



# **10 MOST COMMON MISTAKES IN MAILPIECE DESIGN**

# Agenda

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- Listing Of The 10 Most Common Mistakes
- Discussing Each Mistake Individually

# 10 Most Common Mistakes

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1. Not Meeting Minimum Mailing Dimensions
2. Dark/Black Background Color on Mailpieces.
3. Screening/Imaging
4. Return Address Placement on Letters & Flats.
5. Text or Graphics in the Barcode Clear Zone
6. Postcard Design
7. Insert Shift
8. Folded Self-Mailer Construction
9. Address Placement on Flats
10. Requesting Uniquely Assigned BRM ZIP+4 Code

## **Common Mistake #1**

### **Not Meeting Minimum Mailing Dimensions**

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Current Postal Minimum Dimensional Requirement for Mailing:

- Minimum Height: 3.5” inches
- Minimum Length: 5.0” inches
- Minimum Thickness: .007” inch

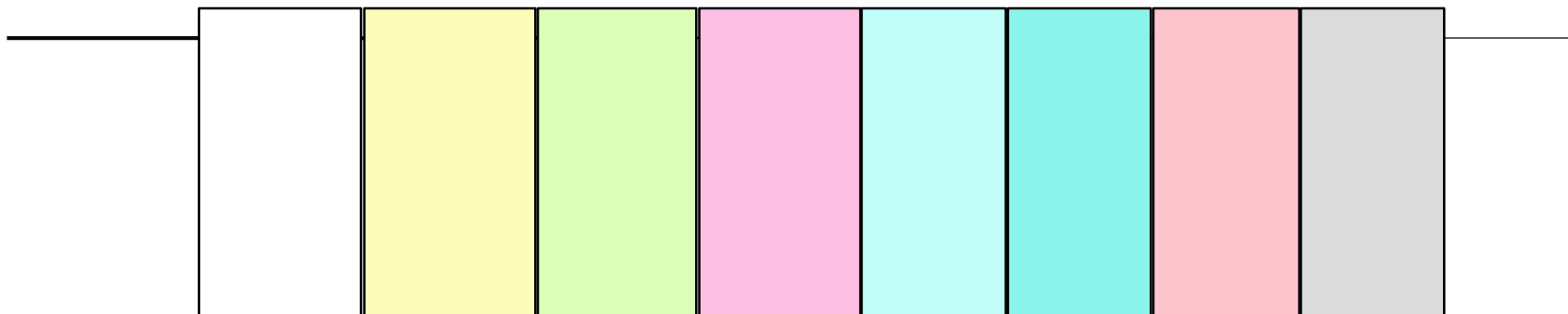
Information regarding how the placement of the delivery address can negatively impact the mailability of a design can be reviewed in section 601.1.3 of our USPS Domestic Mail Manual (DMM)

