



# **DIRECT MAIL GUIDE**

**NEW RATES EFFECTIVE**

**JULY 14, 2024**

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# DIRECT MAIL AND POSTAL REGULATION GUIDELINES

There’s so much to get right when doing direct mail and specialty mailings. But when done effectively, wow, the results are so worth the effort. Direct mail relies on USPS requirements for proper automated mailing and delivery. Layouts that don’t comply run the risk of higher postage costs and delivery failure.

Use this guide as a starting point to correctly prepare your files, and, if you have questions, let Thyse help. Our direct mail experts bring decades of experience working with the United States Postal Service rules and regulations. We get it — so there’s no need for you to worry.

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This information is intended as a guide only and does not encompass all postal regulations. For more information, please visit [postalpro.usps.com](https://postalpro.usps.com).



# POSTAGE RATE INCREASES

## FIRST-CLASS RATE:

	OLD RATE	NEW RATE
Stamped Letter	\$0.680	\$0.730
Metered	\$0.640	\$0.690
Postcard Stamp	\$0.530	\$0.560
Flat	\$1.390	\$1.50
Additional oz.	\$0.240	\$0.280

## POSTCARD RATE:

First-Class Postcards (now up to 6 x 9, 500qty. min.)	\$0.357 - \$0.390	\$0.384 - \$0.419
International Retail Postcard (All Countries)	\$1.550	\$1.650

## LETTER RATE:

Automated First-Class Letters	\$0.507 - \$0.571	\$0.545 - \$0.622
Automated Marketing (STD) Letters	\$0.295 - \$0.385	\$0.318 - \$0.402
Automated Marketing (Non-Profit) Letters	\$0.138 - \$0.228	\$0.146 - \$0.230
International Retail Letter (Less Than 1 oz.) (All Countries)	\$1.550	\$1.650

## FLAT RATE:

Automated First-Class Flats (1st oz. + \$0.24 Each Addtl.)	\$0.841 - \$1.244	\$0.874 - \$1.355
Automated Marketing (STD) Flats	\$0.548 - \$1.006	\$0.617 - \$1.041
Automated Marketing (Non-Profit) Flats	\$0.309 - \$0.767	\$0.381 - \$0.805
EDDM Local (Scf) Rate STD	\$0.215	\$0.230
EDDM Local (Scf) Rate Non-Profit	\$0.124	\$0.127
EDDM Reg Permit Rate STD	\$0.306	\$0.300
EDDM Reg Permit Rate Non-Profit	\$0.215	\$0.197
International Retail Flat (Less than 1 oz.) (All Countries)	\$3.000	\$3.150

\* International mailings over 1 oz. are subject to variable pricing. Please reach out for a quote.



# AUTOMATION REQUIREMENTS

## Why Automate?

The most compelling reason to automate is that it saves you a substantial amount of money in postage. In addition, automated mail travels much faster through the United States Postal Service (USPS). Due to the efficiency of automated mail, the USPS has specific requirements, as defined in this section.

## MOVE UPDATE

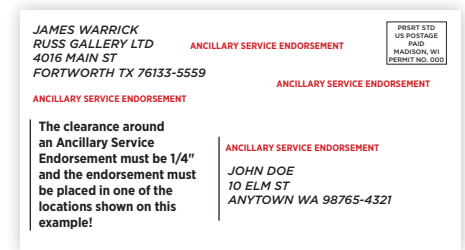
On average more than 40 million people move each year in the United States. The USPS expects automated mailer's to address this issue prior to mailing, using one of the options below.

### National Change of Address (NCOA) Process Prior to Mailing

- Automated process (offered by Thyse) that compares your addresses against the national postal database of individuals and companies who have submitted move notices.
- The NCOA process allows you to update your mailing database to the new addresses and gives you the opportunity to eliminate moves which may be out of your geographic target areas.
- Processing your addresses through NCOA prior to mailing reduces the number of returns or non-forwardable mail pieces, which may result in additional postage charges.

### Ancillary Service Endorsements (ASE)

An ASE is an imprinted instruction on a mail piece that tells the Post Office what to do with the piece if it becomes undeliverable, such as: Change Service Requested, Forwarding Service Requested, Return Service Requested and Address Service Requested. The clearance around the endorsement must be 1/4" and must be placed correctly.



### Exceptional Address

The Exception Address is a phrase, such as "Or Current Resident", placed beneath the name of the person (or persons) listed in the address block of the mail piece. This phrase tells the mail carrier to deliver the mail to the address even if the addressee has moved.

