Basic Design Elements: Folded Self-Mailers, Booklets and Discs

Agenda

- Folded Self-Mailers
- Booklets
- Discs in Letter-Size Mailpieces

Folded Self-Mailer: Defined

What is a Folded-Self Mailer?

- A letter-size mailpiece formed by two or more panels that are created when one or more unbound sheets of paper are folded together and sealed.

Folded Self-Mailers: Physical Characteristics

Height:
A minimum of 3-1/2 inches and a maximum of 6 inches

Length:
A minimum of 5 inches and a maximum of 10-1/2 inches

Min Thickness:
A minimum of 0.007 inch; (0.009 inch if the height exceeds 4-1/4 inches or if the length exceeds 6 inches)

Max Thickness:
The maximum thickness is 1/4 inch

Maximum Weight:
3 ounces

Shape:
Rectangular, with four square corners and parallel opposite sides

Aspect ratio:
Within 1.3 to 2.5

Paper Weight & Sealing Requirements

The minimum basis weights and sealing requirements for 1 and 2 ounce folded self-mailers are:

- Up to 1 ounce: 70-pound paper basis weight or equivalent sealed with a continuous glue line, three glue spots; or elongated glue lines; or two 1-inch tabs under.
- Over 1 ounce: 80-pound paper basis weight or equivalent sealed with a continuous glue line, four glue spots; or four elongated glue lines; or two 1-1/2 inch tabs.

Panels: Defined

What are Panels?

- Panels are created when a sheet of paper is folded
- Each two-sided section (front and back) created by the fold is considered one panel

How does a mailer identify the number of panels?

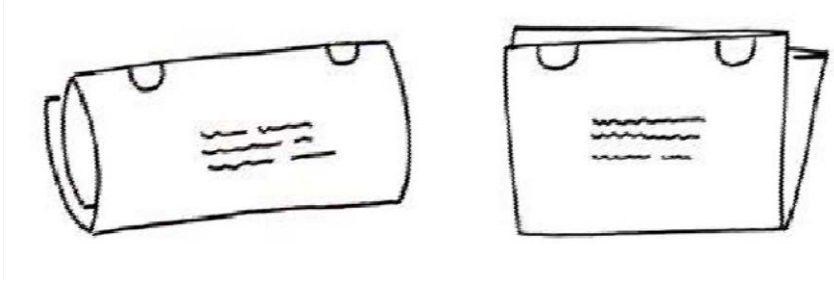
- By the number of sheets in the mailpiece and the number of times the sheets are folded

Folded Self-Mailers: Panels

Maximum number of panels --12, except under the following circumstances:

- Quarter-folded self-mailers made of a minimum of 70-pound book grade paper may have as few as 4 panels

- Quarter-folded self-mailers made of 55 pound or greater newsprint must have at least 8 panels and may contain up to 24 panels

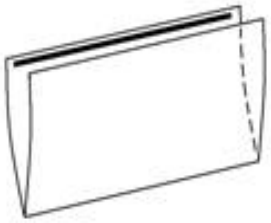


Conditions for Panels

Conditions				
External panels created by folding must be nearly equal in size	The final folded panel creates the back (non-address) side of the mailpiece	The open edge of the back panel must be at the top or within 1 inch of the top or trailing edge of the mailpiece	The final folded edge must be the bottom of a folded self-mailer unless prepared as an oblong	Internal shorter panels must be covered by a full-size panel, and count toward the maximum number of panels.

Panel Examples for Automation Folded Self-Mailers

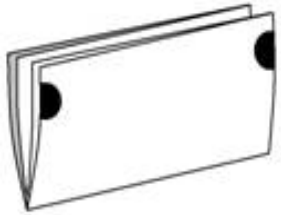
Panel Count: address side view



2 Panels

(Bi-fold)