# Common Mistake #2

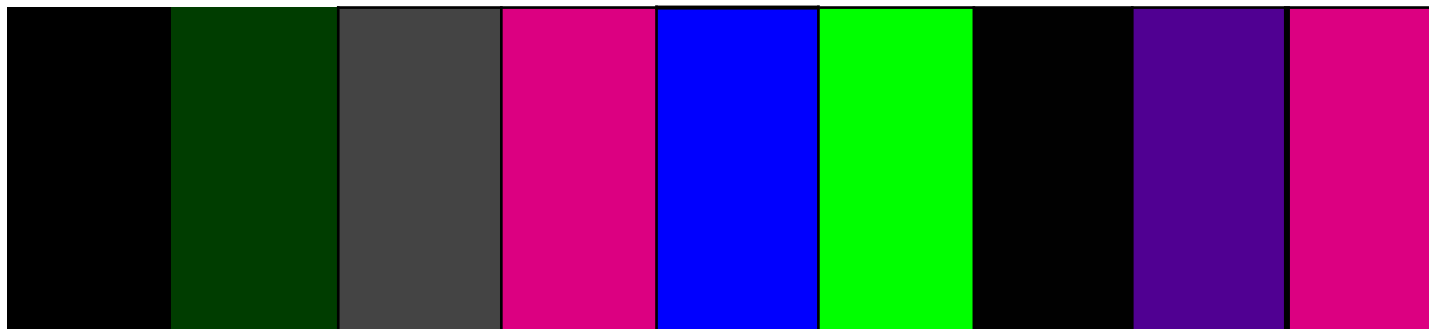
## Black/Dark Colored Background



## PAPER COLORS



**RECOMMENDED: LIGHT PASTELS, NEUTRALS = GOOD**

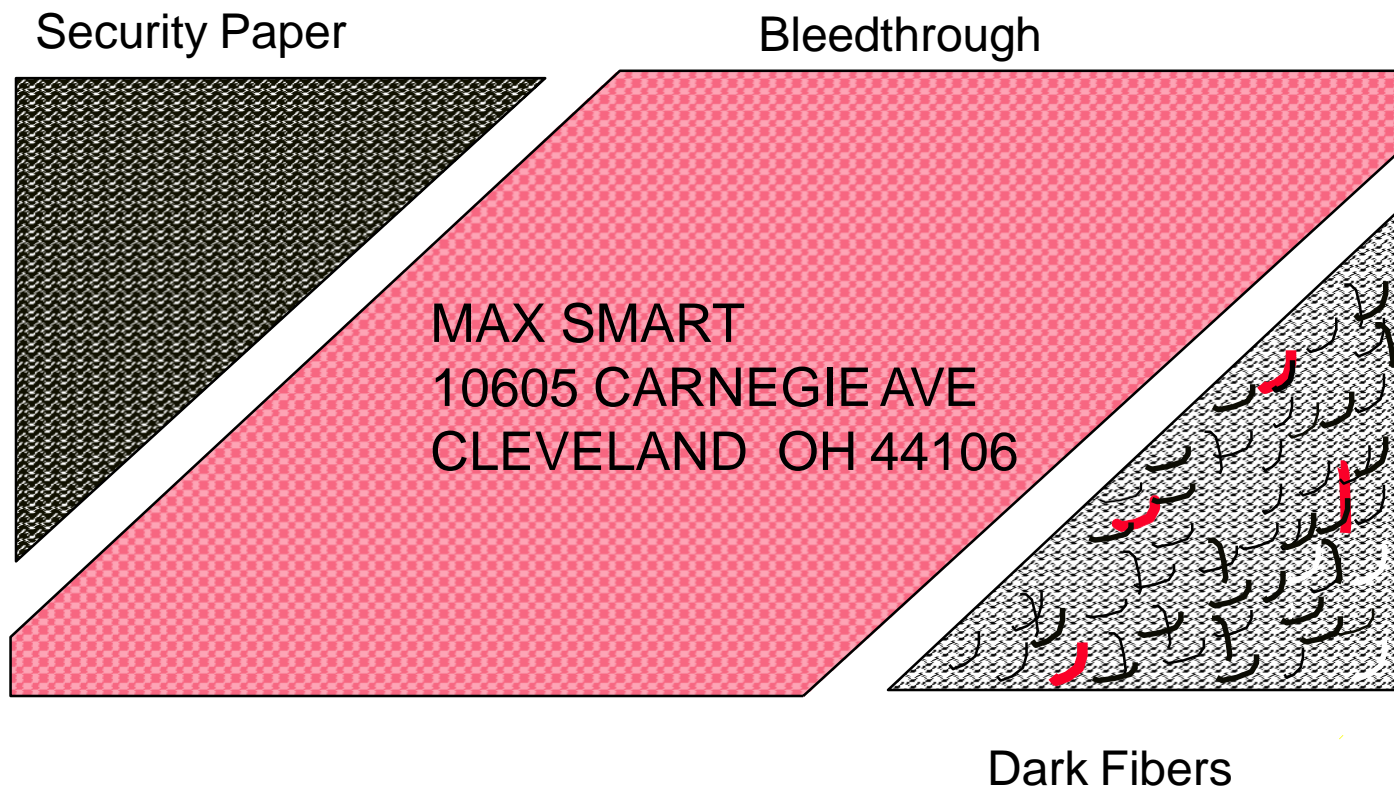


