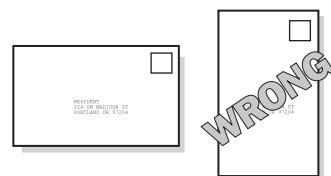# Designing a Mail Piece

The following are simple guidelines to follow when designing a mail piece.Following the standards for size, paper type and weight, and basic layout elements are encouraged to achieve maximum postal discounts wherever possible.

■ Size Ratio

Aspect ratio (length÷height) should be between 1.3" to 2.5".

Your piece must be rectangular in shape.

■ Standard Dimensions for Letters

Minimum Size is 3.5" X 5"

Maximum Size is 6.125" X 11.5"

Minimum Thickness is .009"

Maximum Thickness is .25"

■ Standard Dimensions for Postcards

Minimum Size: 3.5" X 5"

Maximum Size is 4.25" X 6"

Minimum Thickness is .009"

Maximum Thickness is .016"

■ To Ensure your mail is automation compatible:

Machine address all mail

Use uppercase COURIER 10 pt or 12 pt font
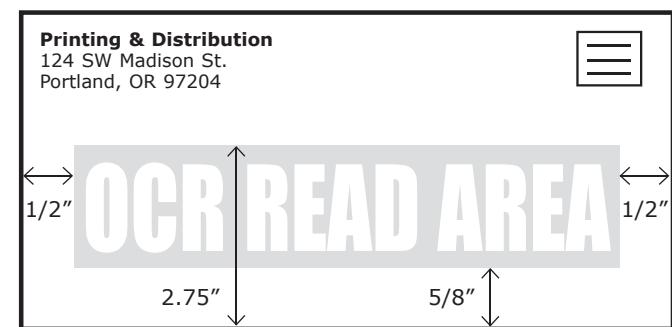
Type must be clear and unbroken

Make sure the address block is parallel with the length of the mailpiece

Make sure the address block falls within the OCR read area. The OCR read area is:

At least 1/2" from the left and right edge
At least 5/8" from the bottom
No more than 2.75" from the bottom

Never hand address U.S. mail

Don't use punctuation