

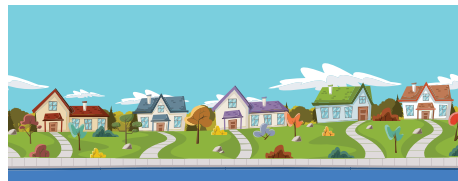
A GUIDE TO DIRECT MAIL

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. 6"w or 4.25"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**

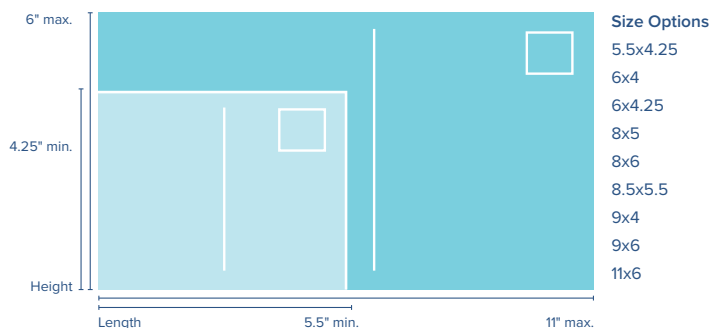
POSTAGE RANGES

.269 to .285	Standard Presort .235 to .304 Nonprofit .114 to .183 First Class .398 to .450	Standard Presort .372 to .726 Nonprofit .178 to .532 First Class .460 to .774
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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**

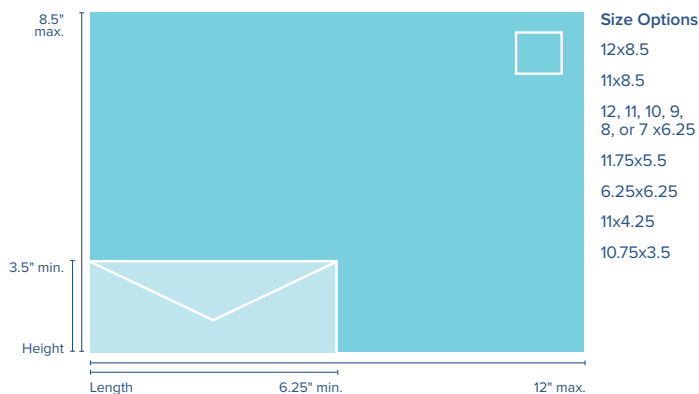
POSTAGE RANGES

Standard Presort .168 to .296 Nonprofit .088 to .210	Standard Presort .180 to .225 Nonprofit .092 to .137
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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.