

# BULK MAIL GENERAL INSTRUCTIONS

## USPS NON-AUTOMATED, MACHINABLE MAIL PIECES.



### MAGNET PLACEMENT

**A :** 1/2 inch space between the magnet and edge of the postcard. 3/4 inch space between the magnet and the top or bottom edge of the postcard.

**B :** Imprint under magnet should be at least 1/4" smaller than magnet on all four sides.



Magnet can be placed on either side of postcard, vertically or horizontally.



**STAMP & METERED MAIL :** Stamps and metered mail can **ONLY** be in the upper right hand corner of mail piece (not mail area), this includes empty boxes for stamp placement.

STAMPS AND METERED MAIL CAN ONLY GO HERE IN THE UPPER RIGHT HAND CORNER OF "MAIL PIECE".

### INDICIA :

- 1st class min qty 500, 3rd class or Non-Profit min qty 200 (Qty cannot be a combined copy change total - EACH copy change must meet the minimum requirement).
- Indicia should have approx. 1/8" space from surrounding type.
- Minimum font size is 4 pt. in all CAPS; INDICIA CONTENT CANNOT BE SMALLER THAN 1/2 X 1/2"
- No graphics behind indicia; must be solid area & can be in reverse. Box not required.
- Printed Indicias can be placed anywhere on the mail piece as long as it is **ALWAYS** in the upper right hand corner of the "mail area" and easily identified.
- Indicia needs to be easily found by post office; not lost in graphics.

### Return Address

Required for ALL non-profit indicia (must match form)

EXAMPLE OF MIN TYPE SIZE  
4 PT TYPE  
INDICIA "CONTENT"  
MUST BE AT LEAST  
1/2" X 1/2"  
BOX NOT REQUIRED

### INKJET ADDRESSES

Allow 4"x 2.65" area for the mail area (not including barcode zone) for the inkjetting of addresses, return address and indicia

Addresses **CANNOT** be inkjet over a ghosted graphic.

**BARCODE AREA** No inkjetting of addresses in this area, graphics permitted; however, keep in mind some post offices may affix (aka spray on) an unnecessary bar code sticker that could cover up important imprint information, such as a phone number or website for examples.