Single sheet folded once in half

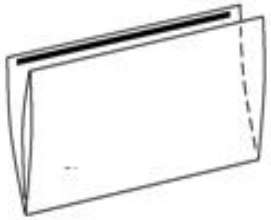


4 Panels

Two nested sheets folded once in half

One sheet folded three times

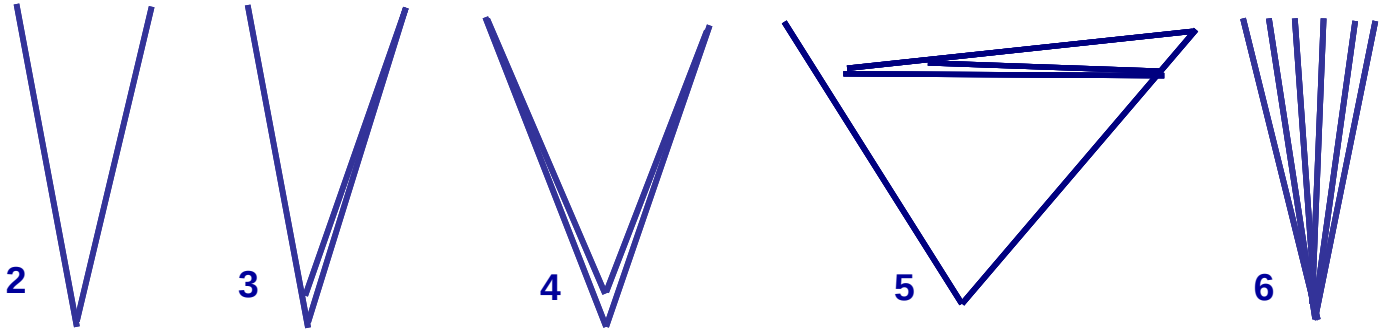
One sheet quarter-folded perpendicular



3 Panels

(Tri-fold)

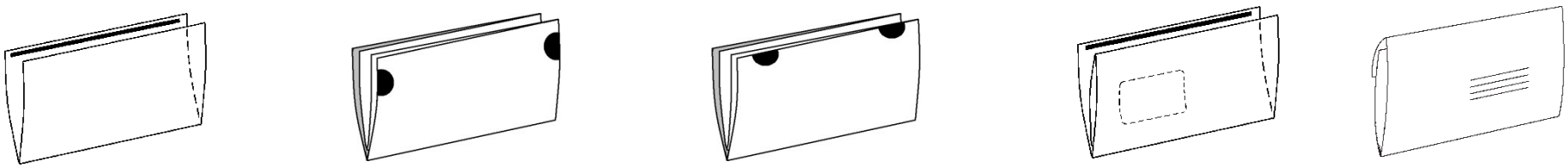
Single sheet of paper folded twice



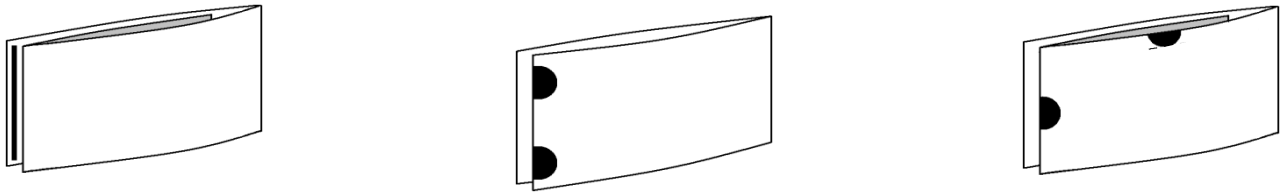
…up to 12 panels for most designs

Fold Styles for Automation Folded Self-Mailers

- Fold style / orientation: address side view
- Horizontal: final fold at bottom edge to non-address side



- Vertical: final fold on lead edge to non-address side
  - Oblong is a common name for this fold style



Closure Methods

- Closure method - Glue

Continuous Glue Line

1/8” W to within 1/4” of each edge

Glue Spots

3/8” diameter

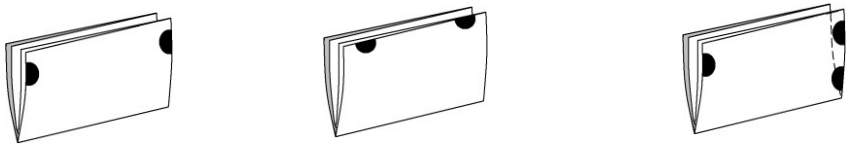
3- 4 spots based on mailpiece design / wgt

