



New Address Standards for Commercial Flat-Size Mail

Agenda

- **Address Characteristics**
- **Address Placement (“top half” rule)**
- **Federal Register Overview**
- **Mailpiece Examples**
- **Frequently Asked Questions**
- **Implementation**
- **Questions and Feedback**



New Address Standards

New standards for the delivery address on commercial flats specify:

- **Minimum type size**
- **Horizontal and vertical character spacing**
- **Placement within the top half of the mailpiece**



New Address Standards

The “delivery address” is:

- **Recipient lines**
- **Delivery address lines**
- **City, state, ZIP Code**

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CAPITAL CORPORATION
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ANYTOWN, US 12345-1234**



New Address Standards

New standards ensure readable addresses for:

- **Accurate sorting**
- **Accurate delivery**
- **Accurate redirection**
- **Speedy service**

Address Characteristics — Minimum Size

- **All presorted and carrier route flats must be addressed using at least 8-point type.**
 - ▶ **Each letter or figure must be at least 0.080 inch high.**

- **Flats using an 11-digit POSTNET or an Intelligent Mail barcode may use 6-point type if the address is printed in all capital letters.**
 - ▶ **Each letter or figure must be at least 0.065 inch high.**



Address Characteristics — Style

Two preferences for best read rates:

- **Sans-serif font.**
- **ALL CAPITAL LETTERS.**

Address Characteristics — Spacing

Additional standards for automation pieces only:

- **Address characters cannot overlap.**
- **Address lines cannot touch or overlap (0.028-inch clearance preferred).**
- **Address elements may be separated by no more than five blank spaces.**

Address Characteristics



**One-inch label using adequate type size,
all required/recommended clear spaces,
and Arial capital letters.**



Address Characteristics

In summary:

- **The address must be big enough on all commercial flats.**
- **The address must be spaced properly on all automation flats.**



Address Placement

The new placement standards apply to all Periodicals, Standard Mail, and Package Services flats mailed at presort, carrier route, and automation prices.

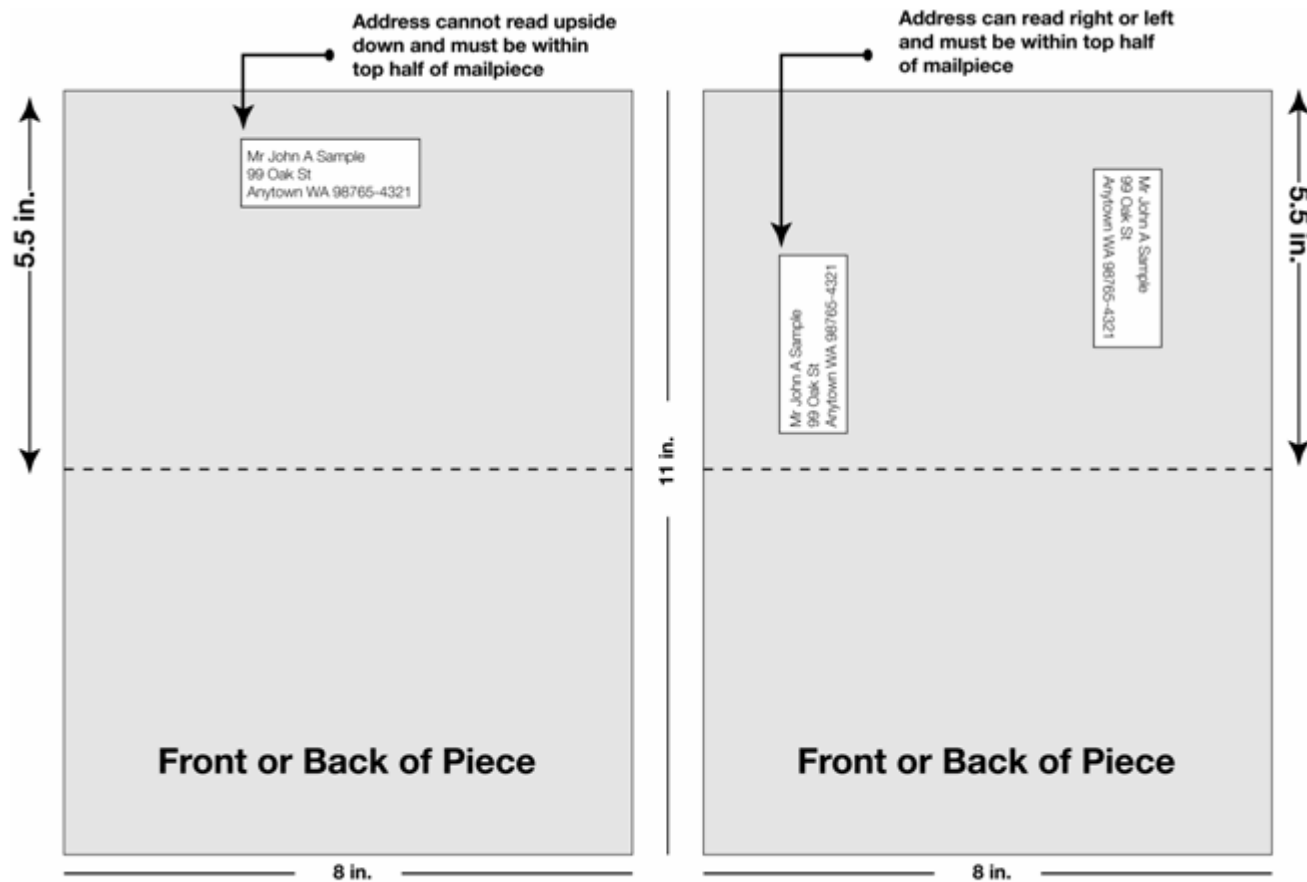
They do not apply to First-Class Mail!

