

THE ULTIMATE DIRECT MAIL GUIDE



dynagraphicprinting.com

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Welcome to the ultimate direct mail guide by DynaGraphics! In this resource, we aim to help you maximize the potential of your direct mail campaigns. **Direct mail remains a highly effective marketing tool for startups, mature companies, nonprofits, associations, and event organizers.**

It's not just a mail list; it's the lifeblood of your business. Reaching and engaging your customers is more than just sending a printed piece. Your **mail list can give you valuable insights** into who your customers are, where they live, and what they care about. We can do Heat Mapping by using the latitude and longitude of addresses in your list or append emails to make campaigns omnichannel. Your list can be used to **find new customers who share the same buying habits and/or beliefs of your existing customers.** With the power of Informed Delivery Campaigns by the USPS, customers see the printed piece[®] in their email with a call to action to visit your website. DynaGraphics has the ability to track where your mail is, when it's being delivered, and how long it takes to deliver so you can effectively coordinate the timing of your campaigns.

USPS offers many products/services and this guide is here to help. It will **save you time and ensure you don't lose automated postal savings.** Rest assured, when you mail with DynaGraphics, we'll go over your job and make sure it meets any USPS regulations not listed in this extensive guide.

It's time to **embrace the power of direct mail** and witness the growth/success of your business as it reaches new heights.

Sincerely,
Tom Santurri
Data & Mailing Manager
DynaGraphics



P.S. learn more about DynaGraphics commercial printing at www.dynagraphicsprinting.com or call us at (775) 786-2041 to see how we help the leading organizations in Greater Reno and Tahoe basin.

AMERICAN COMMUNICATION + US POPULATION STATISTICS

12%

of Americans have
a paid newspaper
subscription

82%

of Americans have
a smart phone

98%

of Americans
have at least
one mailbox

Sources: WorldofMeters.com and American Communication Stats

DIRECT MAIL STATISTICS



Source: *Small Biz Genius*

USPS MAIL RATES & CATEGORIES

RATES

First Class

Standard Mail/ Marketing Mail

EDDM (Every Door Direct Mail)

Bound Printed Matter

Periodicals

Non-Profit (discounted rate of
Std/Mktg mail)

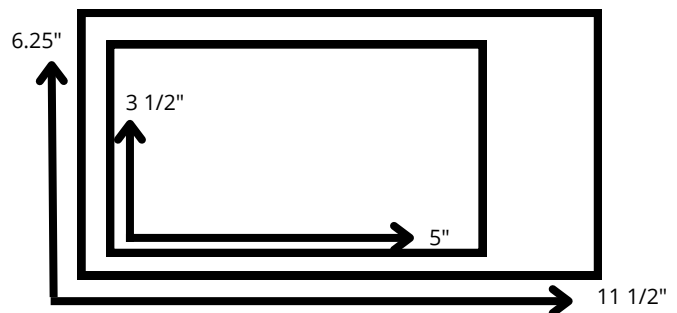
Priority Mail

CATEGORIES

Letter Size

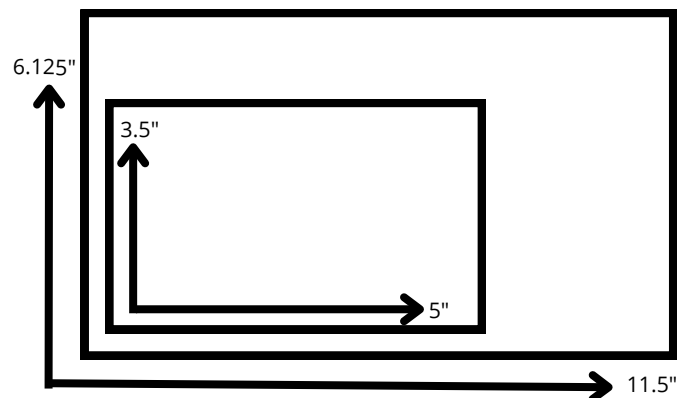
	<u>Min.</u>	<u>Max.</u>
Length	5"	11.5"
Height	3.5"	6.125"
Thickness	.007"	.25"