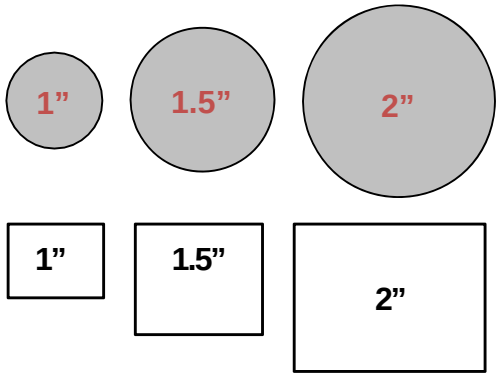
Elongated Glue Lines

1/8” W x 1/2” L or
1/4” W x 1/2” L or
1/8” W x 1” L

3- 4 lines based on mailpiece design / wgt

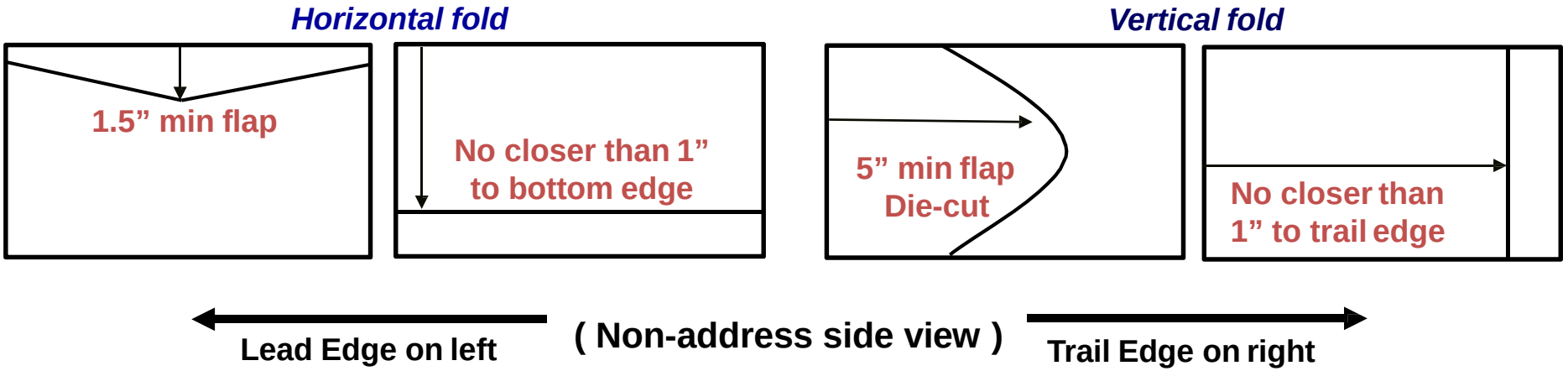
- Closure method - Tabs (2 or 3 based on mailpiece design)
  - Placed either at Top or Lead / Trail
    - within 1" from adjacent edge(s)
    - lower lead edge tab ½” from bottom





Flaps for Automation Folded Self-Mailers

Flap: used for closure of mailpiece on non-address side

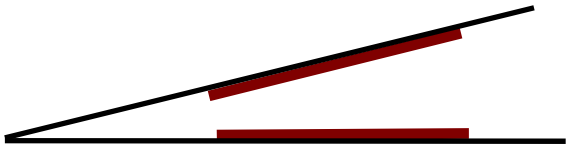


Optional Design Elements – Attachments

Outside attachments must be secured based on DMM section 201.3.13.