Address Placement

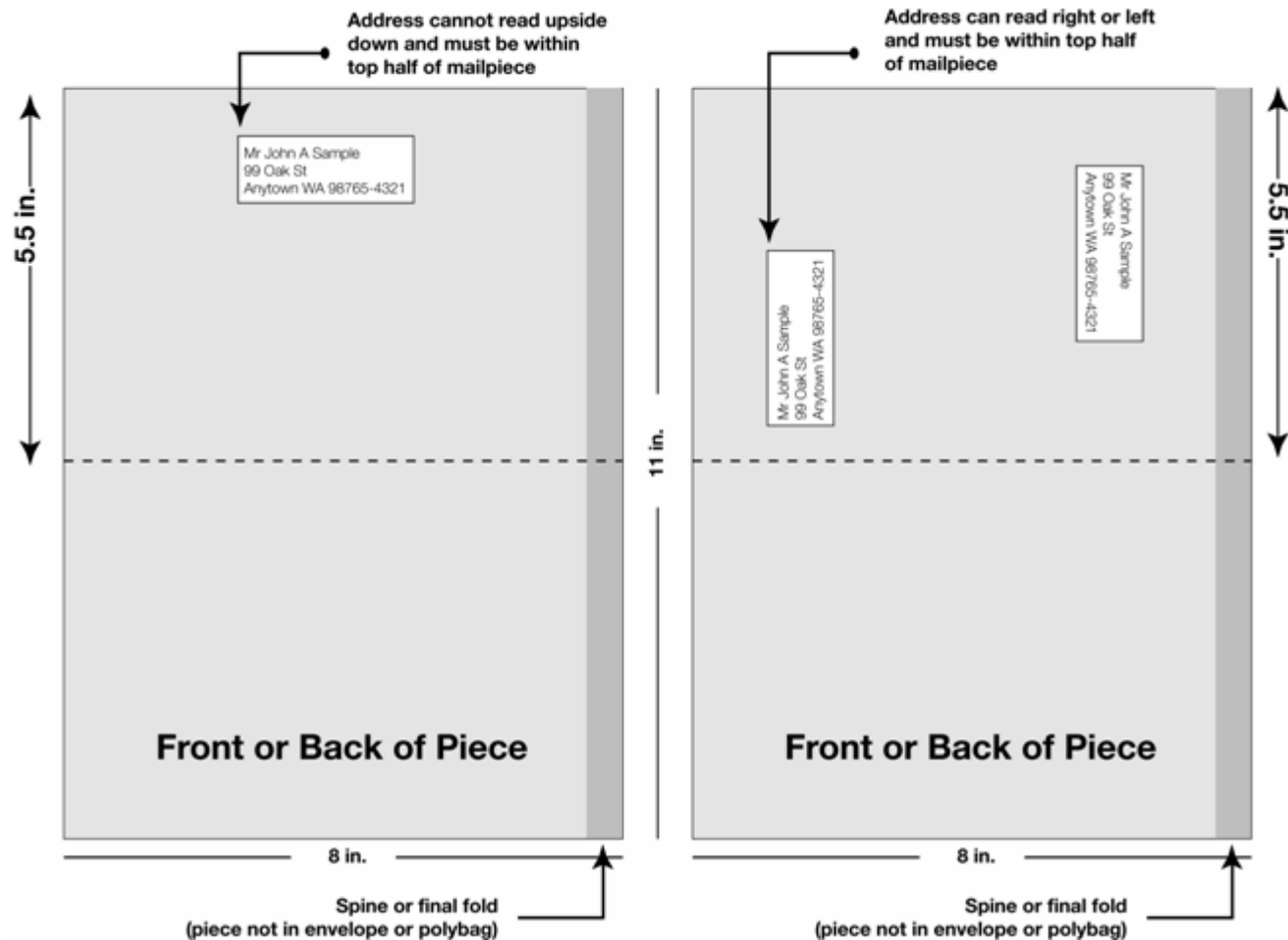
The delivery address must be entirely within the top half of the mailpiece.