Pieces larger than 4.5" x 6" must be at least .009" in thickness



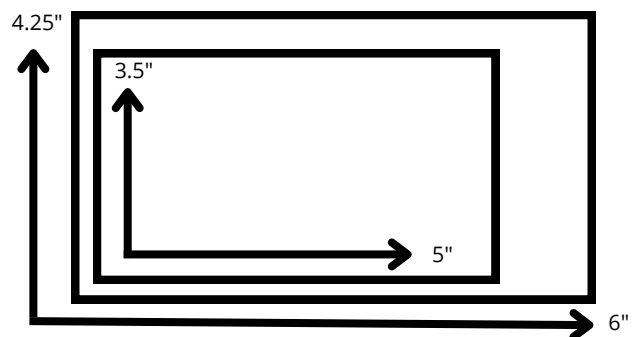
Flat Size

	<u>Min.</u>	<u>Max.</u>
Length	11.5"	15"
Height	6.125"	12"
Thickness	.009"	.75"



Postcard

	<u>Min.</u>	<u>Max.</u>
Length	5"	6"
Height	3.5"	4.25"
Thickness	.007"	.016"



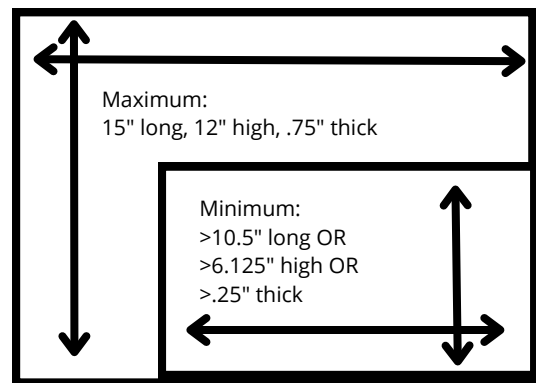
Presorted 1st class mail Postcards get a special postage rate. If mailed Std/Mktg mail you pay the same rate as a letter-size piece. Piece must have a thickness of .009 to .016.

USPS MAIL RATES & CATEGORIES CONTINUED

EDDM (Every Door Direct Mail)

	<u>Min.</u>	<u>Max.</u>
Length	10.5"	15"
Height	6.125"	12"
Thickness	.25"	.75"

EDDM - More than 10.5" in length OR 6.125" high OR .25" thick. For example: A 6.25" x 11" postcard would qualify. There are some exceptions, but they need to be approved by the USPS.



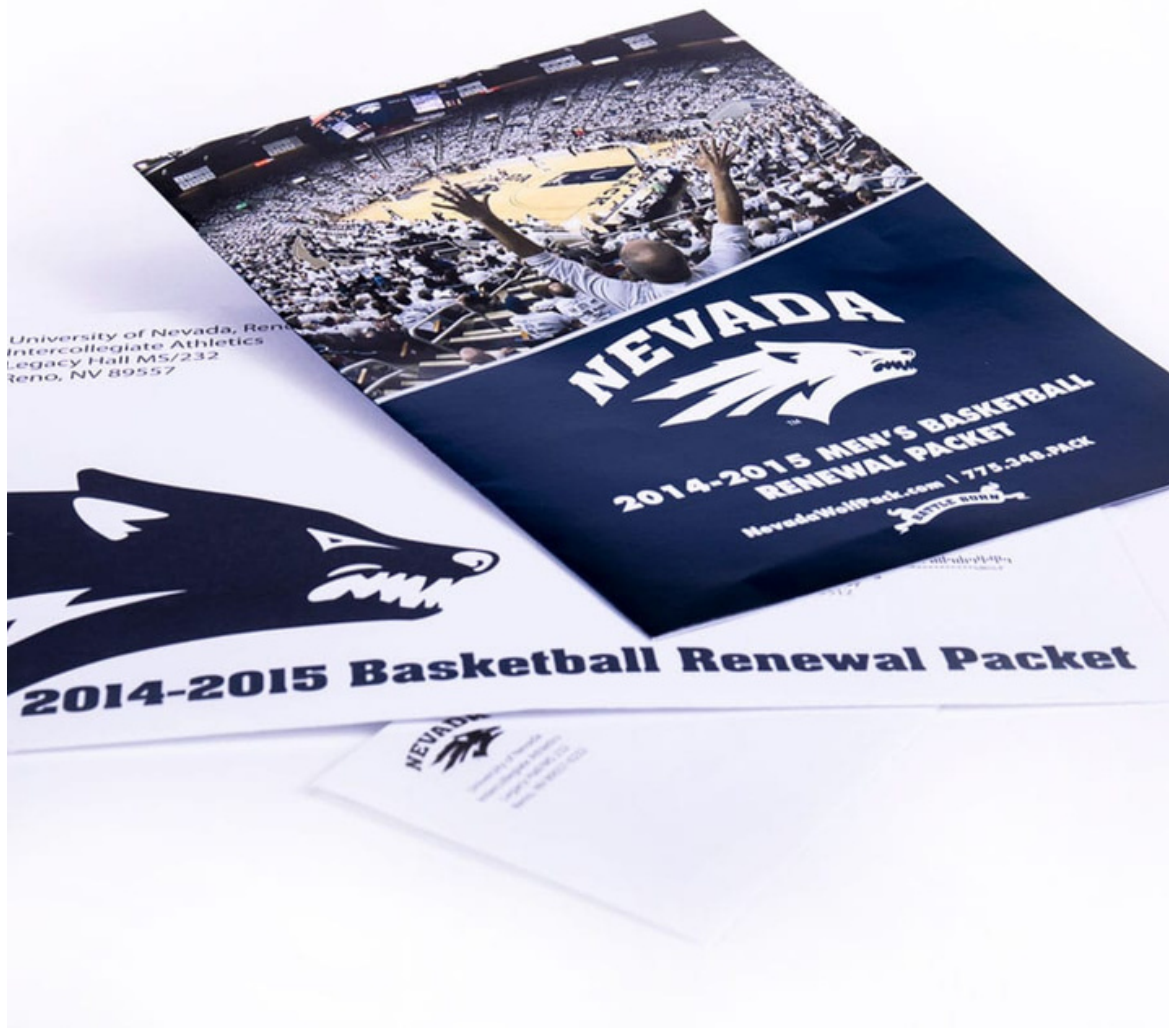
Helpful Tip:

Pieces that exceed Flat Max Dimensions are considered "packages" or "parcels." In order to create the most cost-effective mailing campaign, these regulations should be considered before the design completion.

ASPECT RATIO

When designing a letter-size piece, the mail piece must be within the proper aspect size. To get the aspect ratio, divide the length of the mail piece by the height of the mail piece. For example, a postcard 5 1/2" long and 3 1/2" high has an aspect ratio of 1.57".

The aspect ratio must be between 1.3 and 2.5. Anything below 1.3 or above 2.5 will be subject to additional charges or move the piece into a different category such as a Flat or Parcel.



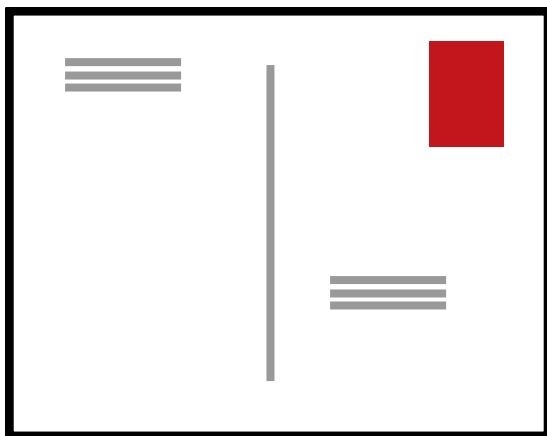
PERMIT IMPRINTS

Permits take the place of stamps or meter postage and can be funded in several ways. Most commonly, they are funded from a deposit account or an EPS account. If you don't have a permit with the USPS, DynaGraphics has permits for mailing First-Class, Standard or Marketing Mail, Bound Printed Matter and more. To use a permit a mailing it must contain at least 200 pieces or 50 pounds of mail (with certain exceptions).

Always Remember:

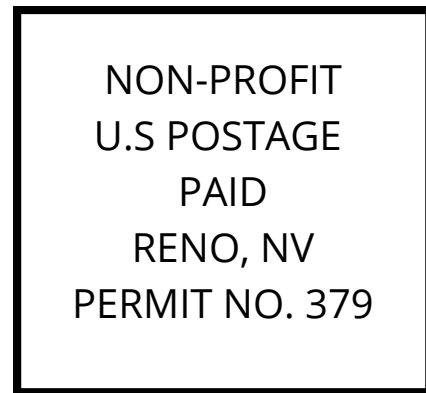
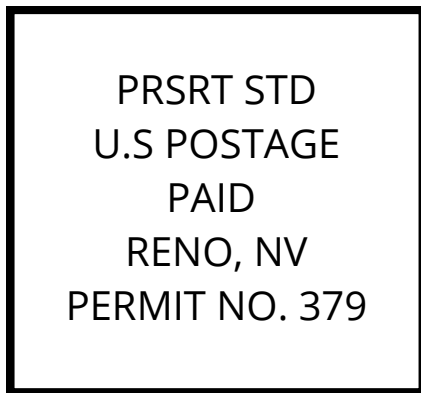
1. Permits must be legible and contrast with the background of the mail piece for readability.
2. A reversed-out permit may be used, i.e., white lettering on a black background.
3. A permit must read in the same direction as the address. It can't be placed below the address or in any space reserved for the USPS.