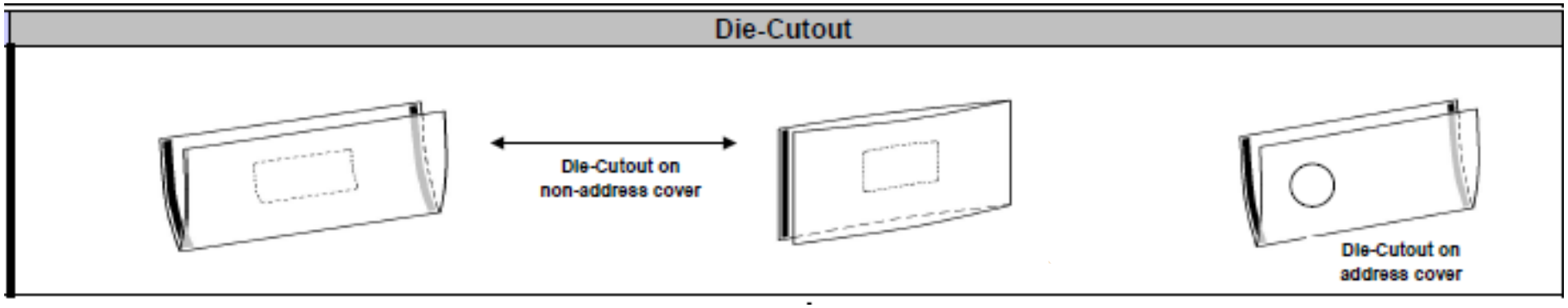
Internal attachments

- Must be secured to panel at least 1/2 inch from any edge
- Multiple attachments must be nearly uniform in thickness
- When multiple attachments are secured on separate panels, combined thickness is applied to maximum allowed if those attachments align stacked.



- Where multiple attachments are placed adjacent across panel(s), thickest attachment applies to maximum allowed

Optional Design Elements – Die-Cut Windows



- A die-cut element is a shape that is cut in paper through use of a die-cut machine
- **Die-cut address windows** (used to convey address information) must meet standards for window envelopes and meet the following additional conditions:

The maximum window size is 4 inches long by 2 inches high.

When an address window appears on a mailpiece, no other die-cut openings may be made on the exterior panels

Optional Design Elements – Die-Cut Reveal

Die-cut openings used to reveal the contents of the mailpiece must be:

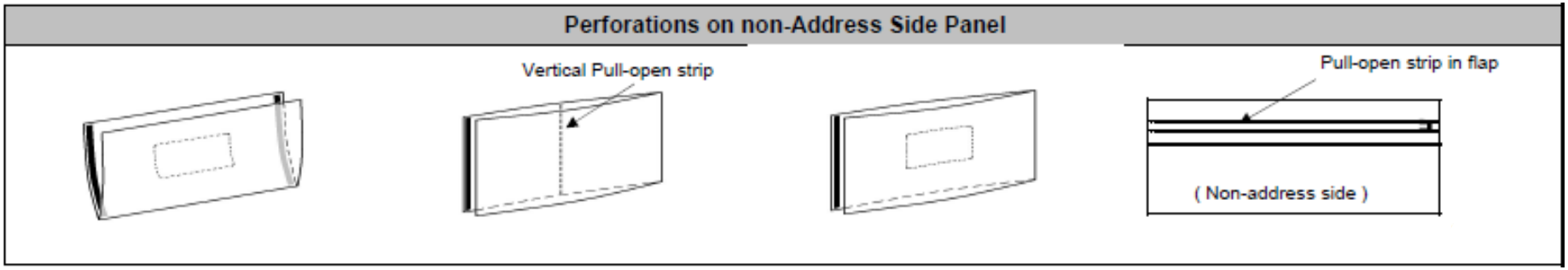
- Limited to two on only one external panel.
- Either circular with a 2-inch maximum diameter or rectangular with a maximum of 2 inches long by 1-1/2 inches high with slightly rounded 1/4 inch radius corners
- Placed at least 1-1/2 inches from all edges of the mailpiece if on the addressed side
- Placed at least 5 inches from the leading edge and 1-1/2 inches from all other edges if on the non-addressed side
- Positioned at least 1-1/2 inches apart when two or more die-cut openings are used

Optional Design Elements – Perforated Pull-Open Strips

Perforations, a row of small holes punched in a sheet of paper so that a section can be torn easily, are used to create pull-open strips, pop-out, or pop-open panes subject to the following requirements:

- Two parallel perforated lines must be spaced at least **1/2 inch** apart creating a pull open strip
- Position perforated strips parallel to the height of the mailpiece at least **5 inches** from the leading edge and **2 inches** from the trailing edge
- Position perforated strips parallel to the length of the mailpiece at least **1 inch** from the top
- Perforations have a **1mm cut (max)/1mm tie** (min) ratio
- Perforated panes may not be prepared on pieces with die-cuts or on any mailpiece made of newsprint