## CASS CERTIFICATION-REDUCES YOUR POSTAGE COSTS

The Coding Accuracy Support System (CASS) improves delivery of your mail piece and maximizes postage savings by adding Zip+4 codes to your mailing list where possible. The CASS Certification process also helps determine certain address problems and standardizes addresses to Postal Service formatting. The correct Zip+4 allows us to apply postal barcodes to your mail pieces, qualifying your mail for automation and postage discounts.

## UPDATED NCOA & CASS FILES

Upon request, Thyse will provide you the updated NCOA & CASS files so that you can keep your internal database up to date. If you would like these files, please contact your sales or customer service representative.



# AUTOMATION REQUIREMENTS (Continued)

## BARCODES

Barcodes are small vertical lines printed on the piece to be mailed. Much like a grocery scanner, barcodes represent the numbers that make up the address and Zip+4 codes. These codes make it possible for optical character readers (OCR) in mail processing equipment to efficiently process pieces, lowering mail-processing and delivery costs. The savings are passed on to consumers through lower postage rates.

## OPACITY

The opacity between the paper color and the barcode must allow enough contrast that the optical character readers (OCR) can differentiate the barcode from the substrate. Dark papers, bright colors and papers with flecks are disqualified for postage discounts.

## PIECES MUST BE UNIFORM

For example, envelopes with inserts must have the same quantity of inserts.

### ASPECT RATIO

*Length divided by height must be between 1.3 and 2.5*

<1.3 indicates piece is too square

>2.5 indicates piece is too long and narrow

## CALCULATING POSTCARD & LETTER SIZE MAIL ASPECT RATIO

*How it works:*

Divide Width by Height. **Results must be  $> / = 1.3$  and  $< / = 2.5$**

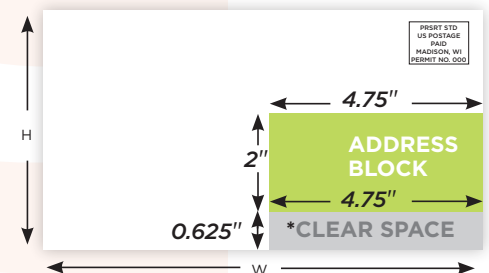
*Examples:*

- 6"w divided by 4"h = 1.5 **PASS**
- 8.5"w divided by 5.5"h = 1.545 **PASS**
- 8.5"w divided by 7"h = 1.214 **FAIL**
- 5.25"w divided by 4.125"h = 1.2727 **FAIL**

## ADDRESS BLOCK REQUIREMENTS

The address block is typically 4.75" wide by 2" high. The barcode is generally included as part of the address block and cannot appear higher than 4" from the bottom of the mailer.

If the barcode cannot print with the address block or the mail piece prints without a barcode, there must be a 0.625" clear space in the lower right of the mailing piece. Either Thyse or the USPS will place the barcode in this area.



The area behind the Address Block and the Clear Space (if the barcode is not included in the address block) must be blank or with less than 10% ink density, to ensure machine readability and therefore be eligible for your desired mail service class.

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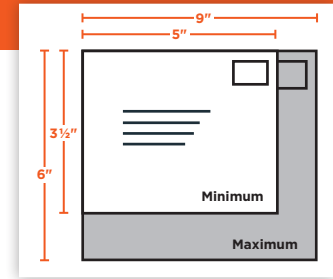


# FIRST-CLASS MAIL

## POSTCARD

**Postage Range\*** \$.384 – \$.419 *per piece*

- Print on paper stock with minimum basis weight of 75#
- Must meet aspect ration of 1.3 – 2.5 (width divided by height)
- Must be a single or double postcard, not triple. One half of a double postcard must be a reply card, double postcard at 4.25" x 6" MAX only.
- Pieces more than 6" long and 4 1/4" high must be at least .009" thick to qualify for automation rates.
- 500 minimum (otherwise mails at letter rates)



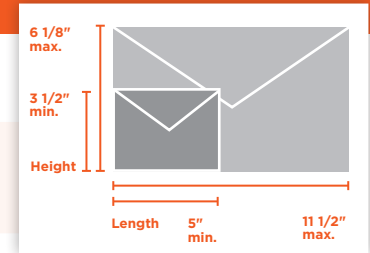
	Minimum	Maximum
<b>Length</b>	5"	9"
<b>Height</b>	3 1/2"	6"
<b>Thickness</b>	.007" <sup>1</sup>	.016"

<sup>1</sup> .009" if the height exceeds 6" or if the length exceeds 9".