Address Placement — Enclosed Flat



Address Placement – Unenclosed Flat





Address Placement

The “top” is:

- **Either of the shorter edges on enveloped or polywrapped pieces, and on all Carrier Route (or ECR) Saturation pieces.**
- **The upper edge when the spine is placed on the right-hand side of an unenclosed piece.**



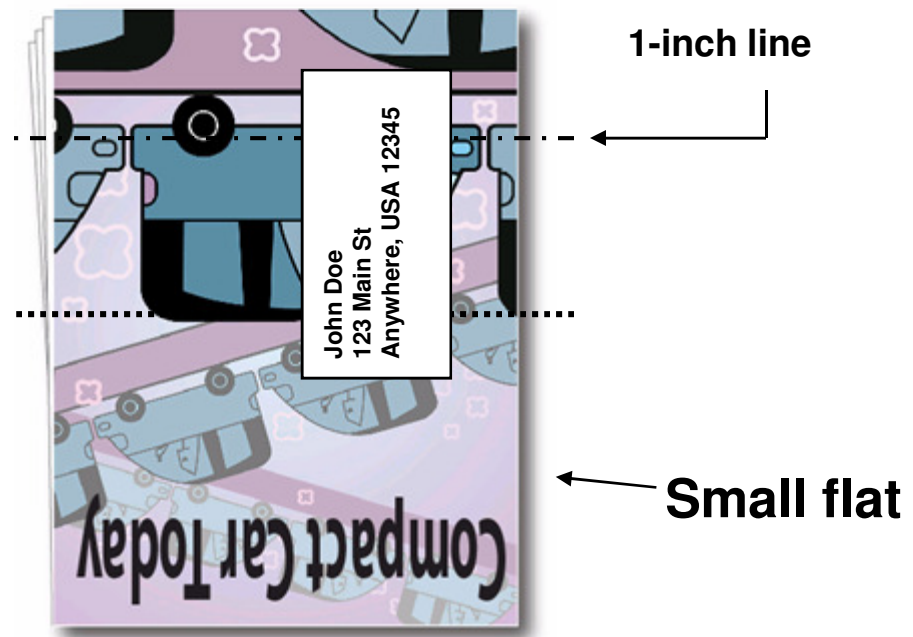
Address Placement

When the address is on an insert polywrapped with the host piece, the address must remain within the top half throughout processing and delivery.

Address Placement

“Vertical” address may cross midpoint if it begins or ends within 1 inch of top edge.

Important for digests and other small flats.