**NOT RECOMMENDED: DARK, BRIGHT, BLACK, FLUORESCENT  
COLORED BACKGROUND = POOR**

## Common Mistake #3

### Screenings/Imaging

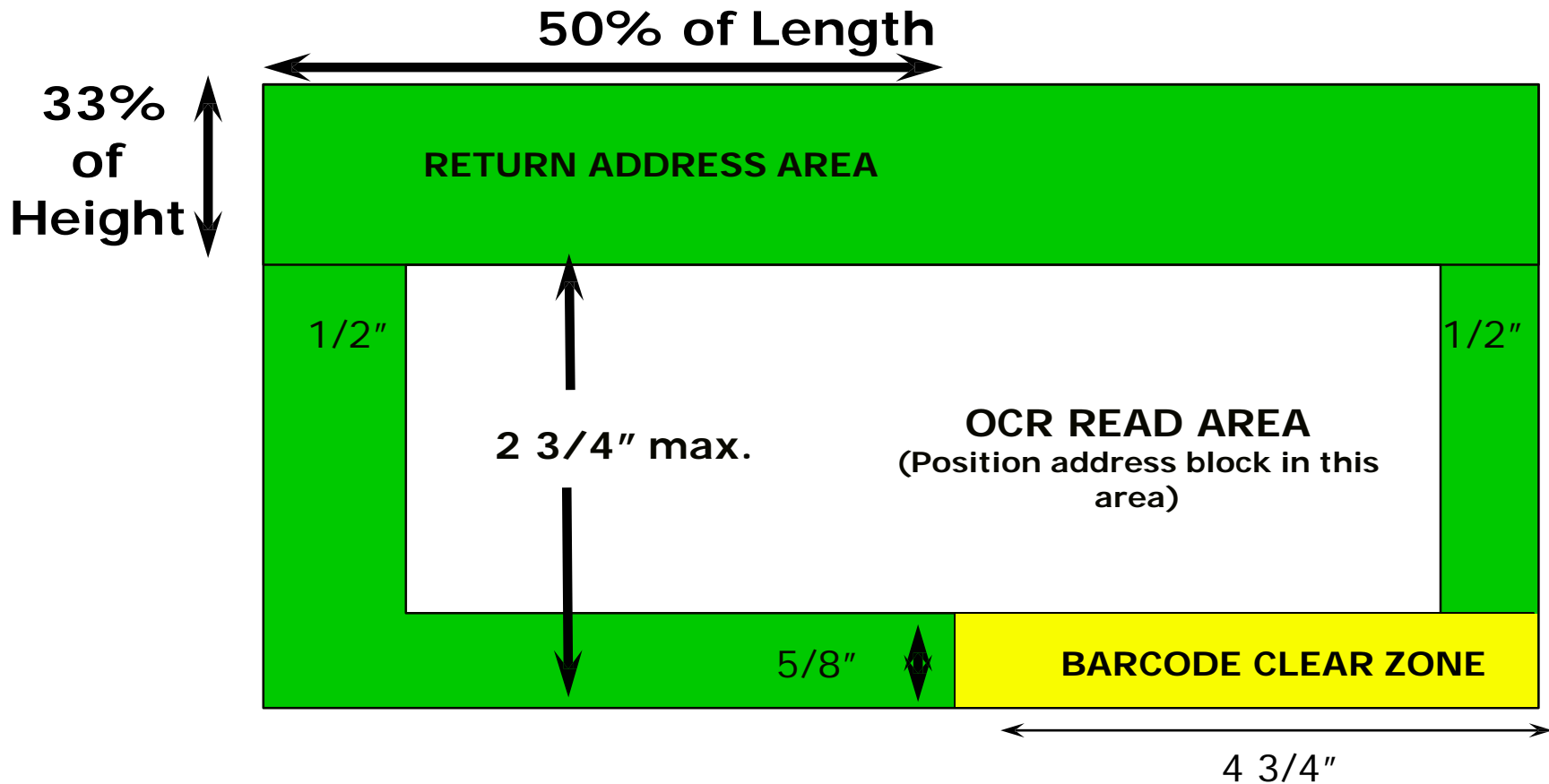
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# COMMON AUTOMATION PROBLEMS