## LETTER

**Postage Range\*** \$.545 – \$.622 *per piece (up to 3.5 oz.; booklets up to 3 oz.)*

- The maximum weight for a First-Class letter is 3.5 oz. and 3 oz. for a booklet
- Letter-size mail (not booklets) that weigh between 3 and 3.5 oz. is considered "Heavy Letter Mail" and must be mailed in an envelope. In addition "Heavy Letter Mail" may not include stiff enclosures.
- Pieces more than 6" long and 4 1/4" high must be at least .009" thick to qualify for automation rates
- Must meet aspect ration of 1.3 – 2.5 (width divided by height)
- Cannot be too rigid



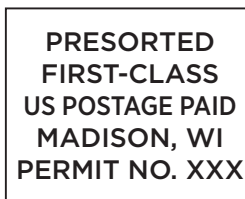
	Minimum	Maximum
<b>Length</b>	5"	11 1/2" <sup>1</sup>
<b>Height</b>	3 1/2"	6 1/8" <sup>1</sup>
<b>Thickness</b>	.007" <sup>2</sup>	1/4"

<sup>1</sup> Max size for folded self-mailer or booklet is 10 1/2" x 6". The booklet cover must be 60#+, otherwise max width is 9 - 9 1/2".

<sup>2</sup> .009" if the height exceeds 4 1/4" or if the length exceeds 6".

### FIRST-CLASS FACTS

- Sealed against postal inspection
- 1-5 business day delivery
- Forwarded up to 1 year
- Returned electronically — after 8/1
- 500 piece minimum for automation rates
- Thyse can mail First-Class under a permit if less than 500 pieces. Postage is \$.68 for letters and \$1.39 for flats (plus \$.24 per oz.).
- May have rounded corners that do not exceed 1/8" radius



PRESORT FIRST CLASS  
INDICIA EXAMPLE

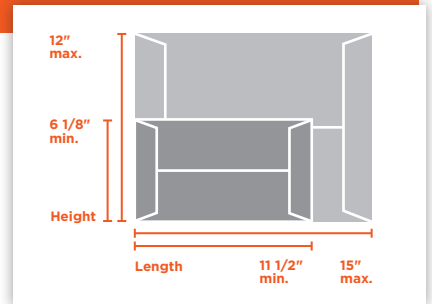


# FIRST-CLASS MAIL (Continued)

## FLAT

**Postage Range\*** \$.874 – \$1.355 *per piece* (up to 1 oz.; +\$.24 ea addt'l oz.)

- Pieces not eligible as a flat are parcels (See Package Service next section for rates and dimensions)
- There is no aspect ratio for flats
- Must be rectangular (for flats, a square is considered rectangular)
- The length of a flat is the longest dimension
- Must meet flexibility standards (droop test)
- Must have uniform thickness that does not cause more than 1/4" variance
- The maximum weight for a First-Class flat is 13 oz.



	Minimum <sup>1</sup>	Maximum
<b>Length</b>	11 1/2"	15"
<b>Height</b>	6 1/8"	12"
<b>Thickness</b>	1/4"	3/4"

<sup>1</sup>Flats exceed at least **one** of these dimensions, based on landscape orientation, unless the flat is an automation flat which can have a min length of 6", a min height of 5", and a min thickness of .009".

## PRECANCELED STAMPS

Precanceled stamps are special stamps that come in small denominations and are specifically for Presorted First-Class Mail and USPS Marketing Mail mailings. Mailers apply these special stamps to envelopes at a lower postage price and pay the difference when they drop off the mail at the Post Office.

Some mailers believe envelopes with stamps get noticed and opened before other pieces of mail.

**Note:** When choosing to use precanceled stamps with a Thyse mailing on our mail permit, the total postage due is split across the cost of the precanceled stamps (which Thyse pays upfront) and the balance due. Customers are billed for the total postage amount, which includes the cost of the precanceled stamp plus the postage balance. Needlessly confusing? We agree!

If you're mailing precanceled stamps on your permit, Thyse pays for the precanceled stamps and the postage balance is charged directly to you. Thyse bills you (separately) for the cost of the stamps we applied.

### Presorted Stamp Types and Costs:

Presorted First-Class Mail only	\$0.25
Regular USPS Marketing Mail only	\$0.10
Nonprofit USPS Marketing Mail only	\$0.05

\* The postage range is based on automation sortation. Concentrated mailings (in 5-digit and 3-digit zip code areas) qualify for extra discounts and would be on the lower end of the range. Mailings that are not concentrated would be on the higher end of the range. *Rates subject to change.*

\*\* Compared to first class single piece rates—no discounts. Savings based on up to one oz. Heavier pieces allow for greater savings.





