YOUR GUIDE TO A SUCCESSFUL MAILING

This guide is designed as a tool to help you understand the basic requirements and specifications for preparing a successful mailing. Following these recommendations will save you and your department TIME and MONEY! An effective mailing starts with a properly designed mail piece.

MAIL PIECE COLORS

- Select white or pastel colors. These colors allow maximum contrast for postal equipment address readability.
- Avoid recycled stock with flecks in it.
- Leave a blank “knock-out” of 4” wide x 2” high for addressing on colorful mail pieces.

ASPECT RATIO

Minimum: 1.3, Maximum: 2.5

The width of the mail piece divided by the height. The total must equal a minimum of 1.3 up to a maximum of 2.5. Failure to meet this requirement will result in additional postage charges.

POSTCARD SIZE REQUIREMENTS

(see page 6 for design requirements)

The mail piece must be a rectangular card (not in an envelope) and meet requirements below in order to qualify for the USPS postcard postage rate.

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>MINIMUM SIZE</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH</td>
<td>5 inches</td>
<td>6 inches</td>
</tr>
<tr>
<td>HEIGHT</td>
<td>3.5 inches</td>
<td>4.25 inches</td>
</tr>
<tr>
<td>THICKNESS</td>
<td>.007 inch*</td>
<td>0.16 inch</td>
</tr>
</tbody>
</table>

* Standard thickness for postcards as per USPS guidelines.
LETTER SIZE REQUIREMENTS
(see page 6 for design requirements)
A letter is a regular card or envelope that meets the requirements below.

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>MINIMUM SIZE</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH</td>
<td>5 inches</td>
<td>11.5 inches</td>
</tr>
<tr>
<td>HEIGHT</td>
<td>3.5 inches</td>
<td>6.125 inches</td>
</tr>
<tr>
<td>THICKNESS</td>
<td>.007 inch*</td>
<td>0.25 inch</td>
</tr>
</tbody>
</table>

FLAT SIZE REQUIREMENTS
(see page 7 for design requirements)
To be classified as a flat, a mail piece must also:

- be flexible enough to go through postal sorting equipment. For example, a carton, hard-bound book, or an envelope with contents that cannot bend is a “parcel” even if it fits the dimensions for a flat.
- not be “lumpy”. The thickness may not vary more than ¼” except within 1” of the edges.
- A rectangular card or envelope that is larger or heavier than a letter, & meets at least one following:
  a. more than 6⅛ inches on its shorter side; or,
  b. more than 11½* inches on its longer side; or,
  c. more than ¼ inches thick.
- For more info, see https://pe.usps.com/text/dmm300/601.htm#ep1064709

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>MINIMUM SIZE</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH</td>
<td>11.5 inches</td>
<td>15 inches</td>
</tr>
<tr>
<td>HEIGHT</td>
<td>6.125 inches</td>
<td>12 inches</td>
</tr>
<tr>
<td>THICKNESS</td>
<td>.25 inch*</td>
<td>0.75 inch</td>
</tr>
</tbody>
</table>

For a mailing with pieces larger than flat sized dimensions, please contact Mail Preparations for consultation (mailprep@uw.edu).

Submitting
ELECTRONIC ADDRESS FILES

SAMPLE FORMAT
(link to downloadable template)

Be sure to provide the following information in separate columns:
- First Name
- Last Name
- Address 1
- Address 2 (if applicable)
- Address 3 (if applicable)
- City
- State
- Zip
- Country
- Additional Variable Fields

Accepted file formats:
- Excel Spreadsheet
- Text: Tab Delimited
- Text: Comma Delimited

Note: When possible/applicable, do not provide pre-merged material. Our team will process your address file and merge the addresses.
Questions? Send information and/or questions regarding electronic address files to the Mail Prep List Coordinator at addrfile@uw.edu.
Designing your LETTER or POSTCARD

**LAYOUT FOR FRONT OF LETTER OR POSTCARD**

- Return area no more than 50% of width or 33% of height of mail piece
- Permit or postage area: 3.5" wide x 1.5" high

![Sample design for mail pieces between 5" x 3.5" and 11.5" x 6.125"]

**LETTER IS BETTER** — APPROXIMATELY HALF THE POSTAGE AS A FLAT-SIZE MAIL PIECE!

Designing your FLAT-SIZE MAIL PIECE

**LAYOUT FOR FRONT OF FLAT-SIZE MAIL PIECE**

- Address must (1) be in top half of mail piece and (2) be right side up.

![Sample design for mail pieces exceeding 11.5" x 6.125" SPINE]

Address area must be in the top 50% of mail piece.
Self Mailers / FOLD ORIENTATION

A folded self-mailer is formed of two or more panels that are created when one or more unbound sheets of paper are folded together and sealed to make a letter-size mail piece. The number of panels is determined by the number of sheets in the mail piece and the number of times the sheets are folded.