Examples of permit placement for postcards



PERMIT IMPRINTS

Examples of DynaGraphics' permit imprints:



Helpful Tips:

- Permits can be with or without borders
- Must have a 3/8" clearance around the permit
- Best practice is to use sans serif fonts for permits
- Images cannot be used in permits unless you have a USPS approved Picture Permit

PRESORT LEVELS AND LIST FORMATS

Presort Levels for Postcard and Letter-Size Mailings

5-digit

The delivery address on all pieces of 150 or more is the same 5-digit.

AADC / ADC

150 pieces or more to the same AADC that coded through CASS to the same 3-digit/scheme destination.

Mixed AADC

All remaining pieces for delivery which were not eligible for the above presort levels.

List Formats

DynaGraphics is able to accept various data formats, including:

- Comma Delimited
- Tab Delimited
- Excel
- Microsoft Access

Data should be consistent in it's format. We prefer to receive one data file per job. We can merge multiple files and different formats.

POSTAGE COST & AUTOMATION SAVINGS

USPS postage prices change quite often. Since 2016, there have been 7 postage increases and there is also seasonal price adjustments to Priority Mail during the holidays. In July of 2023 there will be another increase. For most DynaGraphics customers, you'll want to look under Commercial Prices and keep in mind Marketing Mail is what we used to call Bulk or Standard Mail.

DynaGraphics does not up-charge postage, you pay the current USPS postage rate and nothing else. Because we are a Seamless Acceptance & Full-Service mailer, we make sure you get discounts for using the Intelligent Mail Barcode and uploading postal paperwork electronically. We're also a Mail Anywhere Mailer; we can use our permit to drop mail anywhere in the country to take advantage of the best postage rates. Visit the USPS website through the link below to see the current rates and if you have any questions, please don't hesitate to ask!

[Notice 123 | Postal Explorer \(www.usps.com\)](https://www.usps.com/notice-123)



FIRST CLASS MAIL-PIECE REQUIREMENTS

Minimum Weight: None

Maximum Weight: Letter-Size: 3.5 oz. / Flats: up to 15.999 ounces

Minimum Quantity to Mail at Discounted Rates: 500 pieces

All First Class Mail letters, depending on the shape or irregular characteristics, may be subject to non-machinable surcharge.

All mailable matter can be mailed as First Class Mail. Some things **MUST** be mailed as First Class Mail (or Priority Mail), including, but not limited to:

- Handwritten or typewritten material
- Bills, statements of account, invoices, and credit cards
- Personal correspondence and personalized business correspondence
- All matter sealed or otherwise closed against inspection

First Class Mail includes:

- Cards
- Flats
- Letters
- Packages that weigh 12 ounces or less

If getting your mail delivered fast is your top priority, use First Class Mail. For commercial mailings, and depending on what category of mail you're sending, postage rates are the same regardless of how far the mail travels. Also, on Letter-Size mailings, the postage rate is the same up to 3.5 ounces! First-class mail will be forwarded if the recipient has a current Change of Address on file, otherwise the piece is returned to you with the reason why it was undeliverable. If you need to make sure you receive updated addresses or pieces forwarded, you can put an Ancillary Service Endorsement on your mail piece. Keep in mind this endorsement will cost you additional money in postage and has some restrictions and limitations. For more information [click here](#). Retail mailings are very similar except the postage rate varies by weight.

Many beginning mailers use First Class Mail cards and letters because, if you mail at single-piece rates, there's not a special payment method, mailing permit, and extra presort the mail. You simply put a stamp on it and drop it in the collection box.

Retail rates, presorted non-auto rates and automation rates are available.

Moving Tip:

For all mail claiming automation rates, addresses must be updated 95 days prior to the mailing date by an approved address update method. National Change of Address (NCOA) verification. DynaGraphics uses NCOA for ALL mail lists regardless of how it's being mailed.

