Fire Safe Help
Get your message out quickly, easily & effectively

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Getting Your Message Out

Design It So You Can Mail It (…without going broke!)

Plan ahead—or you may regret it
- Talk to your printer
- Talk to your mailer/US Post Office
- Determine timeline, working backward from targeted mail date

It's all about the requirements…

If your mailpiece doesn't work with the Post Office equipment, your postage will go up.

Here's what you'll pay more for:
- ✗ Squares and skinnies (height x length ratio*)
- ✗ Too stiff of mailer
- ✗ Too flimsy of mailer
- ✗ Bad fold (no folded edges above or to left side of address)
- ✗ Staples, clasps, strings, buttons
- ✗ Bulky "stuff" inside causing thickness of mailpiece to be uneven

…Like Goldilocks, the Postal Service wants everything "just right"

Don't forget these:

By using "standard" mail, you're getting cheaper postage, but that means you need include each of these elements—and put them in the right spot:

- ✓ Permit imprint ("indicium" in Postal-Speak) or "live" standard mail postage stamp
- ✓ Return address (special requirements for non-profits)
- ✓ Space for your addressing information and barcode

* *The "aspect ratio" of a mailpiece is the length, divided by height. If the resulting number is less than 1.3, it's too "square" for automated postal processing; if the number is more than 2.5 it's too "skinny." You'll pay more postage for either one.*