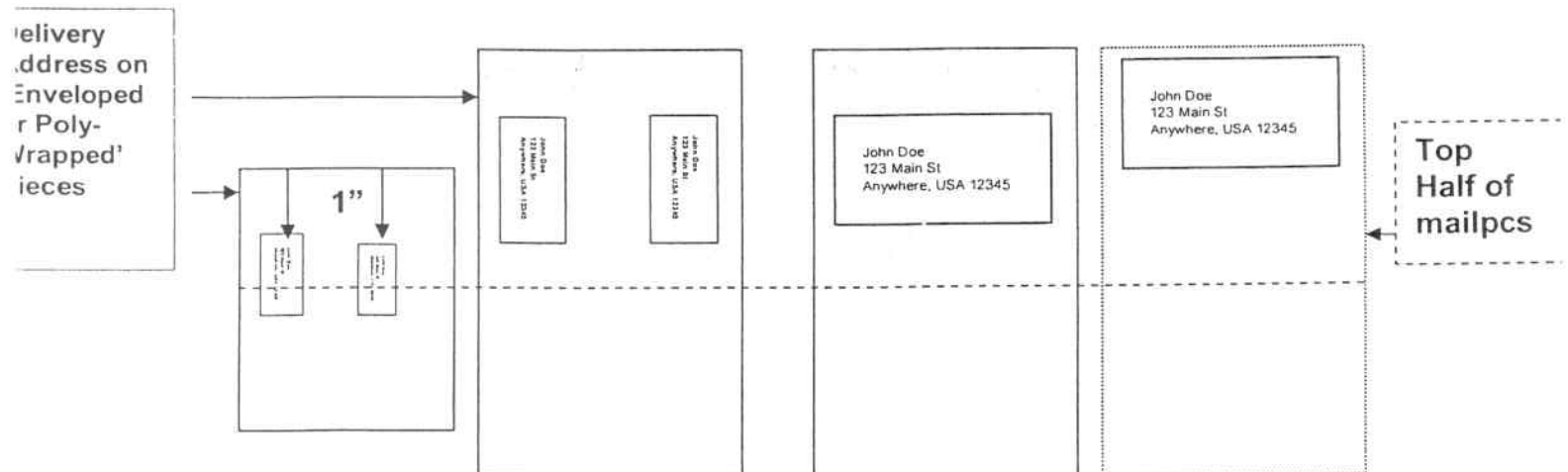
*EFFECTIVE DATE: March 29, 2009

<u>THIS WILL AFFECT</u>:
- Periodicals
- Standard Mail
- Package Services

<u>ADDRESSES **MUST**</u>:
- Be in top half of mailpiece.
- Be right side up.
- Maintain placement throughout processing and delivery on inserts polywrapped with the host piece.

*<u>PERMIT IMPRINT OR METER</u> be in the upper right corner of mail piece or of address area and the same read direction as the delivery address

All <u>commercial flats</u>
- must be addressed using at least 8-point type

<u>Automation pieces</u>
- Address characters cannot overlap.
- Address lines cannot touch or overlap.
- Address elements may be separated by no more than five blank spaces

Flats using POSTNET or Intelligent Mail barcode with a delivery point routing code
- use 6-point type (each letter or figure must be at least 0.065 inch high) if the address is printed in all capital letters

??s - **Contact local** Mailpiece Design Analyst (**MDA**)