STANDARD/MARKETING MAIL-PIECE REQUIREMENTS

Minimum Weight: None

Maximum Weight: Letter-Size: 3.5 oz. / Flats: up to 15.999 ounces

Minimum Quantity of Mail at Discounted Rate: 200 Pieces or 50 pounds of mail

Standard or Marketing Mail is not required to be mailed as First-Class Mail or Periodicals

Mailers use Standard/Marketing Mail to send:

- Postcards
- Promotional Products
- Catalogs
- Invitations
- Newsletters
- Small Parcels
- Fundraising Requests
- Homeowner Association Magazines

Standard or Marketing Mail is the most used commercial mailing service. There are no single-piece or postcard rates for Standard/Marketing mail. Everything mails as either Letter-Size or Flat-Size. Standard/Marketing mail is not forwarded or returned without an Ancillary Service Endorsement which will cost additional postage (see First-Class mail piece requirements for a link to endorsements). **If a mail piece is undeliverable and has no endorsement, the USPS will recycle the piece.** To reduce USPS operating costs, charges for excessive undeliverable mail are being considered. This is why we remove anything that appears to be undeliverable, and **we send you a file showing which records are undeliverable and the reason why; all free of charge.** We don't want you to waste money on undelivered pieces.

Non-Profit Tip:

Non-Profit mail is a sub-category of Standard/Marketing mail and has some of the lowest postage rates. To qualify for these rates your organization must be registered as a non-profit with the IRS first and then registered with the USPS as an authorized non-profit mailer. You don't need a Permit to do this either, **you can be a non-profit, use Dynagraphics' indicia, and get non-profit rates!**

NON-MACHINABLE LETTERS

Minimum Weight: None

Maximum Weight: First-Class Mail & Periodicals non-machinable Letter-Size: 3.5 oz. / Standard/Marketing Mail non-machinable letters: less than 16 ounces

Regardless of mail class, if a letter meets one of the examples below, extra per-piece charges will be applied. It's important to consider these things when designing mail.

Not only could you pay twice as much postage but non-machinable pieces can also cause longer delivery times.

Examples of a non-machinable letter include:

- Aspect ratio (length divided by height) of less than 1.3 or more than 2.5 (a square envelope has an aspect ratio of 1, making it non-machinable)
- More than 4-1/4 inches high or 6 inches long and is less than 0.009 inches thick
- Clasps, strings, buttons, or similar closure devices
- Delivery address parallel to the shorter side of the mail piece
- Contains items such as pens, pencils, or keys that create an uneven thickness
- Letters with non-paper surfaces, other than envelope windows or attachments that are allowed under eligibility standards by class of mail
- It is too rigid