# Common Mistake #4

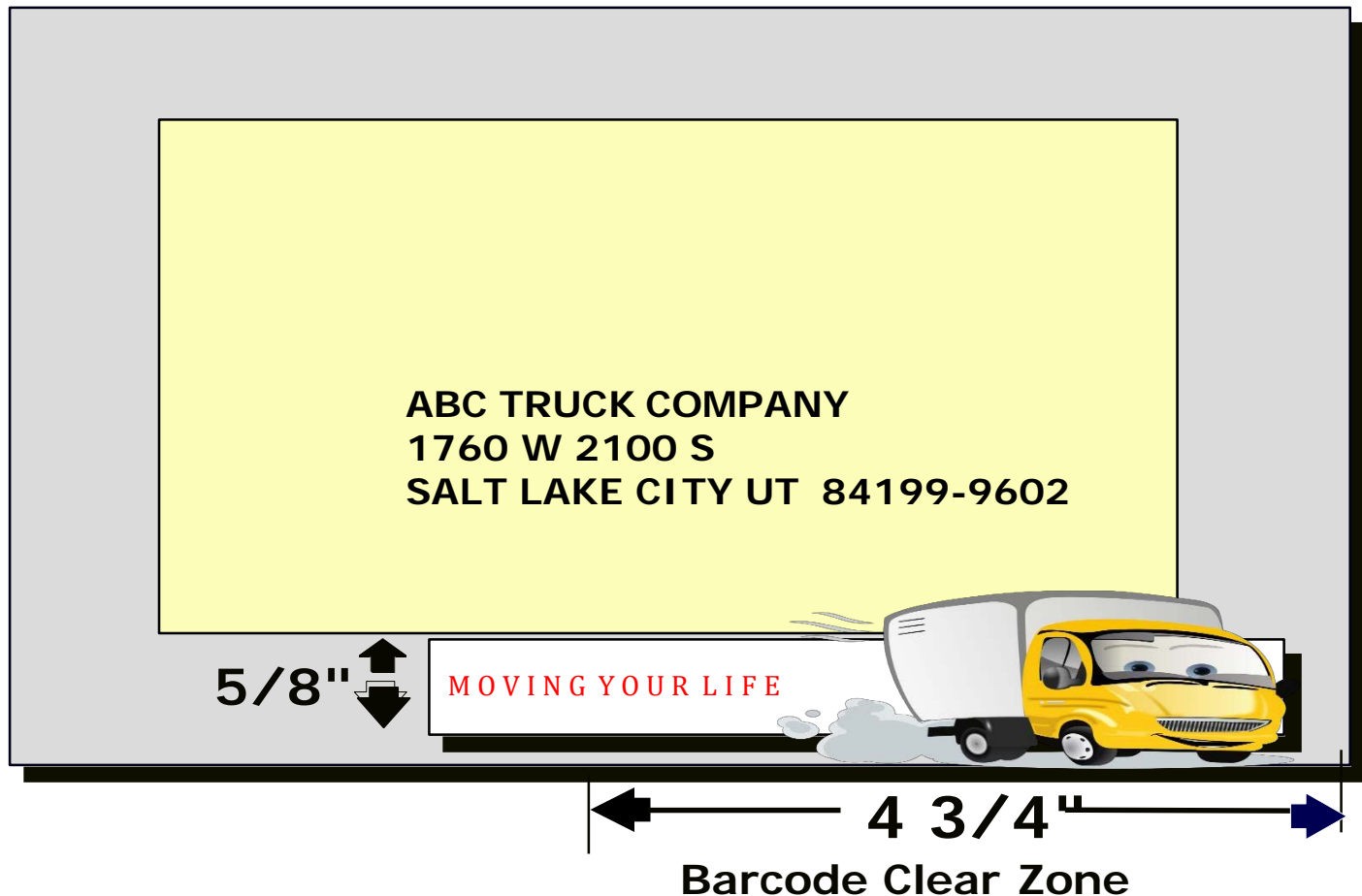
## Return Address Placement





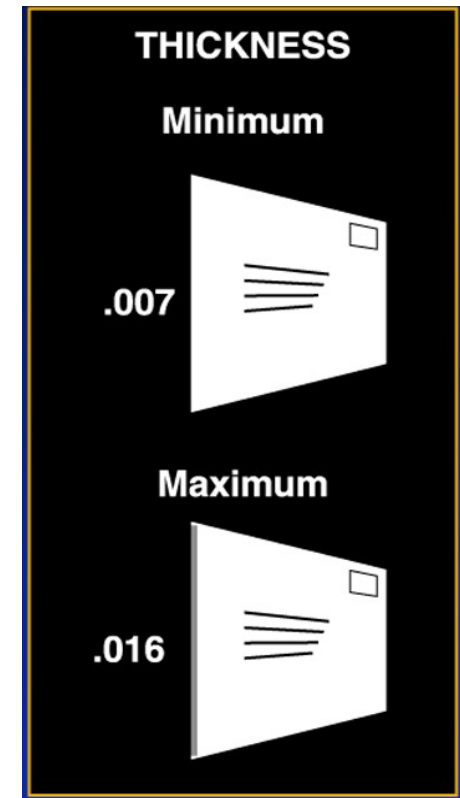
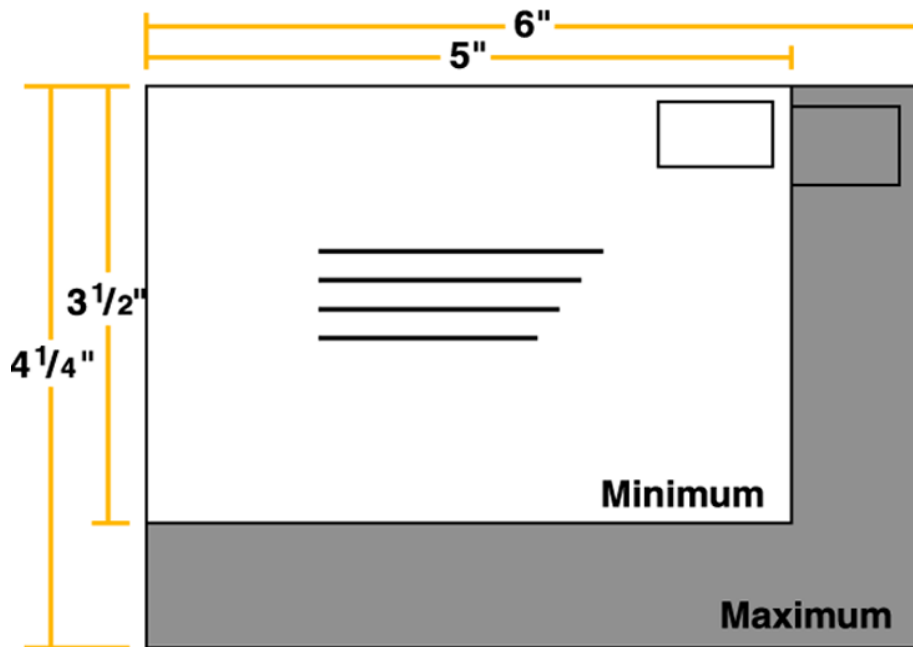
## Common Mistake #5

### Text or Graphics in the Barcode Clear Zone



## Common Mistake #6

### Postcard Design



# Postcard Design – Vertically Divided

Address, postage and any Postal Service markings must appear on the right side measuring at least 2 1/8” wide (measured from the right edge of the card)

There must be 1/8” clear space around the delivery address.

There also must be 1/2” margin on the right side of the card


2 1/8"

Wells Water Company  
60813 Parnell Rd, Any Town, NY 12345

SERVICE PERIOD		METER	
FROM	TO	PREVIOUS	
ACTUAL CU FT. USAGE	/100 CU FT	BASE	IRRIGATION
	/100 CU FT	BASE	IRRIGATION
DCWA	FIRE FLOWS	ACCOUNT NO.	
\$	\$		

PREVIOUS	CURRENT	LATE PYMT. CHG	AMOUNT DUE
\$	\$	\$	\$

METER RATES: Schedule number 1 meter reading to be rounded off to nearest 100.



