

New mailing rules for address placement

For mailing pieces larger than 6x10½" • Effective March 29

Alert!

The US Postal Service has changed where the address can be positioned on “flats.” Flats are defined as either booklets, magazines, envelopes or flat sheets of paper larger than 6x10½”.

These rules are for all automation pieces

These rules are for periodicals, standard mail, presorted first class, bound printed matter, media mail and library mail “flat-size” pieces sent at automation, presort and carrier route prices. If the piece goes out unsorted first class, you don’t need to go by these rules.

Bound pieces

For a bound piece (like a magazine), *the address must be in the top half of the piece.* (Top is defined as the upper half when the spine is on the right.)

If printing the address on the back cover, it must be in the top half (the spine is on the right). The address may be placed parallel or perpendicular to the top edge, but not upside down. See Figure 1.

If printing the address on the front cover, it must be in the bottom half (the spine is on the left). The address may be placed parallel or perpendicular to the top edge. If parallel, it needs to be upside down. See Figure 1.

The post office encourages mailers to *place the address as close to the top edge as possible*, while still maintaining 1/8” clearance from the edge.

If the magazine or book is thick, contact McClung for address placement in order for us to run it through our addressing equipment. Also contact us for carrier route or enhanced carrier route mail exceptions.

Envelopes or flat sheets of paper

For an envelope or a flat sheet, if the address is horizontal, it must be in either the left side or right side. *It can’t straddle the middle.* The post office prefers that the address be on the right side. The address may also be placed parallel to the right edge, but not upside down. See Figure 2.

Postage (Indicia) location

The postage (indicia) area must have the *same “read direction”* as the delivery address, and must be in the top right corner of the mail piece or addressing area.

Effective date

These rules will go into effect on **March 29, 2009.**

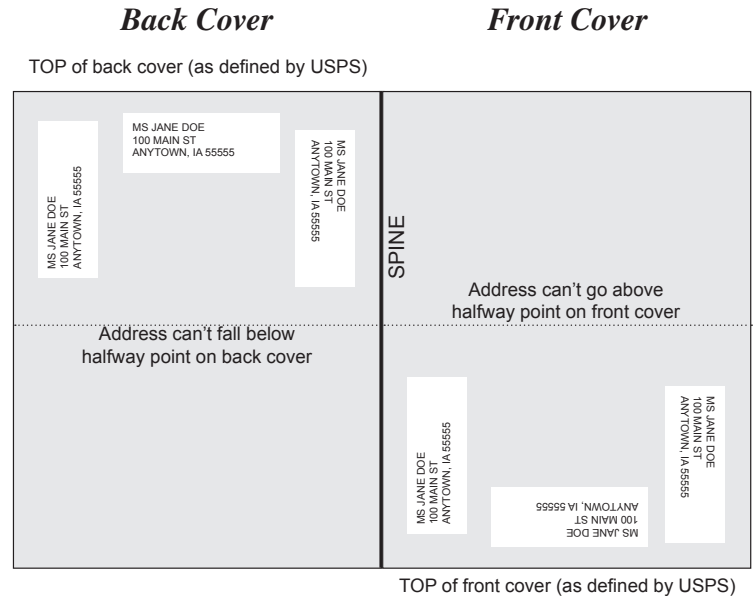


Figure 1. Magazine, book or other bound piece.

If you have any questions about the new address placement rules, please contact your sales rep or CSR at McClung at 800-942-1066 or go to <http://www.mcclungco.com/resources/default.htm>

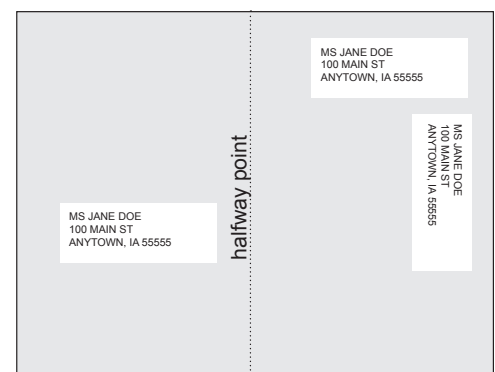


Figure 2. Envelope or flat sheet.

*Proposed new rules for self-mailers

Target implementation date: May 11

New rules are being proposed for *self-mailers*. The rules would apply to *folded self-mailers* (a single sheet of paper) or *booklet self-mailers*.

- *New maximum size limit of 6x10½"*. Anything larger will be a flat (which mails at a higher postage rate).
- No perforated tabs.
- More tabs will be required, and at different places.
- Larger tabs will be required: 1" for folded self mailers and 1½" for booklets.
- New cover stock weight requirements (yet to be determined).
- New limitations on glossy stock (yet to be determined).

Target implementation is May 11, 2009. McClung will keep you informed about these proposed changes.

If you have any questions about the proposed self-mailer rules, please contact your sales rep or CSR at McClung at 800-942-1066 or go to <http://www.mcclungco.com/resources/default.htm>.

References:

- *A Word from George Kerney, USPS Mail Piece Design Analyst*
- *You can also go to the USPS website at <http://ribbs.usps.gov> to find information about all addressing, sorting and barcoding questions.*
- *For information about the new addressing requirements, go to: http://ribbs.usps.gov/flat/documents/Flats_Addressing_Requirements/flat_addressing_req.htm*
- *Questions? Contact your sales rep or CSR at 800-942-1066.*