For tri-fold self-mailers, the mailing address must be on the middle panel, with the final fold creating the non-address side.

### DIMENSION

<table>
<thead>
<tr>
<th>DIMENSION</th>
<th>MINIMUM SIZE</th>
<th>MAXIMUM SIZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>WIDTH</td>
<td>5 inches</td>
<td>10.5 inches</td>
</tr>
<tr>
<td>HEIGHT</td>
<td>3.5 inches</td>
<td>6 inches</td>
</tr>
<tr>
<td>WEIGHT</td>
<td>28# bond</td>
<td>3 ounces</td>
</tr>
<tr>
<td>ASPECT RATIO</td>
<td>1:3</td>
<td>2:5</td>
</tr>
<tr>
<td>THICKNESS</td>
<td>0.007 inch*</td>
<td>0.25 inch</td>
</tr>
</tbody>
</table>

*0.009 inch if the height exceeds 4.25 inches or if the length exceeds 6 inches

**ADDITIONAL PHYSICAL CHARACTERISTICS:**

- Rectangular, with four square corners and parallel opposite sides.
- Maximum number of panels: 12, except for:
  - Quarter-folded self-mailers made of a minimum 70-pound paper basis weight or equivalent may have as few as 4 panels. Quarter-folded self-mailers made of 55 pound or greater newsprint must have at least 8 panels.

Questions about your self-mailer? Contact your Account Manager!
QUALIFICATIONS FOR NON-PROFIT BULK MAILING
Slowest, Most Cost-Effective
• 200 minimum US addressed pieces
• Address list MUST be processed through postal software: NCOA & CASS
• Return address must include “University of Washington” and department name
• Mail pieces must be the same weight and size
• Postal delivery 3-14 business days
• Content subject to approval. Contact mailprep@uw.edu with questions

QUALIFICATIONS FOR FIRST CLASS PRESORT
Includes Forwarding & Return Services
• 500 minimum US addressed pieces
• Return address must include “University of Washington” and department name
• Address list MUST be processed through postal software: NCOA & CASS
• Mail pieces must be the same weight and size
• Postal delivery 1-3 business days

QUALIFICATIONS FOR FIRST CLASS
Includes Forwarding & Return Services
• No minimum volumes
• Postal delivery 1-3 business days

CAMPUS/DESKTOP MAIL
• No minimum volumes
• Delivery same or next day

Glossary
Aspect Ratio
The dimension of a mailpiece expressed as a ratio of length divided by height (for letters and cards, length is the dimension parallel to the address as read). For example, a postcard 5-1/2 inches long by 3-1/2 inches high has an aspect ratio of 1.57. An aspect ratio between 1.3 and 2.5, inclusive, is required for automation compatibility.

National Change of Address Linkage System (NCOA)
An address correction service that the USPS provides to mailers through USPS licensees. The licensees match mailing lists submitted to them against change-of-address information for the entire country from all Computerized Forwarding System units. If a match is made, NCOAlink can correct the address before it is printed on a mailpiece. Additional information and a list of Vendors and Licensees that have been certified through CASS and MASS address matching software is available online.

Coding Accuracy Support System (CASS)
A service offered to mailers, service bureaus, and software vendors that improves the accuracy of matching to delivery point codes, ZIP+4 codes, 5-digit ZIP Codes, and carrier route codes on mailpieces. CASS provides a common platform to measure the quality of address matching software and to diagnose and correct software problems. An Overview of the CASS Program and list of CASS certified vendors are available on PostalPro at https://postalpro.usps.com.

Indicia
Imprinted designation on mail that denotes postage payment (e.g., metered postage or permit imprint).

Non-machinable
The inability of a mailpiece to be sorted on mail processing equipment because of size, shape, content, or address legibility. Such mail must be processed manually.

Machinable
The ability of a mailpiece to be sorted by mail processing equipment. Compare with nonmachinable.

Machinable Parcel
A parcel that is of the correct size and weight to be safely sorted by mail processing machinery such as a parcel sorting machine.

Match Perfect
A match mailing is the process of producing and inserting multiple personalized pieces into a single mail piece.

Folding Terms
Bi-fold folded once forming two panels.
Tri-fold folded twice forming three panels.
Quarter-fold folded twice with each fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter-folded creates four panels.
CONTACT US
with any of your mailing questions.

Mail Prep Supervisor
(206) 543-4944
mailprep@uw.edu
- Mail piece design
- Job estimates
- Free consultation

Mail Job Scheduling
(206) 543-4944 or 3-3257
charliej@uw.edu or addrfile@uw.edu
- Schedule mailing
- Service Request Form assistance
- Job estimates

Mailing Address File Preparation
(206) 221-5859
addrfile@uw.edu
Address file questions & submission

Print and/or Mail Service Request Form
https://filesubmit.creatcom.washington.edu/c2/

Account Manager Lookup
https://finance.uw.edu/c2/directory