

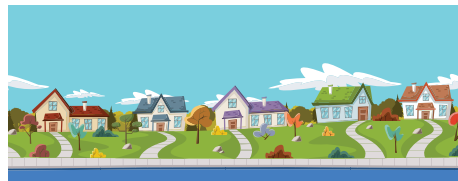
A GUIDE TO DIRECT MAIL

DIRECT MAIL SIZES, POSTAGE RANGES, USPS DELIVERY GOALS

WHAT TYPE OF MAILING ARE YOU DOING?



Targeted Mailing
(i.e., members, associations, households with specific parameters, etc.)



Saturation /EDDM Mailing
(i.e., everyone within a 10mi radius, gym enthusiasts, people who love pizza, etc.)

Mailer Size Requirements

1ST CLASS POSTCARD	LETTER	FLAT
Size Requirements Min. 5"w and 3.5"h* Max. 9"w or 6"h**	Size Requirements Min. 5"w and 3.5"h and .007" thick* Max. 11.5"w or 6.125"h or .25" thick**	Size Requirements Min. 11.5"w or 6.125"h or .25" thick** Max. 15"w or 12"h or .75" thick**

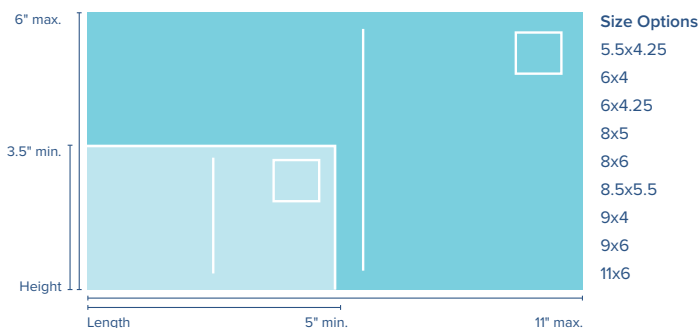
POSTAGE RANGES

.306 to .326	Standard Presort .25 to .33 Nonprofit .119 to .199 First Class .426 to .485	Standard Presort .403 to .798 Nonprofit .199 to .594 First Class .555 to .891
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USPS DELIVERY POSTAL GOALS

2-3 days	First Class 2-3 days Standard and Nonprofit 3-15 days	First Class 2-3 days Standard and Nonprofit 3-15 days
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Postcard Size Options



Mailer Size Requirements

SATURATION LETTER (i.e., Postcard, #10 Envelope, Self-Mailer, Invite)	EDDM FLAT (i.e., Postcard, Newsletter, Catalog Envelope)
Size Requirements Min. 5"w and 3.5"h* Max. 11.5"w or 6.125"h or .25" thick**	Size Requirements Min. 10.5"w or 6.125"h or .25" thick** Max. 15"w or 12"h or .75" thick**

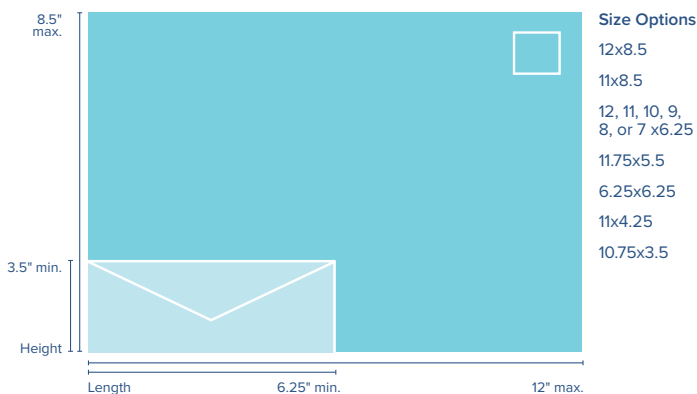
POSTAGE RANGES

Standard Presort .172 to .332 Nonprofit .092 to .246	Standard Presort .189 to .235 Nonprofit .101 to .147
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USPS DELIVERY POSTAL GOALS

5-8 days	5-8 days
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Common Saturation/EDDM Size Options



*Need to meet all size requirements for category **One size requirement needs to be met

Note: See Mailer Size Requirements (above) for min. and max. size for letter and flat options.