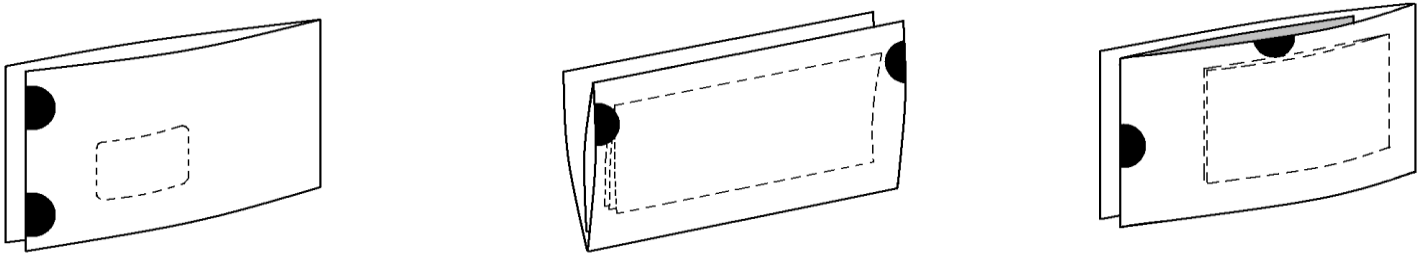
Example perforations



Optional Design Elements – Pop-out Panes

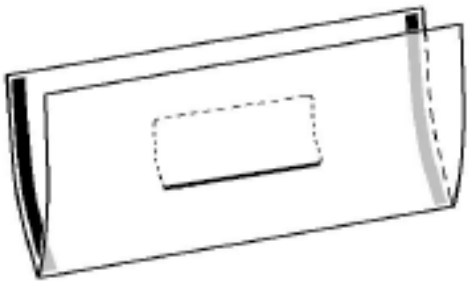
- Pop-out panes with perforations around the outer edges have a maximum size of 4 inches long by 4 inches high
- The following conditions apply:
  - Place panes at least 1 inch from any edge
  - Use 1mm cut (max)/1mm tie (min) ratio
  - When using two panes, space them at least 1 inch apart
  - Address elements may not appear in perforated openings

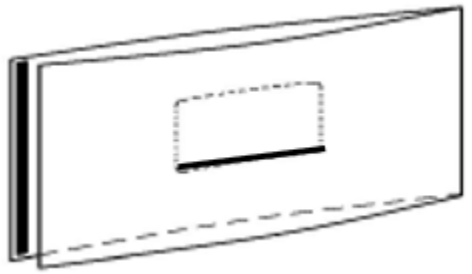
Examples



Optional Design Elements – Pop-open Panes

- Pop-open panes with perforations on three sides must meet the following conditions:
  - The outer edges of the pull-open panel are a maximum of 4 inches long by 4 inches high.
  - If prepared with multiple panes, they must be spaced at least 1inch apart.
  - Panes must be placed at least 1 inch from all edges.
  - Perforation patterns have 1mm cut (max)/ 1mm tie (min) ratio.

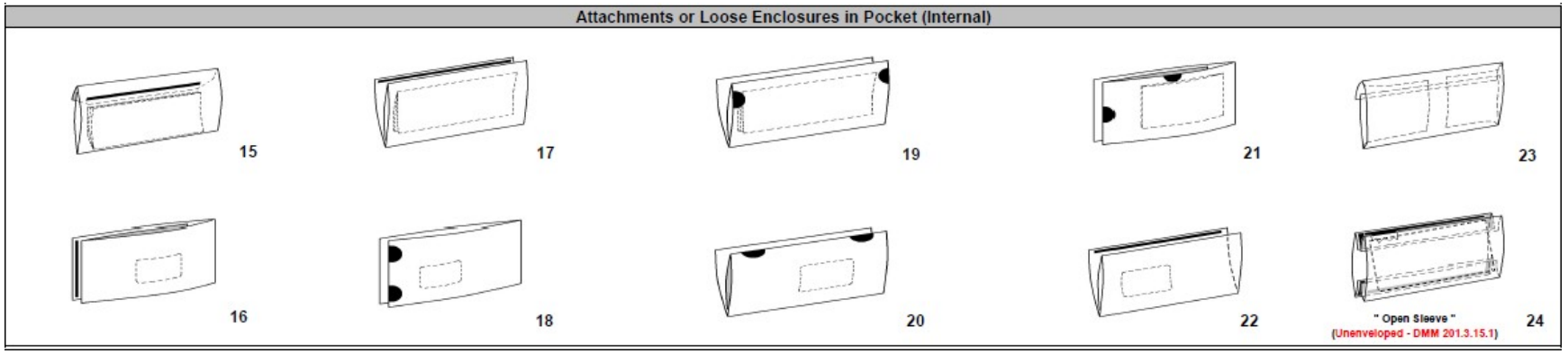




Optional Design Elements – Loose Enclosures

Loose enclosures must be made of paper and must meet the following conditions:

- Contained securely within the mailpiece.
- Inserted in an interior pocket or secured by any method that prevents excessive shift
- Folded self-mailers with die-cut openings may contain enclosures only if the inserted material is larger than the die-cut opening
- Maximum enclosure thickness: 0.05 inch thick for mailpiece weights up to 1 ounce.
- Maximum enclosure thickness: 0.09 inch thick for mailpiece weights over 1 ounce



Agenda

- Folded Self-Mailer Design
- Booklets
- Discs in Letter-Size Mailpieces

Booklet

- Letter size mailpiece
- Multiple pages
- Permanently bound

Booklet Design

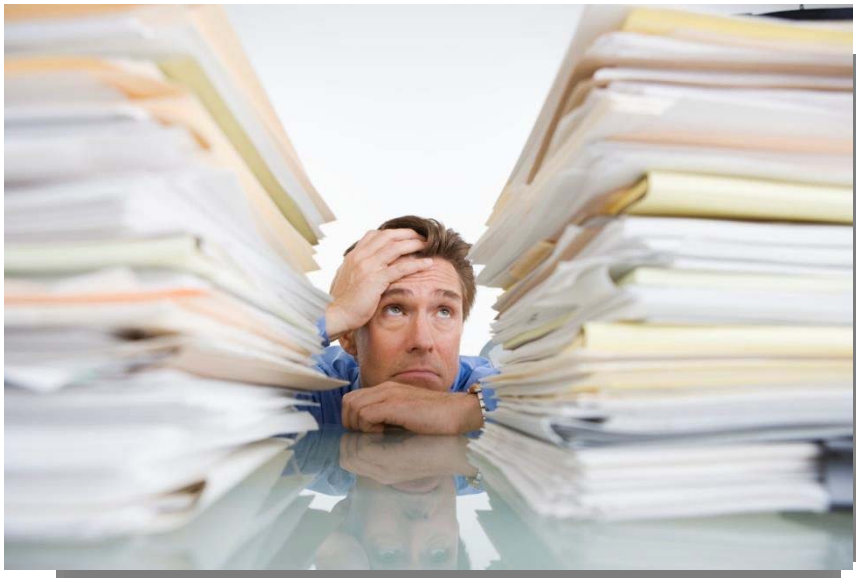
Booklet type pieces must:

- Be constructed from high tear strength paper stock
- Booklet covers generally must be made with a minimum paper basis weight of 60-pounds or equivalent. Minimum paper weights are higher for some designs. See Exhibit 3.16.5 through Exhibit 3.16.8 in the DMM 201 for design and sealing standards by type of design.

Booklet Measurements

Must meet aspect ratio
(L÷ H = 1.3 – 2.5)

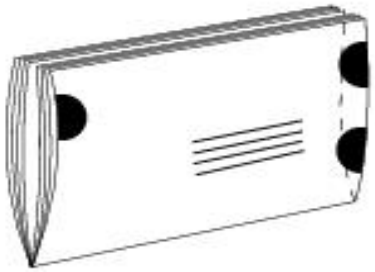
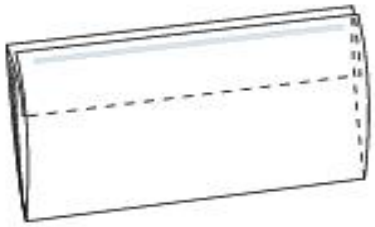
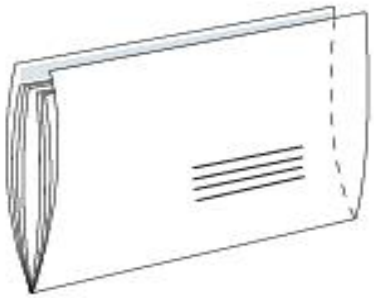
	Min	Max
Height	3.5”	6”
Length	5”	10.5”
Thickness	.009”	.25”
Weight	-----	3 oz



