

WAYS TO SAVE WITH LARGER MAILERS WITH NONPROFIT BULK MAIL

NONPROFIT BULK MAILING CRITERIA (at least 200 pieces and weight less than 1 lb.)

Steps to follow for preparing a nonprofit bulk mailer:

- Have bulk permit label printed on your mail piece with OVU permit number (the OVU bookstore has a sample)
- Print labels in zip code order and keep pieces in that order
- Identify the number of pieces with the same 5 digit zip code (need 150 pieces for discount) and bundle (for an additional discount)
- Identify the number of pieces with the same first 3 digits of zip code (need 150 pieces for discount) and bundle (for an additional discount)

MAIL SIZES:

POST CARDS

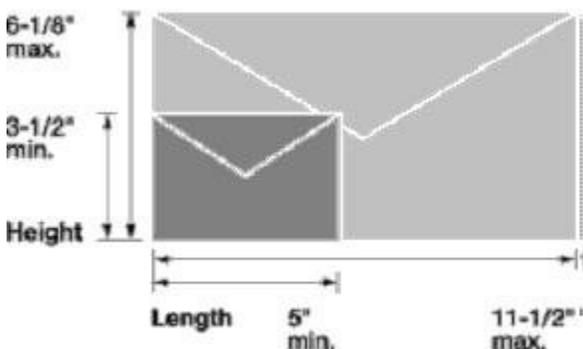
A postcard is a rectangular mailer sent without an envelope. Sending a postcard is an extremely affordable way to communicate when you're using the U.S Postal Service-regular postcards cost only \$0.35 to mail!

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
- No more than 4-1/4 inches high x 6 inches long x 0.016 inches thick

LETTERS

The First Class Mail letter (1 oz.) rate for postage purchased at the Post Office has increased by five cents to \$0.55 from \$0.50 on January 27, 2019. Each additional ounce for a First Class Mail letter will cost an extra \$0.15 (a decrease from \$0.21 in 2018). First Class Mail Flats/Large Envelope rates are not increasing in 2019, remaining at \$1.00 (1 oz.), with additional ounces costing \$0.15.

You probably have a picture in your mind of what a "letter" is. Possibly you're using a standard No. 10 envelope for your letter, so that's easy to picture. However, if you decide to create a mailpiece with its own special envelope or if you are designing a piece that will be folded to letter-size, be sure to keep in mind the following size requirements for letters:



<u>Dimension</u>	<u>Minimum</u>	<u>Maximum</u>
Height	3-1/2 inches	6-1/8 inches
Length	5 inches	11-1/2 inches
Thickness	0.007 inch	1/4 inch

To be eligible for mailing at the price for letters, a piece must be:

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick.
- No more than 6-1/8 inches high x 11-1/2 inches long x 1/4 inch thick.

First-Class Mail letters that have one or more nonmachinable characteristics will pay a nonmachinable surcharge. Customers can be unpleasantly surprised that they must pay extra postage when, for example, they mail a square greeting card. The Postal Service charges extra postage because mailpieces that are rigid, square, or unusually shaped, often jam postal equipment and are difficult to process. This costs the Postal Service time and money—and may also damage your mailpiece.

Many mailers fold sheets of paper to form letter-size pieces or newsletters. Folded pieces, or folded self-mailers, can save time and money because you're not paying for or stuffing envelopes. Folded self-mailers must be sealed or they will be subject to the nonmachinable surcharge. We recommend that you use wafer seals or tabs to close the open sides of folded mailpieces.

Here's some good advice on tabbing: Put the fold on the *bottom* (the side below the address) and secure the opening at the *top* with a piece of tape, a tab or a wafer seal.

More about Folding and Tabbing a Mailpiece

There are special size requirements for mailing letters at automation prices. Contact your Business Mail Entry Unit for more information.

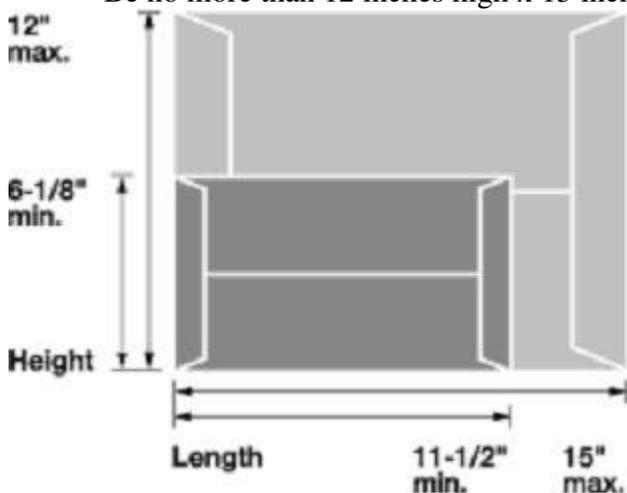
TIPS

- *0.007 inches? How do I measure that? As a guide, an index card is thick enough. If in doubt, contact a Mailpiece Design Analyst (MDA) near you. MDAs have tools for precisely measuring thickness and can tell you if your mailpiece is thick enough.*
- *What is high? What is long? Length is the side parallel to the address. Height is the side that is perpendicular to the length.*

Sizes for Large Envelopes and Flats

The Postal Service uses the word "flats" to refer to large envelopes, newsletters, and magazines. The words large envelopes and flats are used interchangeably. Whatever you call them, flats must:

- Have one dimension that is greater than 6-1/8 inches high OR 11-1/2 inches long OR 1/4 inch thick.
- Be no more than 12 inches high x 15 inches long x 3/4 inch thick.



<u>Dimension</u>	<u>Minimum*</u>	<u>Maximum</u>
Height	6-1/8 inches	12 inches
Length	11-1/2 inches	15 inches
Thickness	1/4 inch	3/4 inch

* Large Envelopes exceed one or more of the letter size maximum dimensions.

The maximum size for a flat provides plenty of room to put lots of material in the envelope. But keep in mind that weight usually affects price—the higher the weight the higher the postage, especially for First-Class Mail. Is it possible to fold your flat-size piece to letter-size? If so, you can save money because you'll pay the lower letter price.