

## Quick Chex for Mail Piece Printing

**Quick Chex by no means covers every printing issue, but does identify several important and frequently overlooked items.**

**SELF-MAILERS** (mail pieces designed to be mailed without an envelope—example: a folded sheet that is addressed): The U.S. Postal Service requires a closure (tab) to be affixed to the mailer to keep it shut through postal service processing. This is required to qualify for the less expensive automation-based postal rates. Generally only one tab is required when the solid edge is positioned at the bottom of the mailer (as you are looking at the address panel). Two or more tabs are required if the solid edge is positioned at the top. Multi-page tabbing has additional requirements.

**VERY IMPORTANT:** When producing a self-mailer from a half-folded sheet, the combined thickness of both layers must be at least .009” on every corner and every side, or the mail piece may lose its automated rate—or worse, may be deemed completely unmailable.

**PERMIT INDICIA for Pre-Sort Standard Mailings** (new name for “Bulk Mailings”):

If you are mailing First Class, or using an envelope, call us to discuss other available options. High resolution, scalable PDF’s of the following pre-sort indicia can be downloaded from <http://www.bgmailing.com/General/BlueGrass-Mailing-Indicias>.

If Mailing in Lexington, KY	
FOR PROFIT	NON-PROFIT*
<b>PRSRT STD</b> US Postage <b>PAID</b> Permit #1 Lexington, KY	<b>Non-Profit</b> Organization US Postage <b>PAID</b> Permit #1 Lexington, KY

If Mailing in Louisville, KY	
FOR PROFIT	NON-PROFIT*
<b>PRSRT STD</b> US Postage <b>PAID</b> Permit #555 Louisville, KY	<b>Non-Profit</b> Organization US Postage <b>PAID</b> Permit #555 Louisville, KY

If Mailing in Cincinnati, OH	
FOR PROFIT	NON-PROFIT*
<b>PRSRT STD</b> US Postage <b>PAID</b> Permit #381 Cincinnati, OH	<b>Non-Profit</b> Organization US Postage <b>PAID</b> Permit #381 Cincinnati, OH

\*To use the Non-Profit indicia, you must be an approved Non-Profit Organization with the post office of entry and include your organization’s name and return address on or within the mail piece.

**MAILING POSTCARDS & OVERSIZED POSTCARDS (Size & Thickness Minimums):** 3½” x 5” to 4¼” x 6” cards must be a minimum thickness of .007”. Cards over 4¼” x 6” must be a minimum thickness of .009”. If these minimums are not met, the cards may not be mailable, or the U.S. Postal Service may need to manually process the cards, substantially driving up your postage costs.

### MAIL PIECE SIZES:

Letter-size mail has the least expensive postage costs. Letter-size mail pieces must not exceed 6⅞” x 11½”, are less than ¼” thick, and must meet a certain formula of “length + height” in combination. A square mail piece will not qualify as a letter size mail piece. Templates are available for easily determining if your mail piece meets automation requirements. If you are creating a new mail piece, and are not sure the mail piece meets automation guidelines, please call us as early in the design process as possible.

### BOUND, LETTER-SIZE, BOOKLET-TYPE MAIL PIECES:

Design *Bound, Letter-size, Booklet-type Mail Pieces* with the spine on the longest side, oriented for addressing with the spine beneath, and parallel with, the address. This is required even if other edges are to be tabbed, sealed or otherwise fastened. If you are creating a new mail piece, and are not sure the mail piece meets automation guidelines, please call us.

**ADDRESSING AREAS (Size, Placement & Color):** Always leave an area 4¼” wide by 1½” high for addressing. Don’t place this area within the bottom ⅝” of the mail piece. A white or light pastel background is best for inkjet addressing and barcoding—for the less expensive automation rates. When a dark color is used, a white address label is generally required to capture the automation postage savings.

### WHEN USING ENVELOPES:

**STANDARD MACHINABLE ENVELOPES:** Reduce processing costs by using machinable envelopes. Generally when flaps are on an envelope’s long side, and no deeper than 2⅝” inches, it is considered machinable. Deep-V flaps or ragged-edge flaps (typically on invitation envelopes) are not usually machinable. Call us to make sure. Inserts going in envelopes need to be at least ½” narrower than the width of the envelope. The maximum depth of the insert needs to be between ⅛” to ¼” smaller than the envelope’s depth. However, increasing the number of inserts-per-envelope may require dimension changes to permit machinable insertion.

**WINDOW ENVELOPES:** For the future, window envelopes will need to be large enough to accommodate the new intelligent mail barcode. This new barcode is longer and will be required for automation discounts. There will need to be a ⅝” clear space from the bottom of the window to the bottom of the envelope. The window should measure at least 1¾” tall and 4½” wide. The current standard window envelopes are not large enough to allow multiple address lines and the barcode to be seen through the window. Envelope manufacturers offer this new window envelope as a standard product. If you or your printer have a difficult time finding this size, please contact your customer service representative here at Blue Grass Mailing.