Federal Register Notice

**May 7th final rule available on Postal Explorer
(pe.usps.com):**

- **Click on “Federal Register” in the left frame.**
- **Scroll down to the “New Address Requirements...” notice.**
- **Use PDF or Word files because they include the graphics (the “text” file is text only).**

Federal Register Notice

Final rule consists of four parts:

- **Supplementary Information — a narrative summary of the new rule.**
- **Summary of Comments — responds to comments on the proposal.**
- **Summary of Changes from Proposed to Final Rule — how the final rule differs from the proposal.**
- **Revisions to the Domestic Mail Manual.**

Address Placement — Catalog Example

Top half

Bound edge

Usually addressed
on back cover:



Address Placement — Magazine Example

Top half

Usually addressed
on front cover:



Bound edge

Address Placement — Magazine in Polywrap Example

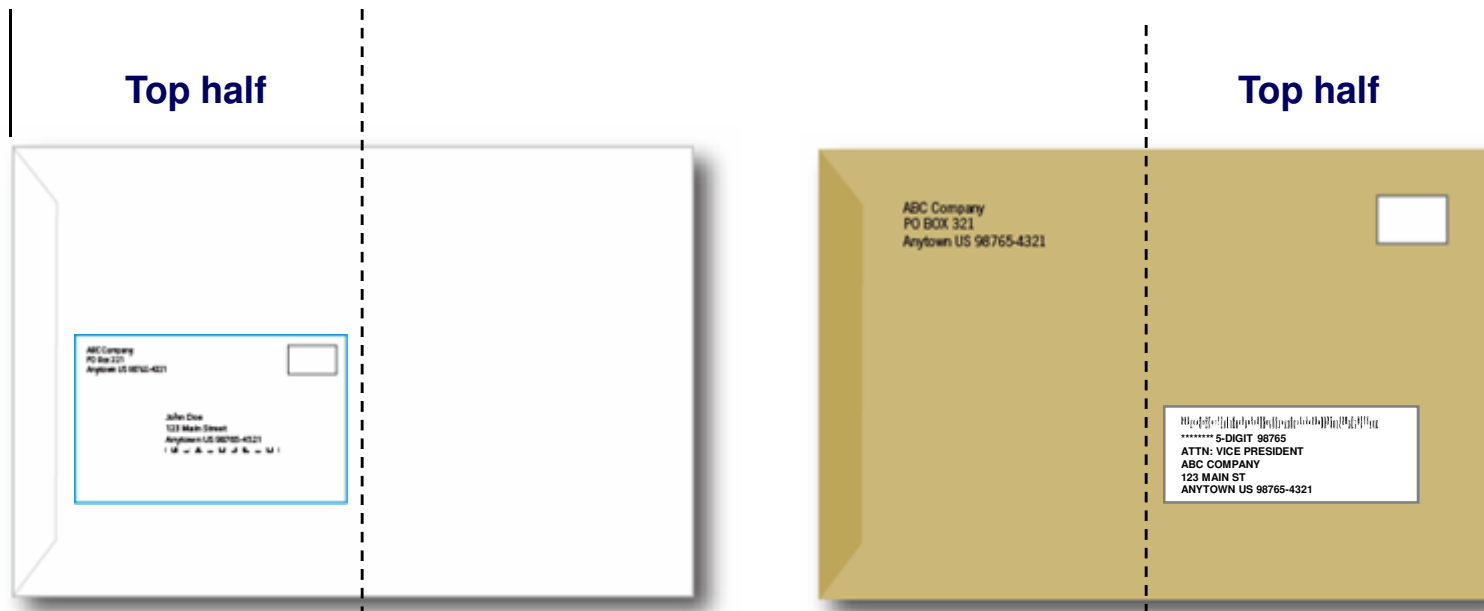
Top half

Often addressed
on an insert:



Address Placement — Large Envelope Examples

Horizontal format is fine:





Address Placement — Step-by-Step

Identify the “top” of the mailpiece:

- **Front or back of the mailpiece.**
- **Either of the shorter edges, or the upper edge with the spine on the right.**
- **The “top” has nothing to do with the printing on the piece or how it is constructed. Pretend the mailpiece is a blank object.**