WELLSWATER COMPANY  
60813 PARNELL RD  
ANYTOWN NY 12345

Presorted  
First Class Mail  
U.S. Postage  
PAID  
Any Town NY  
Permit #0510

ACCOUNT

AMOUNT DUE \$

BALANCE DUE 10TH OF THE MONTH

PLEASE RETURN THIS SLIP WITH PAYMENT

MR GORDON CAT  
1298 RIVER RD  
ANYTOWN US 98765-4321

Not drawn to scale

# Postcard Design – Horizontally Divided

Address, postage and any markings must appear on the portion containing the address and measure at least 1½” high from the top or bottom edge of the card

There must be 1/8” clear space around the delivery address

1 ½”

**50%** ★ Memorial Day Sale ★  
Sale Ends MONDAY May 28

50% OFF	Solid Silk Blend and Spring Patterned Sportcoats.....	reg. \$295	NOW	\$147.50
50% OFF	Classic Super 100s Business Express Suit Separates.....	reg. \$395	NOW	\$197.50
	(Jacket and Matching Trousers)			
50% OFF	Corporate Collection Suits.....	reg. \$495	NOW	\$247.50
50% OFF	Ultrasoft Polynosic Dress Pants.....	reg. \$ 95	NOW	\$47.50
50% OFF	Featherweight Blazers.....	reg. \$295	NOW	\$147.50
50% OFF	Featherweight Dress Pants.....	reg. \$195	NOW	\$97.50


Offer not accepted on prior purchases and may not be combined with any other offers and is not applicable at Factory or Outlet stores, not through catalog or Internet. For more information, call 1-800-323-4567 or visit us at [www.emmerthclothing.com](http://www.emmerthclothing.com)

**Emmerth  
Clothing**

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ESTABLISHED 1981

Please deliver on or before May 21



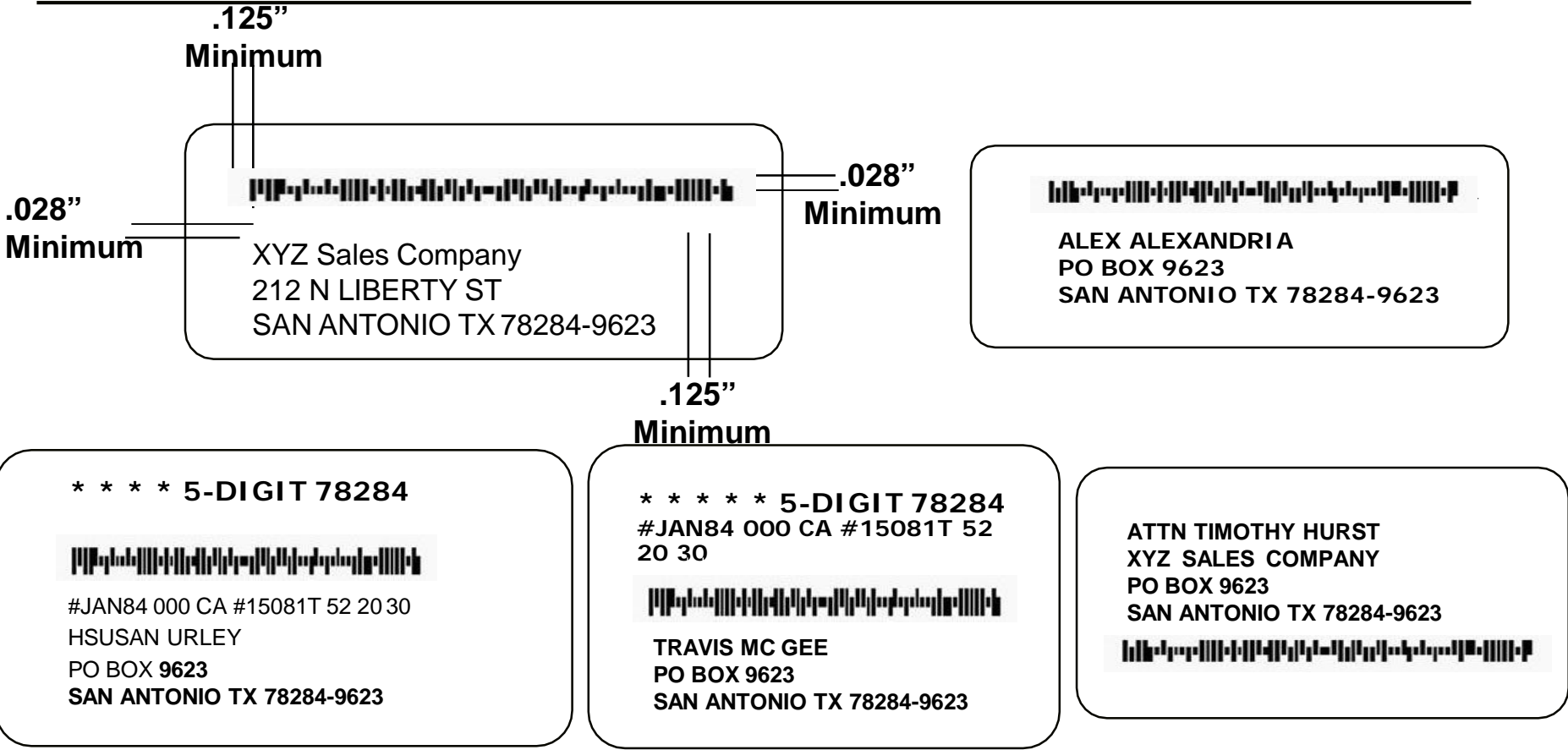
CARRIE WITT  
1234 ELM ST  
ANY TOWN NY 12345-6789