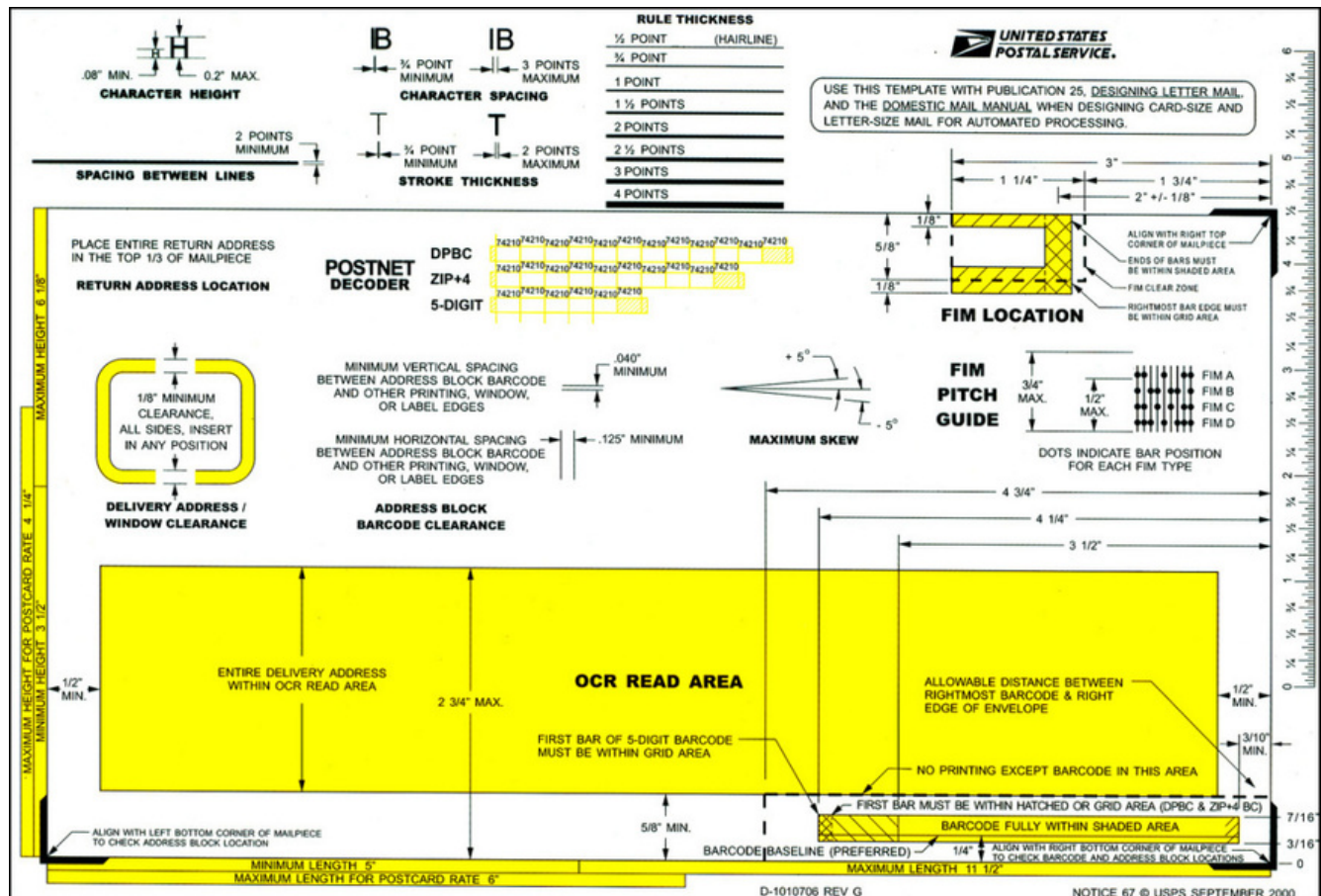


ADDRESSING CHARACTERISTICS

When a mail-piece is in the designing process certain elements can get in the way of USPS OCR (Optical Character Reader) equipment being able to read the barcode and/or address.

The OCR read area needs to be clear of any return address because it could read that address as the mailing address and your piece will be returned. There are exceptions to this that require the return address to be formatted in a different way. Contact us, if you have questions.

Templates are available to help the placement and design of mail-pieces.



SELF-MAILERS, BOOKLETS, & TABBING

For automation mailings of all classes, folding, address, and tab placement are critical.

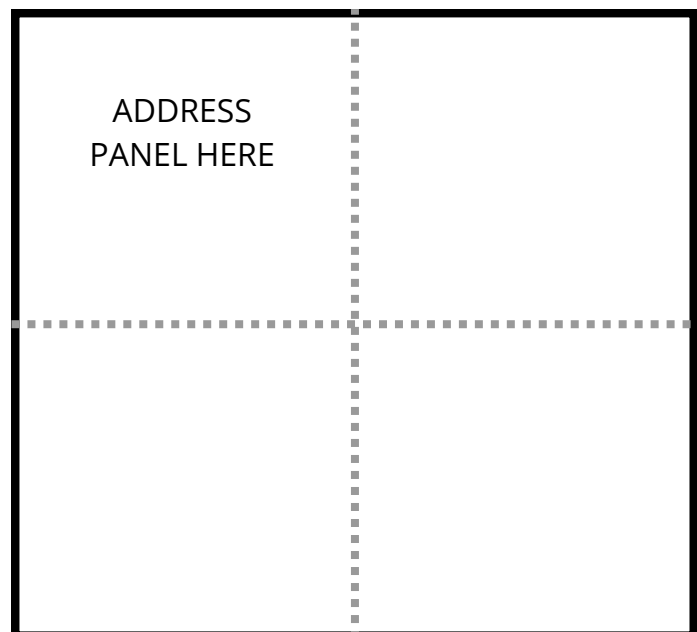
Folded Self-Mailer Requirements:

- a. Height: A minimum of 3-1/2 inches and a maximum of 6 inches
- b. Length: A minimum of 5 inches and a maximum of 10-1/2 inches
- c. Thickness: A minimum of 0.007 inch; (0.009 inch if the height exceeds 4-1/4 inches or if the length exceeds 6 inches); the maximum thickness is 1/4 inch
- d. Maximum Weight: 3 ounces
- e. Rectangular with four square corners and parallel opposite sides
- f. Aspect ratio: within 1.3 to 2.5
- g. Maximum number of panels: 12 with some exceptions
- h. Quarter-folded self-mailers made of a minimum 70-pound paper basis weight or equivalent may have as few as 4 panels. Quarter-folded self-mailers made of 55 pound or greater newsprint must have at least 8 panels and may contain up to 24 panels.