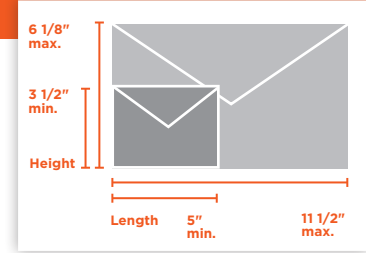
# MARKETING MAIL

## POSTCARD/LETTER

**Postage Range\*** \$.318 – \$.402 *per piece* (up to 4 oz.; booklets up to 3 oz.)

**NonProfit\*** \$.146 – \$.230 *per piece* (up to 4 oz.; booklets up to 3 oz.)

- The maximum weight for a Marketing Mail letter is 4 oz. and 3 oz. for a booklet
- Letter-size mail (not booklets) that weigh between 3 and 3.5 oz. is considered “Heavy Letter Mail” and must be mailed in an envelope. In addition “Heavy Letter Mail” may not include stiff enclosures.
- Pieces more than 6" long and 4 1/4" high must be at least .009" thick to qualify for automation rates
- Must meet aspect ration of 1.3 – 2.5 (width divided by height)
- Cannot be too rigid



	Minimum	Maximum
<b>Length</b>	5"	11 1/2" <sup>1</sup>
<b>Height</b>	3 1/2"	6 1/8" <sup>1</sup>
<b>Thickness</b>	.007" <sup>2</sup>	1/4"

<sup>1</sup>Max size for folded self-mailer or booklet is 10 1/2" x 6". The booklet cover must be 60#+, otherwise max width is 9 - 9 1/2".

<sup>2</sup>.009 inch if the height exceeds 4 1/4" or if the length exceeds 6".

## MARKETING MAIL FACTS

- Not sealed against postal inspection
- Formerly “Bulk” or Standard Mail
- Delivery schedule is less predictable than First-Class but generally 3 – 14 business days
- Not forwarded or returned (without ancillary endorsement and applicable fees)
- Recycled if undeliverable
- 200 piece minimum for automation rates
- May have rounded corners that do not exceed 1/8" radius
- To mail nonprofit an organization must have established nonprofit authorization with the USPS, and a return address precisely matching the authorized name must be printed on the mail piece.

PRSRT STD  
US POSTAGE  
PAID  
MADISON, WI  
PERMIT NO. XXX

PRESORT STANDARD  
INDICIA EXAMPLE

NONPROFIT ORG  
US POSTAGE  
PAID  
MADISON, WI  
PERMIT NO. XXX

NONPROFIT  
INDICIA EXAMPLE





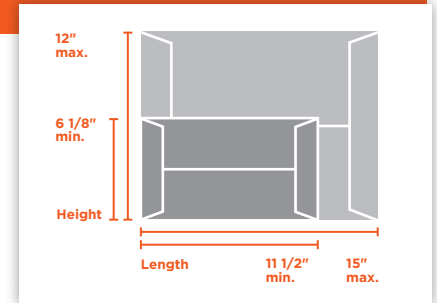
# MARKETING MAIL (Continued)

## FLAT

**Postage Range\*** \$.617 – \$1.041 *per piece* (up to 4 oz.; + per lb. over 4 oz.)

**NonProfit\*** \$.381 – \$.805 *per piece* (up to 4 oz.; + per lb. over 4 oz.)

- Pieces not eligible as a flat are parcels
- There is no aspect ratio for flats
- Must be rectangular (for flats, a square is considered rectangular)
- The length of a flat is the longest dimension
- Must meet flexibility standards (droop test)
- Uniform thickness that does not cause more than 1/4" variance
- The maximum weight for a Marketing Mail flat is 15.999 oz.



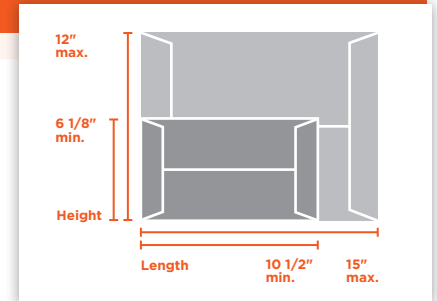
	Minimum <sup>1</sup>	Maximum
<b>Length</b>	11 1/2"	15 inches
<b>Height</b>	6 1/8"	12 inches
<b>Thickness</b>	1/4"	3/4 inch

<sup>1</sup>Flats exceed at least **one** of these dimensions, based on landscape orientation, unless the flat is an automation flat which can have a min length of 6", a min height of 5", and a min thickness of .009".