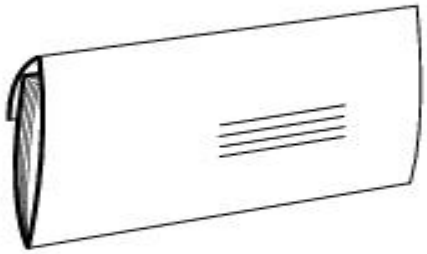
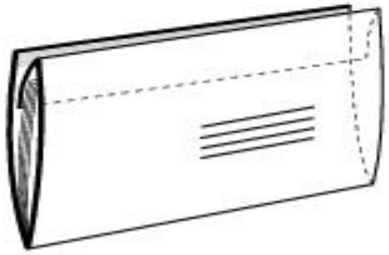
Booklets: Folds and Closure

- The position of the final fold and spine for letter-sized booklets varies according to the specific design of the mailpiece.
- Open edges can be sealed with tabs, cellophane tape, glue lines, or glue spots. Tabs used as seals on the leading edge of small booklets may overlap in some cases.

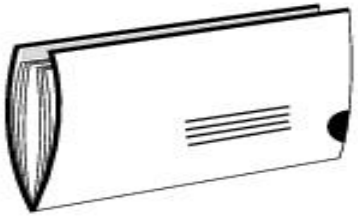
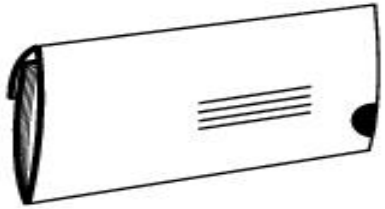
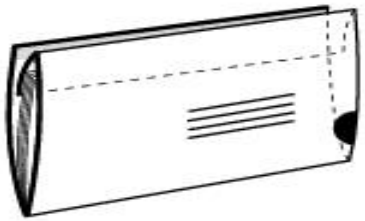
Simple Spine Booklets

Basic 	Cover: 5" to 9" long at least 50-pound paper Over 9" up to 10.5" at least 60-pound paper The front cover may be up to a maximum of 0.25" shorter than pages and rear cover. Nonperforated 1.5" tabs. Place one tab on the leading and trailing edges within 1" from the top; position one tab on the lower leading edge 0.5" from the bottom.
Internal Flap 	Cover: Minimum 80-pound paper Extended front folded over enclosed pages to create a nonperforated inner flap. Flap sealed inside of back cover. Seal with a continuous glue line along flap as described in 3.11g (preferred), or 1-inch glue spots as described in 3.11f.
Cover-to-Cover 	Cover: Minimum 80-pound paper Cover extends no more than 5/8 inch beyond inner pages. Seal with a continuous glue line along extended cover as described in 3.11g (preferred), or with 1-inch glue spots as described in 3.11f.

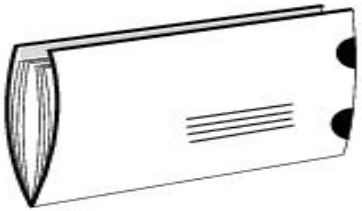
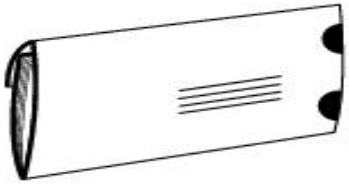
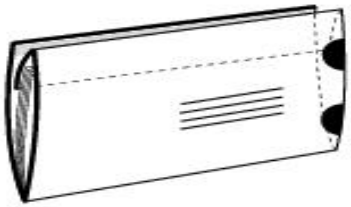
Light-Weight Simple Spine Booklets

Cover-to-Cover 	Cover extends no more than 5/8 inch beyond inner pages. Seal with a continuous glue line as described in 3.11h.
External Flap 	Addressed side of the cover extends over all pages on the back to create a flap. Flap length: at least 1.5" wide when measured down from the top edge. May be longer, but cannot be closer than 1-inch from bottom edge. Flap attaches to the outside of the nonaddressed side of the cover. Seal with a continuous glue line as described in 3.11h.
Internal Flap 	Addressed side of the cover extends over internal pages to create an inside flap. Flap length: at least 1.5" wide when measured down from the top edge. Flap attaches to the inside of the nonaddressed side of the cover. Seal with a continuous glue line as described in 3.11h.

