



Marketing Support

Mail House Guideline



Consider the mail piece design (3 basic designs)

Cards:

Min: 3 1/2" height x 6" length (.007 thick)

Max: 4 1/4" height x 6" length (.016 thick)

Letter:

Min: 3 1/2" height x 6" length (.007 thick)

Max: 6 1/8" height x 11 1/2" length (.25 thick)

Flat:

Min: 6" height x 6" length (.25 thick)

Max: 12" height x 15" length (.75 thick)

Think about ways to automate the mailing piece

- Meet the size and weight standards
- Make sure the piece contains no sharp or bulky items
- Make sure the piece is sealed securely (ex: folded self-mailer tab on top)
- Make the piece readable by automation equipment (barcodes)



Know the pricing

There are different costs for mailing these pieces. Whenever possible automate all mailing pieces.

First Class Mail (letters & flats) up to 13 oz.:

\$0.34 per piece - one ounce or less and \$0.21 for each additional ounce

Presorted First Class Mail (letter size only) 4 oz. or less (500-piece minimum):

\$0.320 per piece - presorted only

\$0.278 per piece - presorted & automated

Presorted First Class Mail (flats) up to 13 oz.:

\$0.310 per piece - presorted & automated

Standard Mail (letters up to 6 1/8" x 11") weighing 3.3 oz. or less (200-piece minimum):

\$0.25 per piece - presorted only

\$0.197 per piece - presorted & automated

Standard Mail (flats) weighing 3.3 oz. or less:

\$0.319 per piece - presorted only

\$0.275 per piece - presorted & automated

First Class Postcard Rate (card size cannot exceed 4 1/4" x 6"):

\$0.20 per piece - presorted only

\$0.164 per piece - presorted & automated

Further discounts are available for each of these (except straight first class) depending upon the sort: basic, 3-digit or 5-digit.



Be sure to include indicia on the mailing piece

Meters and stamps can also be used, but these options are typically more expensive.