## EDDM - FLAT (OR LETTER FOR GOVERNMENT AGENCIES ONLY)

**Postage Range\*** \$.230 – \$.300 *per piece* (up to 4 oz. + per lb. over 4 oz.) *Savings of \$1,175/m to \$1,084/m vs. Full Rate @ \$1.39\*\**

**NonProfit\*** \$.127 – \$.197 *per piece* (up to 4 oz.; + per lb. over 4oz.) *Savings of \$1,266/m to \$1,175/m vs. Full Rate @ \$1.39\*\**



	Minimum <sup>1</sup>	Maximum
<b>Length</b>	10 1/2"	15"
<b>Height</b>	6 1/8"	12"
<b>Thickness</b>	1/4"	3/4"

<sup>1</sup>EDDM Flats exceed at least **one** of these dimensions. Minimum thickness is .007" and minimum height is 3 1/2". This means you can mail a piece that is a 10 3/4" x 3 1/2" postcard that is .007".

- Pieces not eligible as an EDMM flat are parcels
- Must be rectangular (for EDMM flats, a square is considered rectangular)
- Tabs are not required for EDMM mail as this mail does not go through USPS sorting equipment
- The maximum weight for a Marketing Mail EDMM flat is 15.999 oz.
- The maximum weight for a Marketing Mail EDMM government letter is 4 oz.
- Only agencies of the federal, state, county, or municipal government may use a Simplified address on letter-size mailings. See (Postcard/Letter on previous page for dimensions).

\* The postage range is based on automation sortation. Concentrated mailings and mailings in the Madison area (three digit zones: 535, 537, 538, 539) qualify for extra discounts and would be on the lower end of the range. Mailings outside the Madison area that are not concentrated would be on the higher end of the range. *Rates subject to change.*

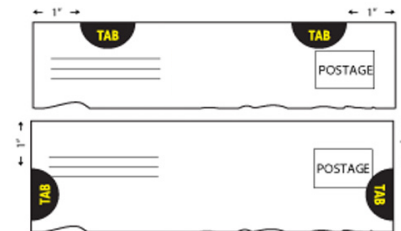
\*\* Compared to first class single piece rates—no discounts. Savings based on up to one oz. Heavier pieces allow for greater savings.



# SELF-MAILERS / BOOKLETS

## BI-FOLD/TRI-FOLD SELF-MAILERS

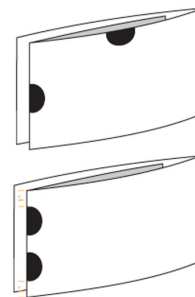
- Mailers up to 1 oz. w/70# paper requires 2 - 1" tabs
- Mailers over 1 oz. w/80# paper requires 2 - 1 ½" tabs
- If the address panel of a tri-fold self-mailer is the middle panel, there are two placement options for the tabs\* (shown on the right)



**\*If the address panel of a tri-fold self-mailer is the top panel, 3 - 1 ½ tabs are required**

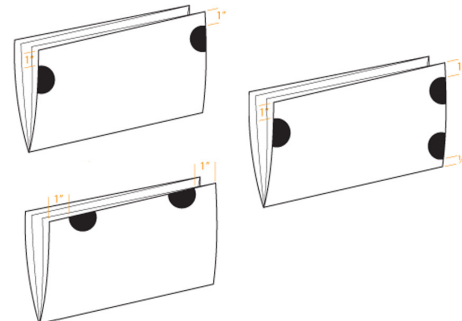
## OBLONG SELF-MAILERS

- Mailers up to 1 oz. w/70# paper requires 2 - 1" tabs
- Mailers over 1 oz. w/80# paper requires 2 - 1 ½" tabs
- There are two placement options for the tabs



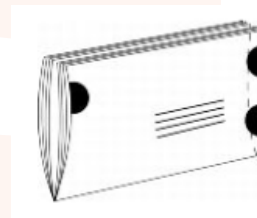
## QUARTER-FOLD SELF-MAILERS

- Mailers up to 1 oz. w/70# paper requires 2 - 1" tabs
- Mailers over 1 oz. w/80# paper requires 3 - 1 ½" tabs
- Newsprint w/55# paper requires 3 - 1 ½" tabs
- There are two placement options for 2 - tab requirements and one placement option for 3 - tab requirements



