Mail Basics Webinar Presented by Mail Services and Human Resources at Kent State University
Mail Basics

Classes of Mail and Delivery Standards

- 1st CLASS / PRESORTED 1st CLASS
- STANDARD / NONPROFIT
- PACKAGES including
  - Express (Overnight)
  - Priority (2 – 3 Day)
  - Parcel Post (slower)
- Media and Library Mail (reduced rates)
Standard Mail and Non-Profit
Package Services (1)
Package Services (2)
Sizes

Post Cards (sizes for 1st class mail)

- **Min. Length**: 5"
- **Max. Length**: 6"
- **Min. Height**: 3.5"
- **Max. Height**: 4.25"
- **Thickness**: .007" - .016"
Letter size mail (can include Cards for Standard & Non-profit)

- **Minimum Length**: 5"
- **Minimum Height**: 3.25"
- **Maximum Length**: 11.5"
- **Maximum Height**: 6.125"

**Maximum Weight**

- **First-Class**
  - 3.5 oz.
  - Machinable Presort
  - Automation

- **Standard Presort**
  - 3.3 oz
  - Machinable Presort
  - Automation
  - High Density
  - Walk Sequence
  - Saturation

Pieces exceeding 3 oz. must meet additional standards for heavy letter mail in DMM 201.3.13.4.
Flat sized mail (1st Class and Standard)

Machinable Parcels

<table>
<thead>
<tr>
<th></th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>Height</td>
<td>3”</td>
<td>17”</td>
</tr>
<tr>
<td>Length</td>
<td>6”</td>
<td>34”</td>
</tr>
<tr>
<td>Thickness</td>
<td>1/4”</td>
<td>17”</td>
</tr>
<tr>
<td>Weight</td>
<td>*6 ounces</td>
<td>**35 lbs.</td>
</tr>
</tbody>
</table>
Design/Layout

Remember, the USPS reads the address from the bottom right up.

- **Address Format** There are five lines in a standard address.

<table>
<thead>
<tr>
<th>Non-Address Data</th>
<th>FELO 1225-66H</th>
</tr>
</thead>
<tbody>
<tr>
<td>Information/Attention</td>
<td>KAREN MAGAZINO</td>
</tr>
<tr>
<td>Name of Recipient</td>
<td>NATIONAL POSTAL FORUM</td>
</tr>
<tr>
<td>Delivery Address</td>
<td>801 MOUNT VERNON PLACE NW</td>
</tr>
<tr>
<td>City, State, ZIP+4</td>
<td>WASHINGTON DC 20001-3614</td>
</tr>
</tbody>
</table>

Dual Delivery Addresses:
Mail will be delivered to

<table>
<thead>
<tr>
<th>GRAND PRODUCTS INC</th>
</tr>
</thead>
<tbody>
<tr>
<td>100 MAJOR ST</td>
</tr>
<tr>
<td>PO BOX 200</td>
</tr>
<tr>
<td>NEW YORK NY 10001-0200</td>
</tr>
</tbody>
</table>
Addressing Guidelines Letters

Return Address Area

OCR Area

#BXBJDCK **********5-DIGIT 98765
#JNS0069TWK2874#
POSTAL CUSTOMER
123 MAIN ST
ANYTOWN US 98765-4321

Barcode Clear Zone

Postage Area
Address Placement for Post Cards

Vertically Divided

You may use this area for your return address. It should not cover more than the left half or more than the top third of the mailpiece.

MESSAGE GOES ON THIS SIDE

Horizontally Divided

This area is designated as the barcode clear zone and should remain free of any printing colors or patterns. This is the area where the USPS applies a barcode. Maintaining this clear space is recommended even when the customer applies their own barcode because there will almost always be residual mailpieces that the customer is unable to barcode.

MAIL PIECE DESIGN ANALYST
UNITED STATES POSTAL SERVICE
1000 W VALLEY RD
SOUTHEASTERN PA 19399-9605

If address block barcoded, the entire address block and barcode must be positioned to appear more than 5/8" inch from the bottom edge.
Address Placement for Flats

Landscape Orientation

1 inch to right of return address, minimum

1 inch below return address, minimum

*The right edge of the delivery address block should be no more than one inch from the right edge of the mailpiece to facilitate carrier scanning.

Portrait Orientation

1 inch below return address, minimum

Clear Area, 3/8 inch minimum, 1/2 inch recommended

*The top edge of the delivery address block should be as close as possible to the top edge of the mailpiece to facilitate carrier scanning, but still remain at least one inch below the return address.
Ancillary Service
Endorsement Placement
Inter-Departmental Mail

An example of an Ideal Campus Mail Address:

Doctor Doolittle
Animal Lab
Department of Zoology
123 Zooland Hall
Stark Campus

Minimum Needed:

Receivers Name
Department AND/OR
Building & Room No.
Campus

Please cross off prior recipients info!
Move Update - Keeping Your Mailing List Clean

Can You Recognize A Bad Address?

[Handwritten map and letter]
Move Update Methods
Ancillary Service Endorsements

- On-piece mailing instructions
- Same handling for all classes of mail
- Very different fees applicable for First-Class and Standard!

Endorsements keywords

- Return (no forwarding)
- Address (forwards 1st 12 mo., then notify only)
- Change (notify and dispose)
- Electronic (special)

Followed by...

Service Requested
What can I do in my Department?
Current Postage Rates

• Because the rates increase every year (usually late Jan.), we ask you to go to www.kent.edu/mailservices and click on the link to Mail Services Pricing, where you will find a quick reference of Mail Services pricing and current USPS postage rates.

• Additionally, you could visit http://pe.usps.com/text/dmm300/Notice123.htm for a complete listing of rates for each specific class of mail.

Mail Services is dedicated to help find the most cost efficient method to transport your outgoing mail; let us know how we can help you and your department.
Questions?
Contact: Steve Finley at Mail Services
330-672-8703  sfinley7@kent.edu
www.kent.edu/mailservices