



THE GUIDE TO **Mailing Design**

One of the most difficult part of mailing is figuring out the best way to mail your prject. This guide helps explain the do's and don'ts of mailing!



Designing Your Mailer

There are many different ways to design the perfect mailer for your needs. This guide can be used to find the best fit.

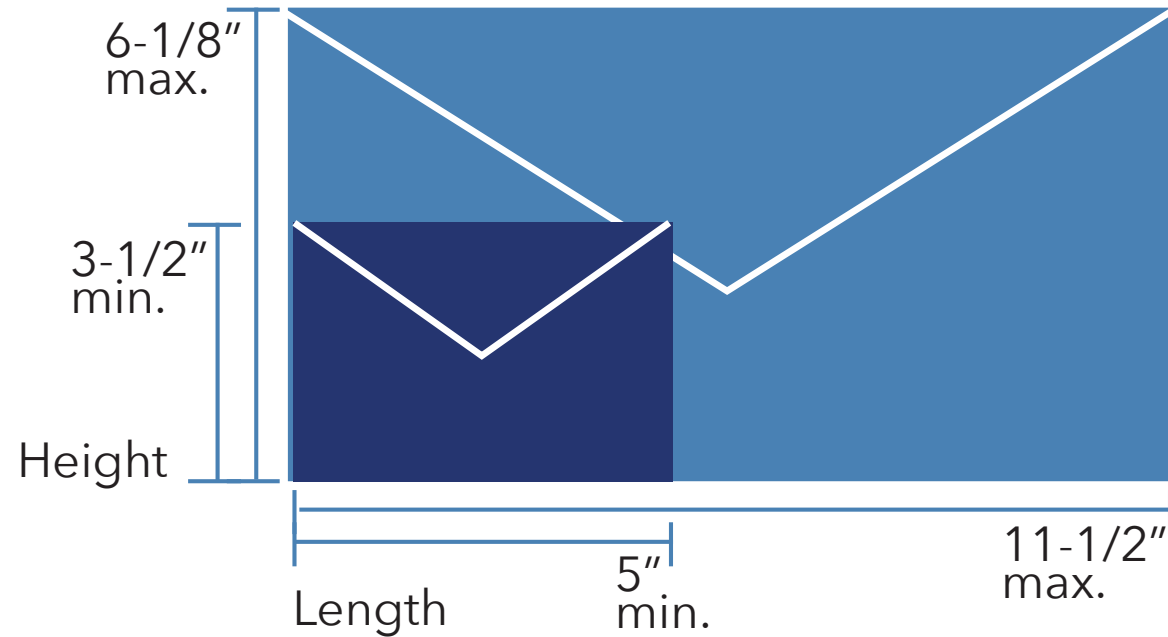
Letters.....	2
Cards.....	3
Self-Mailers.....	4
Flats.....	5
Addressing	6
Address Block	7
PreSort Mail	8

Have more questions? Send us an email (info@ecoprint.com) or give us a call (301-589-6666)!



Letters

Letters are the most common things to go through the mail.
For a letter to go as a letter and not a Flat (pg....) the sizes can not be smaller than 3 1/2" x 5" or larger than 6 1/8" x 11 1/2".