Presorted  
First Class Mail  
U.S. Postage  
PAID  
Any Town, NY  
Permit # 99

*With or without rule*

# Common Mistake #7

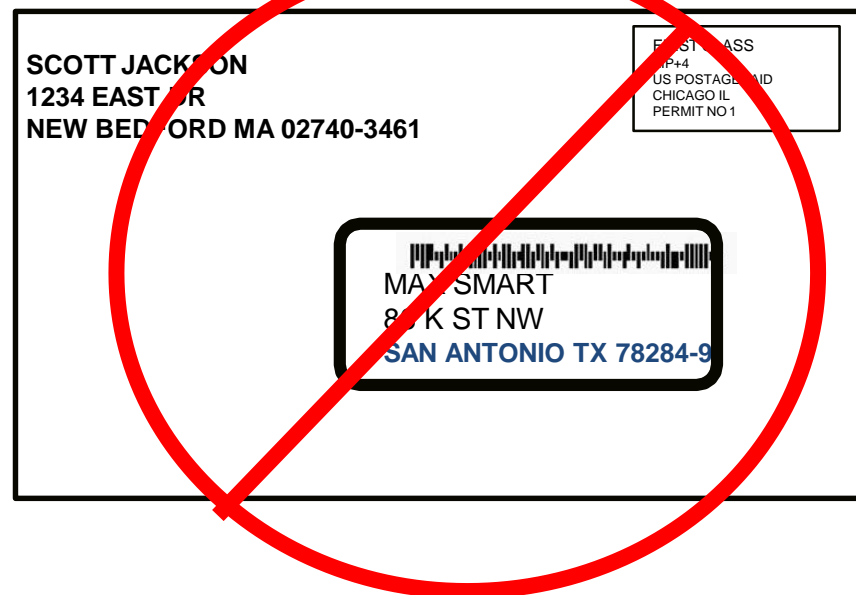
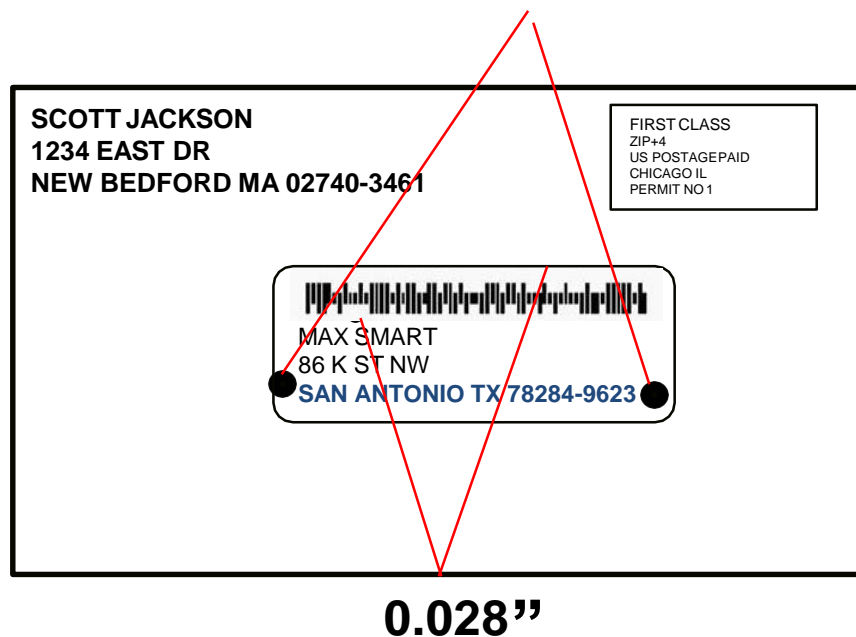
## Insert Shift



## Window Envelopes

## Barcode Readability – Window Envelopes

Barcode may appear on the piece or on an  
insert showing through a barcode window  
.125"



## Common Mistake #8

# Folded Self-Mailer Construction

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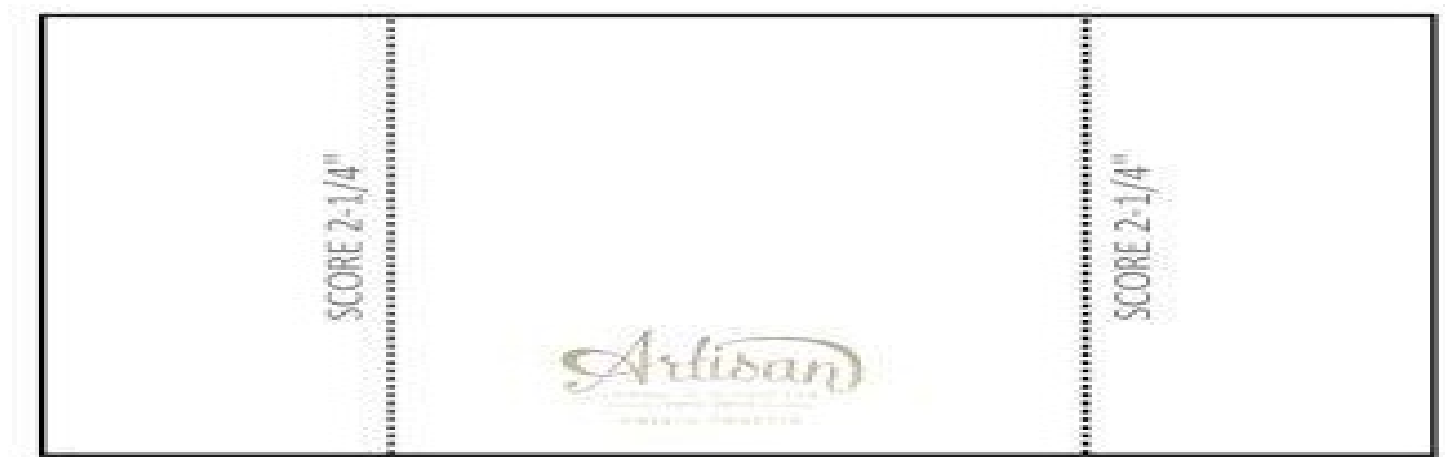
### What is a Folded-Self Mailer?