## FOLDED BOOKLET - HORIZONTAL SPINE\*

- Max weight - 3 oz., Max height - 6", Max length - 10 ½"
- Up to 9" length 50# cover paper weight
- Over 9" up to 10 ½" length 60# cover paper weight
- Up to 2 oz. requires 3 - 1 ½" tabs
- Over 2 oz. requires 3 - 2" tabs
- Front cover may be up to .25" shorter than inside pages and rear cover





# SELF-MAILERS / BOOKLETS (Continued)

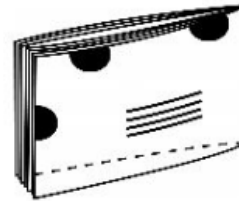
## WALLET STYLE BOOKLET\*

- Max weight – 2 ½ oz., Max height – 4", Max length – 5.2" to 8"
- Entire booklet 60# or cover 70# and inner pages 50#
- Booklets up to 2 oz. require 2 – 1 ½" tabs
- Booklets over 2 oz. requires 2 – 2" tabs



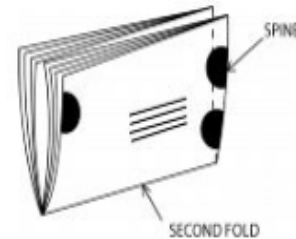
## OBLONG BOOKLET\*

- Max weight – 3 oz., Max height – 6", Max length – 10 ½"
- 5" to 9" length 60# paper
- Over 9" up to 10 ½" 70# paper
- Requires 3 – 1 ½" tabs



## FOLDED BOOKLET - VERTICAL SPINE\*

- Max weight – 3 oz., Max height – 6", Max length – 10 ½"
- 40# cover paper weight
- Requires 3 – 1 ½" tabs



Thysse also offers glue strips in place of tabs. If interested, please talk to your Thysse sales representative regarding this option.

\* The booklets listed in this section are the most common booklets. There are additional booklet options/requirements in the USPS DMM Section 200.3.16.



# ENVELOPE BASICS

## MOST COMMON ENVELOPE SIZES

Following each size are suggested flat size dimensions for the most common insert formats.

ITEM	ENVELOPE SIZE	SINGLE CARD	NARROWFOLD CARD	BROADFOLD CARD	FRENCH FOLD
A-2*	4 $\frac{3}{8}$ " x 5 $\frac{3}{4}$ "	4 $\frac{1}{4}$ " x 5 $\frac{1}{2}$ "	4 $\frac{1}{4}$ " x 11"	5 $\frac{1}{2}$ " x 8 $\frac{1}{2}$ "	8 $\frac{1}{2}$ " x 11"
A-6*	4 $\frac{3}{4}$ " x 6 $\frac{1}{2}$ "	4 $\frac{5}{8}$ " x 6 $\frac{1}{4}$ "	4 $\frac{1}{2}$ " x 12 $\frac{1}{2}$ "	6 $\frac{1}{4}$ " x 9"	9" x 12 $\frac{1}{2}$ "
A-7*	5 $\frac{1}{4}$ " x 7 $\frac{1}{4}$ "	5 $\frac{1}{8}$ " x 7"	5" x 14"	7" x 10"	10" x 14"
A-8	5 $\frac{1}{2}$ " x 8 $\frac{1}{8}$ "	5 $\frac{3}{8}$ " x 7 $\frac{7}{8}$ "	5 $\frac{1}{4}$ " x 15 $\frac{1}{2}$ "	7 $\frac{3}{4}$ " x 10 $\frac{1}{2}$ "	10 $\frac{1}{2}$ " x 15 $\frac{1}{2}$ "
A-9	5 $\frac{3}{4}$ " x 8 $\frac{3}{4}$ "	5 $\frac{5}{8}$ " x 8 $\frac{5}{8}$ "	5 $\frac{1}{2}$ " x 17 $\frac{1}{2}$ "	8 $\frac{1}{2}$ " x 11"	11" x 17 $\frac{1}{2}$ "
A-10	6" x 9 $\frac{1}{2}$ "	5 $\frac{7}{8}$ " x 9 $\frac{1}{4}$ "	5 $\frac{3}{4}$ " x 18 $\frac{1}{2}$ "	9 $\frac{1}{4}$ " x 11 $\frac{1}{2}$ "	11 $\frac{1}{2}$ " x 18 $\frac{1}{2}$ "



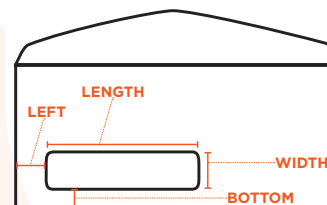
### OTHER COMMON ENVELOPE SIZES

Monarch*	3 $\frac{7}{8}$ " x 7 $\frac{1}{2}$ "	#10 Commercial*	4 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ "	Catalog*	9" x 12"
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\*Most popular sizes

## WINDOW ENVELOPES

Modern window envelopes may be used for a variety of applications. Standard windows are rectangular with slightly rounded corners. Special window sizes and styles are also.