LETTER-FOLD SELF MAILERS

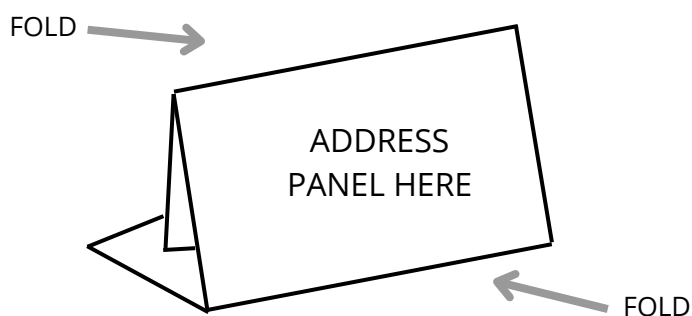


QUARTER-FOLD SELF MAILERS FLAT

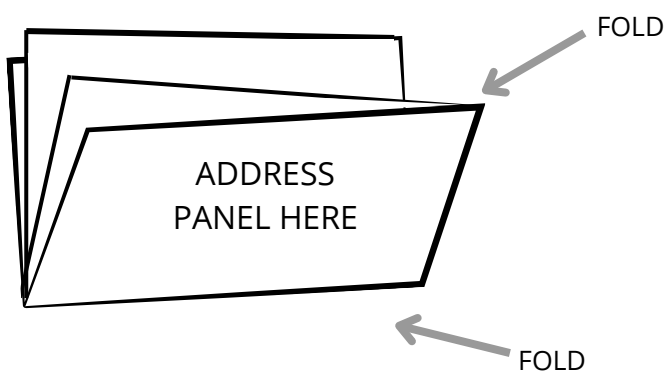


SELF-MAILERS, BOOKLETS, & TABBING

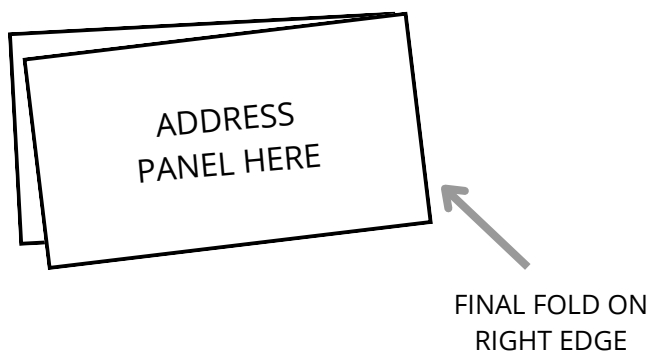
LETTER-FOLD SELF MAILERS FOLDED



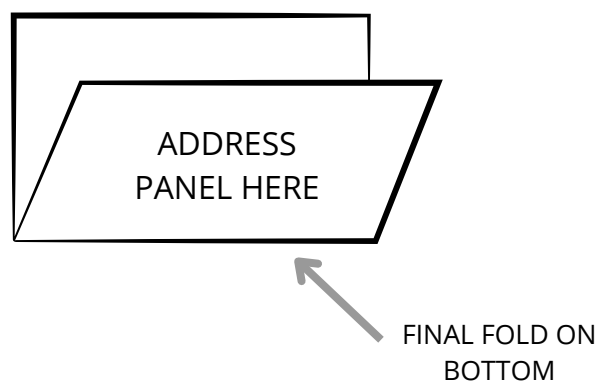
QUARTER-FOLD SELF MAILERS FOLDED



ALBUM-STYLE FOLD SELF MAILERS



HALF-FOLD SELF-MAILERS



SELF-MAILERS, BOOKLETS, & TABBING

WHAT NOT TO DO WITH SELF-MAILERS

OPENING CANNOT BE ON THE BOTTOM, EVEN IF IT'S TABBED

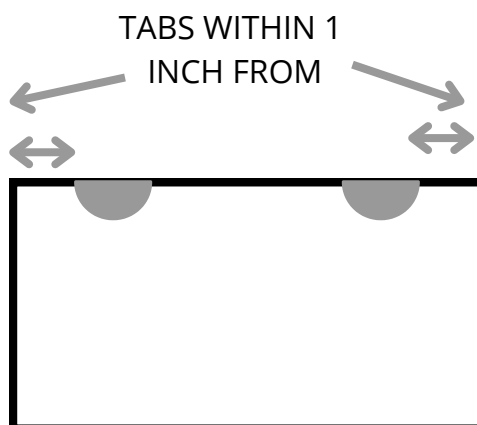


QUARTER-FOLD SELF-MAILERS WITH THE OPEN EDGES ON THE SIDE

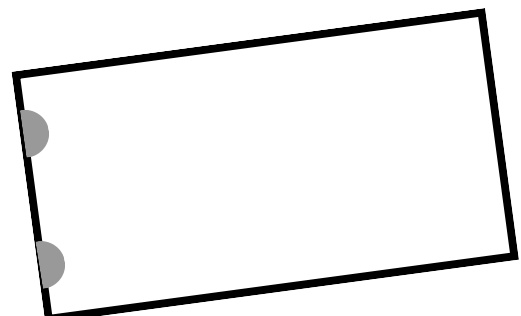


TAB PLACEMENT FOR SELF-MAILERS

LETTER-FOLD &
QUARTER-FOLD SELF-MAILERS



ALBUM-STYLE
SELF-MAILERS



SELF-MAILERS, BOOKLETS, & TABBING

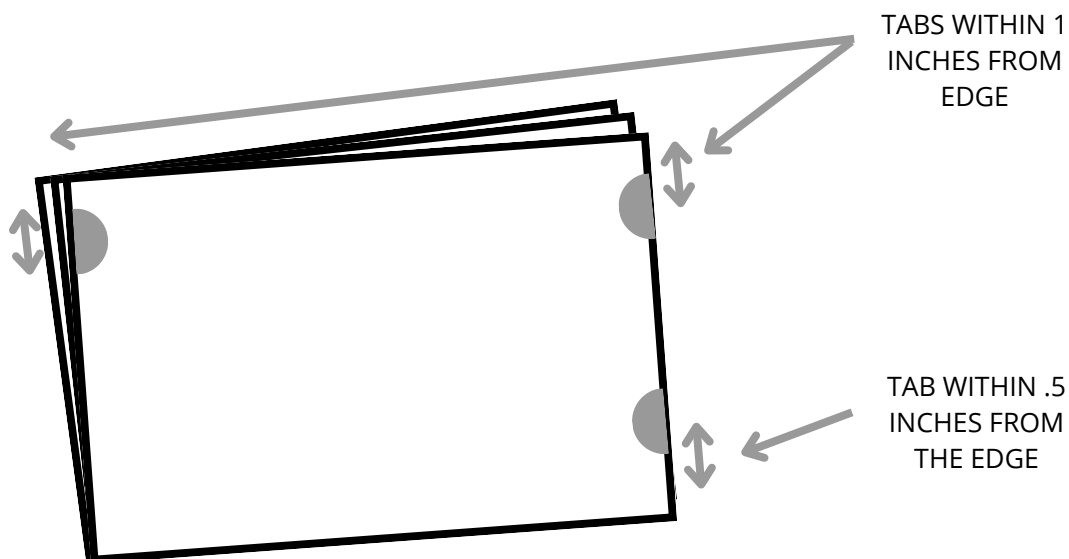
Booklets are pieces with a bound edge fastened with at least two staples (saddle stitching), perfect-bound, glued or bound in some fashion that holds the pages together. Any folded self-mailer, like on the previous page, that is saddle stitched is considered a booklet.

STITCHED BOOKLET REQUIREMENTS

- a. Height: A minimum of 3-1/2 inches and a maximum of 6 inches
- b. Length: A minimum of 5 inches and a maximum of 10-1/2 inches
- c. Thickness: A minimum of 0.009 inches and a maximum of 0.25 inches
- d. Maximum Weight: 3 ounces
- f. Aspect ratio: within 1.3 to 2.5

TAB PLACEMENT FOR BOOKLETS

Below is an example of tab placement for booklets. There are many variations which call for different numbers of tabs. If you're not sure we are always here to help!



ADDITIONAL MAILING RESOURCES



DynaGraphics Team

info@dynagraphicprinting.com
(775) 786-2041
www.dynagraphicprinting.com



United States Postal Service

[Welcome](#) | [Postal Explorer \(usps.gov\)](#)
[USPS](#) | [PostalPro](#)



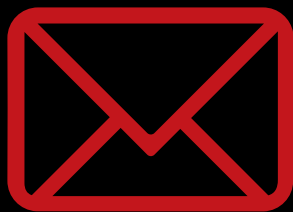
Marketing Strategy, Design, and Deliverables

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