- A letter-size mailpiece formed by two or more panels that are created when one or more unbound sheets of paper are folded together and sealed.



# Gatefold Style - Folded Self-Mailers

*gate fold*  
CARD



Cardstock Dimensions 8-1/2" X 5-1/2"

score at 2-1/4" from each end



## Common Mistake #9

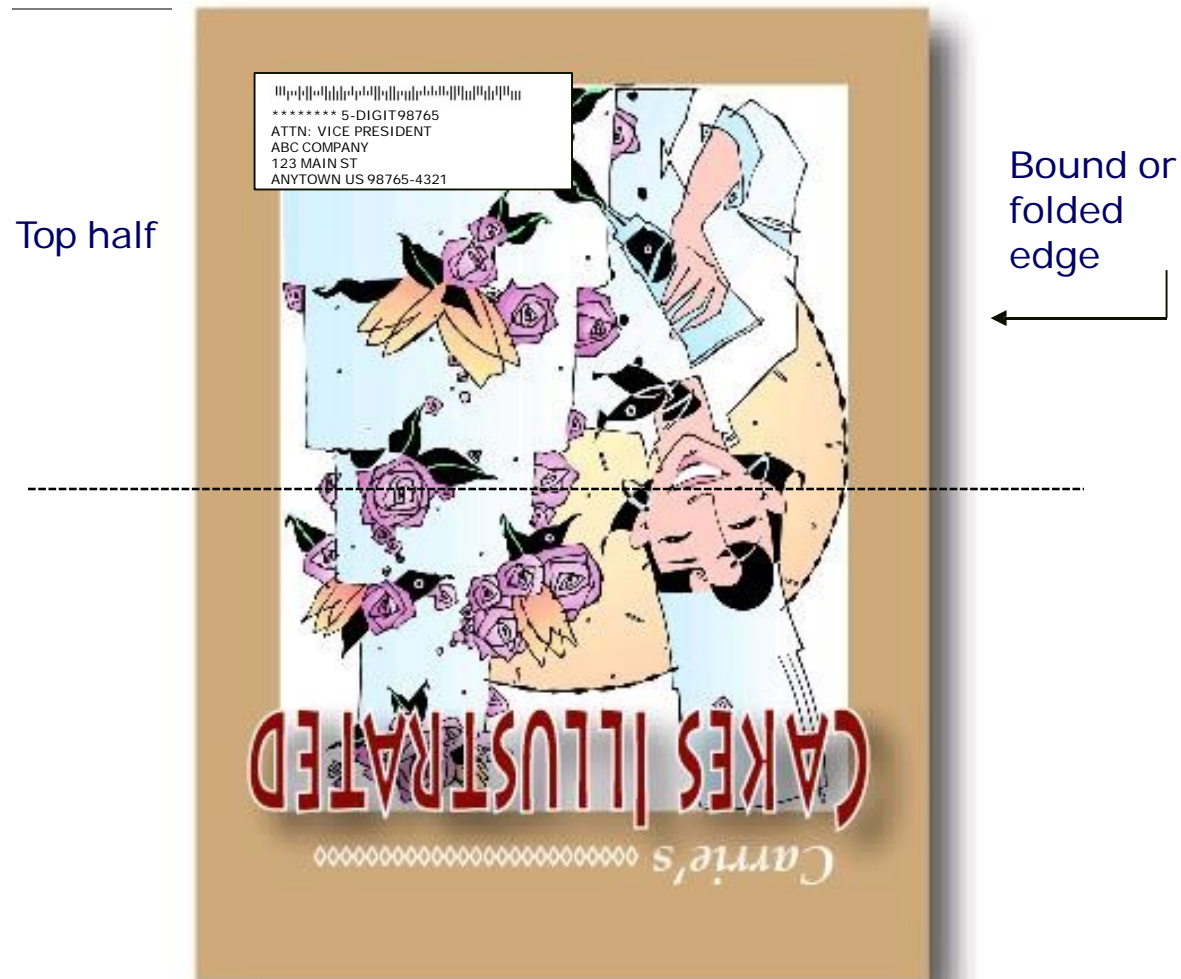
# Address Placement for Enveloped, Polywrapped or Card-style Flats