### 4 WINDOW ESSENTIALS:

- 1.) Size
- 2.) Position
- 3.) Patch Material
- 4) Shape/Style

ITEM	ENVELOPE SIZE	STANDARD WINDOW SIZE	POSITION FROM	
			LEFT	RIGHT
6 $\frac{1}{4}$	3 $\frac{1}{2}$ " x 6"	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{3}{4}$ "	$\frac{5}{8}$ "
6 $\frac{3}{4}$	3 $\frac{5}{8}$ " x 6 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
7	3 $\frac{3}{4}$ " x 6 $\frac{3}{4}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
Monarch	3 $\frac{7}{8}$ " x 7 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
7 $\frac{3}{4}$	3 $\frac{7}{8}$ " x 7 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
8 $\frac{5}{8}$ Check	3 $\frac{5}{8}$ " x 8 $\frac{5}{8}$ "	1" x 4"	1"	$\frac{3}{4}$ "
9	3 $\frac{7}{8}$ " x 8 $\frac{7}{8}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
10	4 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
FASTforward® 10	4 $\frac{1}{8}$ " x 9 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
11	4 $\frac{1}{2}$ " x 10 $\frac{3}{8}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
12	4 $\frac{3}{4}$ " x 11"	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "
14	5" x 11 $\frac{1}{2}$ "	1 $\frac{1}{8}$ " x 4 $\frac{1}{2}$ "	$\frac{7}{8}$ "	$\frac{5}{8}$ "



# GLOSSARY OF TERMS

The ever-changing postal requirements can be overwhelming. We've developed this glossary of common mailing terms for your reference.

**ADDRESS CHANGE SERVICE (ACS):** This Move Update option is an automated process that provides change of address information to participating mailers. The information is captured in a Computerized Forwarding System and sent to mailers in an electronic format.

**ADDRESS SERVICE:** Instructs USPS to either forward (where possible) or return the undeliverable mail piece to sender.

**ANCILLARY SERVICE ENDORSEMENT:** This Move Update option uses a printed endorsement message on the mail piece to allow mailers to obtain the addressee's new address if the addressee filed a change-of-address order with the USPS. Also instructs how to handle undeliverable mail. Fees apply based on service.

**BMC:** The Bulk Mail Center is a mail processing plant that distributes standard mail and package services in piece and bulk form.

**CAPS ACCOUNT:** The USPS allows mailers to establish electronic funds transfer accounts for the purpose of paying postage. Upon mail acceptance the post office initiates a debit to the designated account the mailer has set up to pay postage.

**CASS CERTIFICATION:** Is a Coding Accuracy Support System enabling the USPS to evaluate the accuracy of addresses. It is offered to all mailers to verify the quality of their data and improve the accuracy of their ZIP+4, carrier route, and 5-digit coding accuracy. It is required in order to receive postage discounts.

**CHANGE SERVICE:** Instructs USPS to dispose of the undeliverable mail piece and provides an ACS record detailing the new address or the reason for nondelivery.

**CHANGE OF ADDRESS (COA):** A new address filed with the USPS by an individual, family or business.

**COMMINGLING:** The process of merging multiple strings of mail into a single mail stream to receive better postage rates.

**CRID:** A Customer Registration Identification number (CRID) is a USPS-generated numeric code of up to 15 digits that uniquely identifies a business at a location. Each MID (Mailer ID) is owned by a single CRID at any given time and each mailing permit is owned by a single CRID at any given time.

**ERROR CODES:** Assigned during the CASS process when an address cannot be verified. Indicates which part of the address is non-verifiable with the USPS National Database.

**EXCEPTIONAL ADDRESSES:** This Move Update option prints "Or Current Resident" after the addressee's name or specifies "Occupant" allowing the postal customer to leave the mail piece at the address regardless of a change of address.

**FLAT:** Mail that measures a minimum of 11-1/2" x 6-1/8" (1/4" thickness) to a maximum of 15" x 12" (.75" thickness).

**FASTFORWARD:** A system containing more than 40 million permanent change-of-address records filed with the USPS by relocating customers from the previous 13 months.