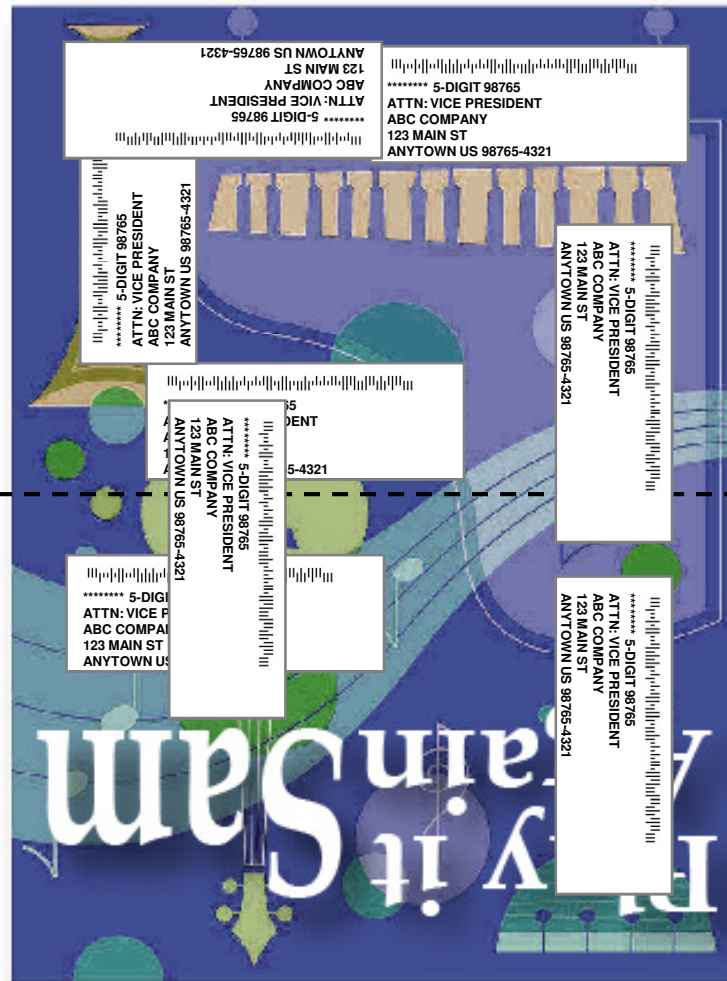
Address Placement — Step-by-Step

- **Define the “top half.” Fold and crease the piece, or measure with a ruler.**
- **Place the delivery address entirely in the top half. It can be parallel or perpendicular to the top edge, but not upside-down.**
- **Done with “top”! Now place the postage and return address in relation to delivery address as it is read (postage to the right or upper right, return address to the upper left).**

Address Placement — Magazine Recap

Yes
Yes
Yes
Yes

Top half



No

Bound edge

No
No
No

Address Placement – Catalog Recap

Yes
Yes
Yes
Yes

Top half



No

Bound edge

No
No
No

FAQs

- **The new standards DO apply to pieces mailed at flats prices because of weight or thickness.**
- **The new standards DO NOT apply to letter, NFM, or parcel mailings. They DO NOT apply to single-piece mail.**
- **Optical character readers DO read the delivery address on barcoded pieces.**

FAQs

The new standards do not change:

- **The existing standards for use of a return address. Best placement is still to the upper left of the delivery address.**
 - ▶ **Refer to Publication 177 on www.usps.com.**
- **The existing standards for barcode placement.**
- **The existing four options for indicia placement.**

Implementation

Final rule effective on March 29, 2009:

- **DMM will be updated on that day.**
- **Implementation materials:**
 - ▶ **MailPro articles**
 - ▶ **New Quick Service Guide**
 - ▶ **New fact sheets and posters**

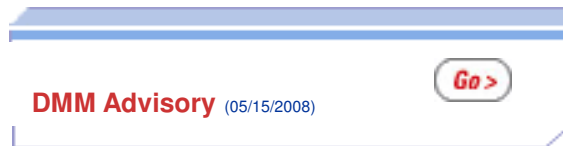
Implementation

- **Local Mailpiece Design Analysts can help with specific designs.**
 - ▶ **Use MDA lookup tool on Postal Explorer (click “Postal Locator” in the left frame).**
- **Mailers in the National Customer Rulings program can request a written, pre-production decision from the Pricing and Classification Service Center.**
 - ▶ **More info on Postal Explorer (click “PCSC” in the left frame).**

Resources



Postal Explorer
pe.usps.com



DMM Advisory
dmmadvisory@usps.com



MailPro

MailPro
usps.com/mailpro

Thank You!

Questions