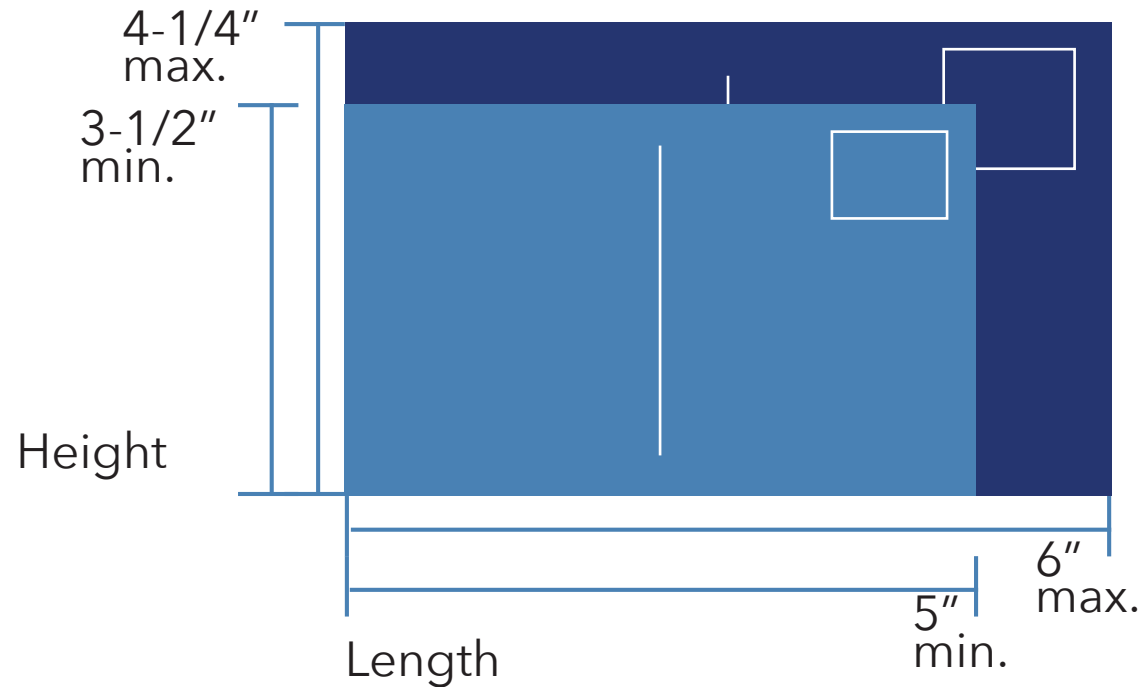


For address info
see page....



Cards

Cards work almost exactly like Letters. The maximum size must be 4 1/4" x 6" and the minimum size can be 3 1/2" x 5". If the size of the card exceeds that the paper must be a heavier stock so that it is .007 inches thick.

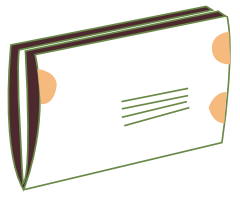
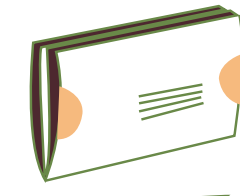




For address info
see page....



Self-Mailers

Self-Mailers are very popular for books and multipages letters that don't have an envelope. When this is the case there are tabs placed on the edges of the piece to keep it closed and safe when it goes through the mail.

	Simple Spine: Fold on Bottom	5" to 9"	Three 1.5" tabs
	Wallet Style: Saddle Stitch Spine	5" to 10 1/2"	Two 1.5" or 2" Tabs
	Oblong: Spin on the Short edge.	5" to 9"	Three 1.5" Tabs
	Folded: Folded on Bottom and Side	5" to 10 1/2"	Three 1.5" Tabs