**FIRST-CLASS:** A class of mail that includes all matter wholly or partly in writing, all actual and personal correspondence, all bills and statements of account and all matter sealed against inspection. Minimum of 500 pieces for presorted discounts.

**INDICIA:** The mailing permit (used instead of a stamp) printed on a mail piece to receive discounted mail. It identifies mail owner or mailing agent and can be used to pay postage with a CAPS Account.

**INTELLIGENT MAIL BARCODE (IMB):** These multi-level bars carry more built-in information, ID, handling instructions and tracking information.



# GLOSSARY OF TERMS

**LETTER:** Mail pieces that measure a minimum of 5-1/2" x 3-1/2" (.007 thickness) to a maximum of 11-1/2" x 6-1/8", (.25" thickness).

**LETTER-SIZE BOOKLETS:** Booklets that measure a maximum of 6" x 10.5" (up to .25" thickness).

**MAILER ID (MID):** A 6 or 9 digit number assigned by the USPS to be used in the Intelligent Mail Barcode to identify the mail piece owner.

**MAIL CLASS:** The USPS divides mail into different services, called "classes." Each class of mail has different features, service levels, postage prices and presort requirements.

**MARKETING MAIL:** A class of mail that weighs less than 16 ounces. It comprises the subclasses of regular standard mail and nonprofit standard mail. It is less expensive than First Class rate, but has a longer estimated delivery time. Minimum of 200 pieces for presorted discounts.

**MERGE/PURGE:** Deleting duplicated records within one or more lists.

**MOVE UPDATE:** Updates addresses of those records having change of address filed with the USPS. It is required that all mailing addresses undergo an approved Move Update address correction method within 95 days of the mailing in order to claim discounted rates.

**NCOA:** "National Change of Address". It is the file that the USPS maintains for individuals or businesses that have notified them that they have moved. The USPS forwards mail entering their system from the old address to the new address. The NCOA file is useful for updating your database of names and addresses and is required if you are to receive postal discounts.

**NON-FORWARDABLE MAIL:** Applies to people who did not leave a forwarding address when they moved nor did they file a change of address with the USPS.

**NON-PROFIT MARKETING MAIL:** This is a subclass of Standard Mail that is available only to qualified organizations.

**ONECODE ACS:** The Address Change Service information is built into the Intelligent Mail Barcode and eliminates the printed code above the address block. Must be preregistered to use.

**PAF FORM:** The USPS requires that Thyse have a signed copy of the PAF for any jobs they process using the NCOA database. It must be signed by the list owner (Thyse is not allowed to sign as the list owner.) PAF forms are valid for one year from the date the list owner signed the form. This is now done electronically for your convenience.

**POSTCARD:** Mail that measures a minimum of 5" x 3-1/2" (.007 thickness) to a maximum of 9" x 6", (.016" thickness).

**PRESORT:** Presorting groups your mail by ZIP Code. All of the pieces going to the same destination get grouped into the same bundle or tray. You'll sort to specific areas, and then work your way up to more general areas. All leftover mail pieces are put together. This allows for discounted rates.

**SCF:** A Destination Sectional Center Facility (SCF) is a processing and distribution center of the USPS that serves a designated geographical area defined by one or more 3-digit ZIP Code prefixes.

**STID:** The STID (Service Type Identifier) is a three-digit numeric code used within the Intelligent Mail® barcode (IMb™) on a mailpiece that identifies the address correction or other electronic services desired.

**TAP TEST:** When an insert showing through the window is moved to any of its limits inside the envelope, the entire barcode must remain within the barcode clear zone.

**UAA:** Undeliverable-as-addressed (UAA) mail is forwarded, returned to sender or treated as dead mail as authorized for the particular mail class.









# DIRECT MAIL AND POSTAL REGULATION GUIDELINES

Benefit from the experts at Thyse to bring design solutions and cost-effective alternatives for your direct mail programs. Let us work with you on options like drop shipping for reduced postage rates on carrier route/saturated mailings, as well as commingling services for Marketing Mail and First-Class Mail.

We know there is a lot to this guide. We are here to help you navigate.

Please contact your sales representative for more information.



## About Thyse

**Ensure your next brand project is a smart business decision.**

Thyse (tie • see) does more than offer a full-range of commercial printing and brand production services. We act as a business partner, providing insights to help your print boost your profits.

As a third-generation, printing company in Oregon, WI, we developed this winning combination by providing printing, design, and manufacturing services for decades. We think about how your story is being told through your direct mail, your catalog, your fleet vehicles, your apparel, the sign outside your door, and the design of the lobby inside your door.

**Thyse is where you go with your brand.**

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