Top edge

Top half



# Address Placement – Bound or Folded Flats



# Common Mistake #10

## Procedure for Requesting a Uniquely-Assigned BRM ZIP+4 Code

UNITED STATES POSTAL SERVICE®		BRM/QBRM Application For ZIP+4 Code Assignment/Validation and QBRM Approval <small>See instructions on reverse.</small>	
<b>1. Customer Information (To Be Completed by the Customer)</b>			
Company Name / Permit Holder		Type of Customer (Check one) <input type="checkbox"/> New Customer <input type="checkbox"/> Existing Customer	Permit Number (Existing customer only)
Address (Street / PO Box)		City	State ZIP+4®
Contact Name	Contact Telephone Number	Contact E-mail	
<b>Address Information To Be Printed on the Mailpiece: (Print or Type)</b>		<b>Rate Category Information</b>	
Company Name Shown on Mailpiece		Rate Category Requested (Check one) <input type="checkbox"/> BRM (Sections 5 and 6 are not applicable.) <input type="checkbox"/> QBRM™ (All sections are applicable.)	
Address (Street / PO Box)		Mailpiece Information (Check All That Apply — Use inches for height and length)	
City	State	<input type="checkbox"/> Postcard (QBRM only): Height _____ Length _____ <input type="checkbox"/> 1-oz. letter (QBRM only): Height _____ Length _____ <input type="checkbox"/> 2-oz. letter (QBRM only): Height _____ Length _____ <input type="checkbox"/> Other (BRM only): Height _____ Length _____	
Signature: By signing this form, I hereby affirm that I am not requesting any additional ZIP+4 codes for which I do not intend to distribute QBRM.		City of Reply Office Where Submitted State ZIP+4	
Signature of Customer or Mail Service Provider			
Customer: After completing Section 1, submit this form to the local Post Office™ that issues/holds the permit.			
<b>2. Issuing Permit Office Information (To Be Completed by the Post Office That Issues/Holds the Permit)</b>			
City	State	Permit Number	Post Office Code
Employee Verifying Customer's Receipt/Pass/Letter	Employee's Title	Date	Fees Paid and Amount (Check and complete all that apply) <input type="checkbox"/> (Ver.) Ann. Permit \$ _____ <input type="checkbox"/> Qr. High-Vol. \$ _____ <input type="checkbox"/> Ann. Acct. Maint. \$ _____
Employee Completing This Section (Full Name)	Employee's Signature	Date	
Issuing Post Office: After completing Section 2, forward this form to the local AMS office. After AMS completes and returns the form, send a copy to customer.			
<b>3. AMS Information (To Be Completed by USPS Address Management Systems)</b>			
Date Received: _____ <small>AMS: Do not accept this form unless Sections 1 and 2 have been completed by the customer and the local Post Office. AMS representatives must enter the permit number and the media code in the AMS database when validating or assigning a ZIP+4. Assign multiple ZIP+4s only as needed — do not over-code.</small>			
Assigned BRM or QBRM ZIP+4 (Check the box if the address is verified, not newly assigned) <input type="checkbox"/> Postcard: <input type="checkbox"/> 1 oz. letter: <input type="checkbox"/> 2 oz. letter: <input type="checkbox"/> Other:		Address Error Corrections or Other Comments	
Employee Completing This Section (Full Name)		Employee's Signature	Date
AMS: After completing Section 3, return this form to the local Post Office that issued the permit. The local Post Office will return it to the customer.			
<b>4. Customer Instructions for Obtaining Reply Mail Artwork — a Complimentary Service From the Postal Service</b>			
Customers distributing BRM or QBRM mailpieces may obtain complimentary artwork directly from the Postal Service as follows:			
<ol style="list-style-type: none"> <li>Wait 48 hours after receiving a permit number and ZIP+4 before using the U.S. Postal Service artwork tool.</li> <li>To create a business account, go to the Business Customer Gateway at <a href="https://gateway.usps.com/bcg/login.htm">https://gateway.usps.com/bcg/login.htm</a>.</li> <li>Use the Gateway account to request a Mailer ID (MID), which is required for obtaining reply mail artwork.</li> <li>Select the link for "Automated Business Reply Mail (ABRM)" to design and print reply mail artwork.</li> <li>Access the ABRM user guide at <a href="https://fbbs.usps.gov/index.cfm?page=brmatool">https://fbbs.usps.gov/index.cfm?page=brmatool</a>.</li> <li>For assistance with the ABRM tool, call the MDA Support Center at 855-593-6093.</li> </ol>			

## MDA SUPPORT CENTER

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### MDA Help Desk

Phone: 855-593-6093

Email: [MDA@USPS.GOV](mailto:MDA@USPS.GOV)

Monday – Friday  
7:00 a.m. – 5:00 p.m. CST

## ADDITIONAL RESOURCES

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**Visit our websites at:**

**[www.usps.com](http://www.usps.com)**

**<http://pe.usps.gov/>**

**Contains the Domestic Mail Manual(DMM), International Mail Manual (IMM) and various publications.**

**<https://postalpro.usps.com/>**

**Contains information on Intelligent Mail, Full-Service, eInduction, Seamless Acceptance, etc.**