

## DIY Direct Mailer and Postcard Instructions

### DIRECT MAILER

- Open the PDF document and fill in your shop name, address, phone number, return address, etc. in the indicated areas.
- Add your customer's address information. If you use a letter shop, the return address, mailing address and indicia will be imaged from your supplied mail files.
- Email the PDF file to your local printer or print copies on your own four-color printer for smaller quantities. Experiment feeding your printer to produce a two-sided piece. *See USPS instructions below for tab locations.*
- Paper stock must be between 20 and 28 lbs. (most printer paper is 20 lbs.). *See USPS instructions below for when to use which paper stock based on how many tabs (also referred to as "wafer seals") you use.*
- Print, fold and tab. (Stapling is not recommended by USPS.)
- Please speak to your printer, local letter shop or local post office about postage costs for this mailer.
- Add correct postage and mail.

**NOTE:** An 8 ½" x 11" sheet of 20, 24 or 28 lb. paper folded once to 5 ½" x 8 ½" does not meet the minimum thickness of 0.009 inch for an automation compatible letter. Speak to your local letter shop about your options.

### POSTCARD

- Open the PDF document and fill in your shop name, address, phone number, return address, etc. in the indicated areas.
- Add your customer's address information. If you use a letter shop, the return address, mailing address and indicia will be imaged from your supplied mail files.
- Email the PDF file to your local printer or print copies on your own four-color printer for smaller quantities. Experiment feeding your printer to produce a two-sided postcard.
- The minimum thickness for a postcard per USPS standards is .007" and the maximum thickness is .016".
- The minimum size of a postcard per USPS standards is 5" long x 3 ½" high. The maximum size is 6" long x 4 ¼" high.
- Please speak to your printer, local letter shop or local post office about postage costs for postcards.



## **USPS MAILING INSTRUCTIONS**

A folded self-mailer must be prepared with the folded edge parallel to the longest dimension and the address of the mail piece. Based on the number of tabs used, these additional standards apply:

1. With one tab, the folded edge must be at the bottom of the self-mailer. The tab must be placed in the middle of the top edge of the piece. If formed of a single folded sheet, the self-mailer must be prepared from paper with a minimum basis weight of 28 lbs.
2. With two tabs, the folded edge may be at the top or bottom of the self-mailer. The two tabs must be placed on the open edge, opposite the folded edge. One tab must be placed within 1 inch of the left edge of the piece; the other, within 1 inch of the right edge of the piece. The whole tab cannot be placed within 1 inch of the edge. The tabs must not obscure the facing identification mark (bar code), postage or required address information. This folded self-mailer must be prepared from paper with a minimum basis weight of 20 pounds.

If you will be mailing these items yourself, you will affix a first class postage stamp and drop them off at post office or in a mail pickup box. When mailing anything at full rate postage, tabs are not required. Why? Basically, anything that mails full rate first class is handled by hand, and never makes it to the automated sorting machine. Hand folding the flyer will keep it closed enough as the stock will not be too thick where it will be “fanned open” through the post office.