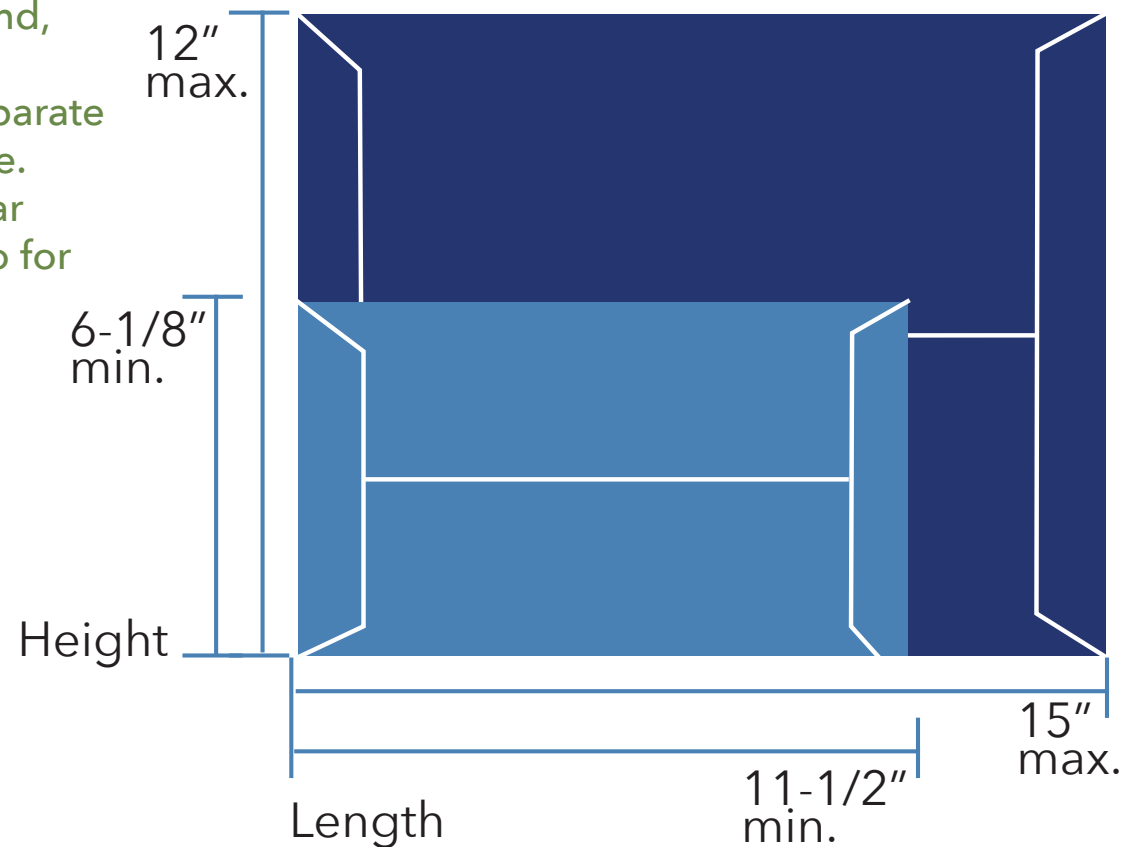


Flats

Flats are there to help with the larger projects that need to go through the mail. With the larger size comes more room to design!

One thing to keep in mind, is that the address and your logo must be in separate sections on the envelope. This is so that the scanner doesn't mistake the logo for the address lines.

See page.....





Addressing

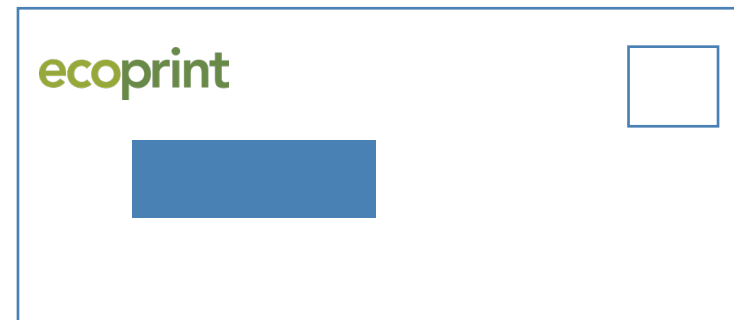
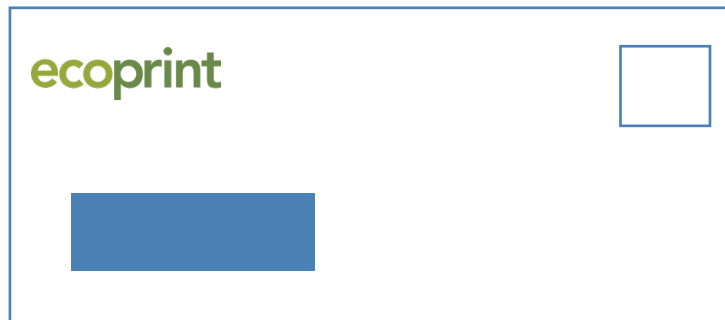
Addressing your envelopes can be confusing. DIE DIE DIE.....

Address Format

- | | |
|----------------------------|-----------------------------|
| 1. Non-Address Data* | 1. XX 2956391846-XC* |
| 2. Information / Attention | 2. Pascal Moore |
| 3. Recipient | 3. Ecoprint |
| 4. Delivery Address | 4. 2618 Pittman Drive |
| 5. City, State, Zip Code | 5. Silver Spring, MD, 20910 |

Window Placement

While it would be fun to place a window any where on the envelope, the post office scanner won't be able to read the address too send it to the correct person.



* might not be needed



Address Block

Address blocks are unfortunately very strict. This is due to the machines and programs that your mail piece must go through at USPS. Below are some examples of how not to design the address block.

Correct

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

Incorrect

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

address shift

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

bold text

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

print not shown

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

hard to read type

Pay Pascal Moore
To: 2618 Pittman Drive
Silver Spring, MD 20910

extra words

Pascal Moore
2618 Pittman Drive
Silver Spring, MD 20910

background color/image



PreSorted Mail

A common way to help reduce the cost of mailing is to do a presort. This is where we at Ecoprint will print a barcode on the bottom of the envelope. When this gets to the post office it is already sorted and saves them time.

For an envelope to qualify for presort there needs to be a space left at the bottom of the envelope.

