

New Address Standards for Commercial Flat-Size Mail

Effective March 29, 2009

Address Placement

New address placement standards apply to all Periodicals, Standard Mail, and Package Services flats mailed at presort, carrier route, and automation prices (optional for First-Class Mail). The delivery address must be in the top half of the mailpiece.

The "top" is:

- Either of the shorter edges on enveloped or polywrapped pieces.
- The upper edge when the spine or final folded edge is placed on the right-hand side of an unenclosed piece.
- Either of the shorter edges on saturation Periodicals and Standard Mail pieces, without regard to the spine or final fold.

The address must be entirely within the top half, with two exceptions: On a loose enclosure polywrapped with a host piece, at least the first half-inch of each address line must remain within the top half throughout processing and delivery. On a digest-size flat, a vertical address may cross the midpoint if it begins or ends within 1 inch of the top edge.

Address Orientation

The address may be horizontal or vertical to the top edge, but not upside-down in relation to the top edge.

Vertical addresses can read right or left.

Address Characteristics

New address characteristics standards apply to all flats mailed at presort, carrier route, and automation prices.

Minimum Size

- All presorted and carrier route flats must be addressed using at least 8-point type (each letter or figure must be at least 0.080 inch high).
- Flats using an 11-digit POSTNET or an Intelligent Mail barcode may use 6-point type if the address is printed in all capital letters (each letter or figure must be at least 0.065 inch high).

Style

Two preferences for best read rates:

- Sans-serif font ("block" style letters such as Arial or Helvetica).
- ALL CAPITAL LETTERS.

Spacing

Additional standards for automation flats only:

- Address characters cannot overlap.
- Address lines cannot touch or overlap (0.028-inch clearance preferred).
- Address elements may be separated by no more than five blank spaces.

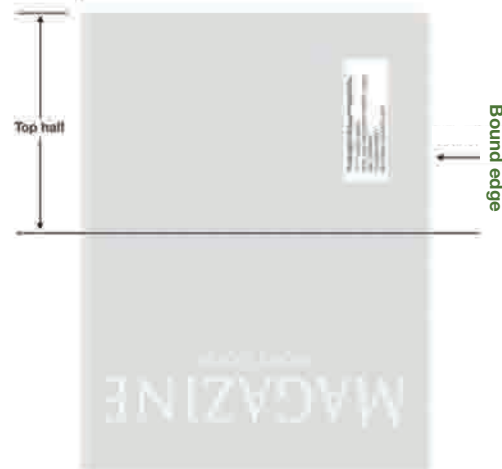
The "delivery address" is:

- Recipient lines
- Delivery address line
- City, state, ZIP Code

Examples

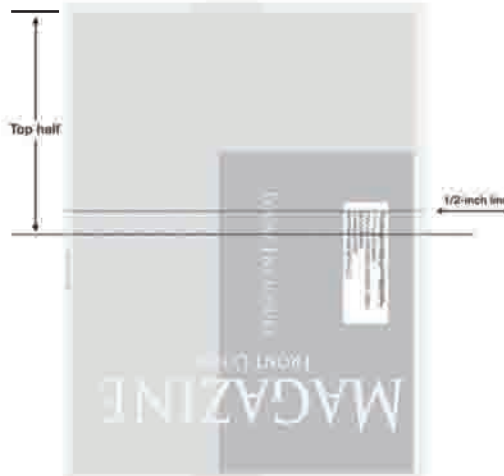
Magazine

Usually addressed on front cover



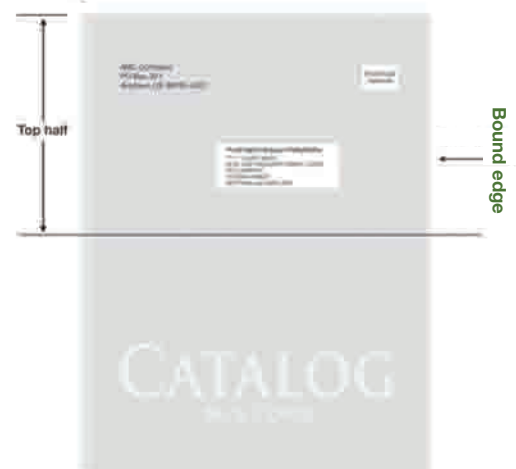
Magazine in Polywrap

Addressed on loose enclosure



Catalog

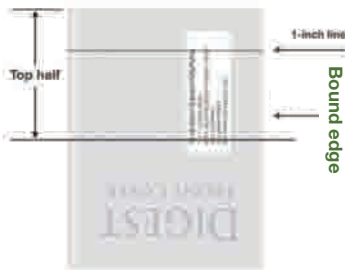
Usually addressed on back cover



(more samples on reverse side)

Small Digest

"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge



Large Envelopes

Horizontal format is fine — "top" is left or right edge



For more information see the Flats Sequencing Strategy Web page on ribbs.usps.gov

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Address Placement — Step-by-Step

1. The delivery address must be entirely within the top half of the mail-piece.
2. Identify the "top" of the mail-piece:
 - Pretend the mail-piece is a blank object. The "top" has nothing to do with the printing on the piece or how it is constructed.
 - The "top" can be the front or back of the mail-piece.
 - For enveloped or poly-wrapped pieces, and on all Carrier Route (or ECR) Saturation pieces, the "top" is either of the shorter edges.
 - For unenclosed mail-pieces, the "top" is the upper edge when the spine is on the right-hand side.
3. Define the "top half." Fold and crease the piece, or measure with a ruler.
4. Place the delivery address entirely in the top half. It can be parallel or perpendicular to the top edge, but not upside-down.
5. Now place the postage and return address in relation to delivery address as it is read (postage to the right or upper right, return address to the upper left).

Handy Web-Links

For more detailed information check out the downloads section of www.provendirect.com to find links to:

- Flats Addressing Tools & Resources
- Addressing Fact Sheet for First-Class Flats
- Addressing Fact Sheet for Periodical Flats
- Addressing Fact Sheet for Standard Flats
- Addressing Fact Sheet for Package Services
- New Address Standards for Commercial Flat-Size Mail Presentation
- New Address Standards for Flat-Size Mail Poster