



# Direct Mailing Requirements Guide

375-7700

Please Remember:

Your TVL representative is happy to analyze your mailpiece early in the design process to make sure you're meeting all the requirements to get the best postage rates possible!

## DIMENSIONS

Measurements ( <i>In Inches</i> )	Minimum	Maximum
Postcards	3 1/2 x 5	4 1/4 x 6
Letters (includes oversize postcards)	3 1/2 x 5	6 1/8 x 11 1/2
Flats	6 1/8 x 11 1/2	12 x 15

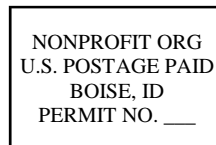
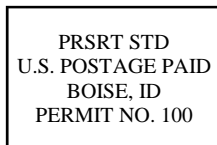
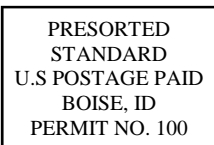
## RATE CLASSIFICATION

**STANDARD** - Mailing must have at least 200 pieces. (There is no standard postcard rate, only a first class postcard rate.)

**FIRST CLASS** - Mailing must have at least 500 pieces.

**NON PROFIT** - Owner must be registered as a non profit organization with the USPS and use the exact registered name and address in the return address block.

## INDICIA SAMPLES:



## Does your piece meet the requirements for these characteristics?

- Dimension** (See chart to the left)
- Aspect Ratio** (Length by height = 1.3-2.5)
- Thickness** (Min. of 0.009 if larger than 4 1/4 x 6)
- Contrast** (Between paper color & address)
- Folding** (Final fold on the bottom, see your rep.)
- Tabbing** (Varies on finishing, see your rep.)
- Address Block** (Use chart below)
- Indicia** (Check permit number & rate class)