Mid-Weight
Simple Spine Booklets

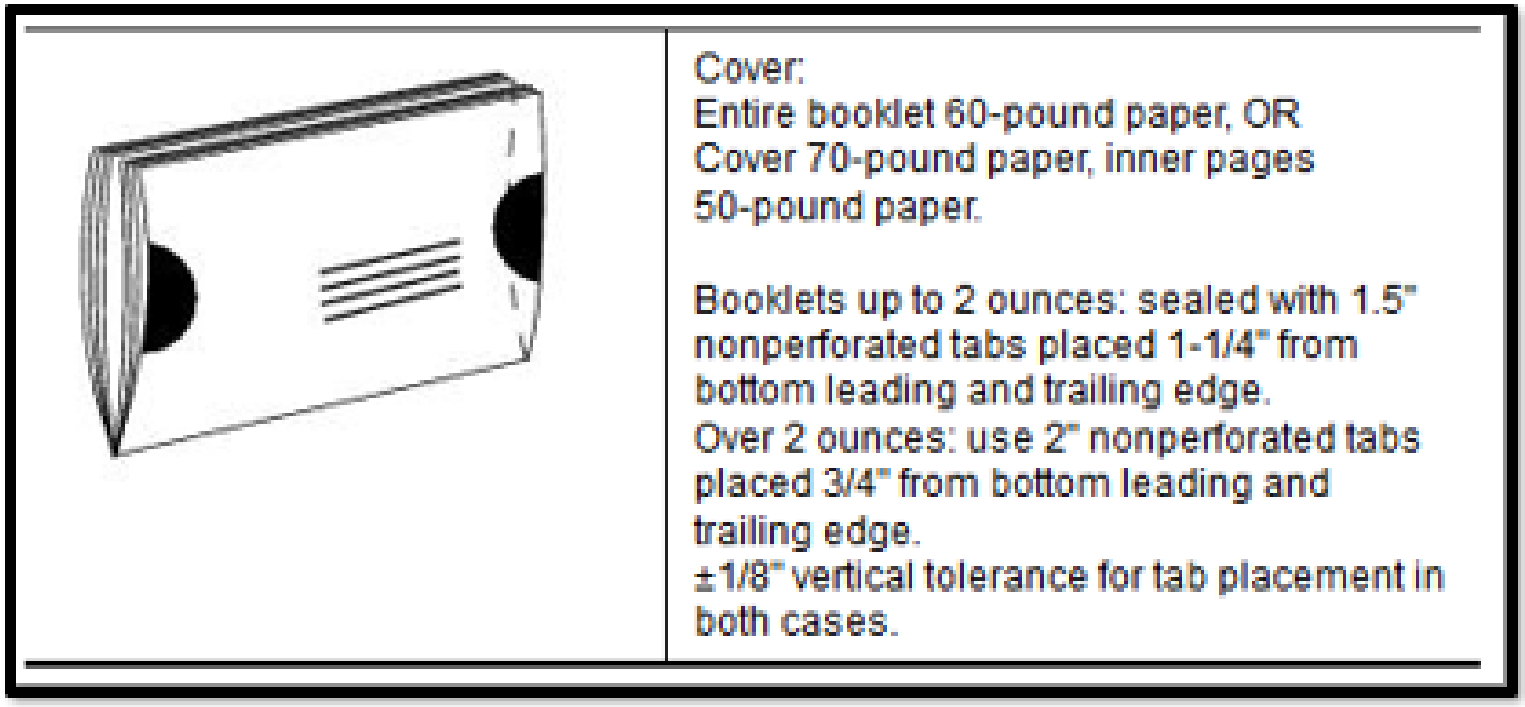
Cover-to-Cover 	Cover extends no more than 5/8 inch beyond inner pages. Seal with a continuous glue line as described in 3.11h, and one nonperforated tab 0.5 inch from the bottom leading edge. Minimum tab size: 1.5 inches.
External Flap 	Addressed side of the cover extends over all pages on the back to create a flap. Flap length: at least 1.5" wide when measured down from the top edge. May be longer, but cannot be closer than 1-inch from bottom edge. Flap attaches to the outside of the nonaddressed side of the cover. Seal with a continuous glue line as described in 3.11h, and one nonperforated tab 0.5 inch from the bottom leading edge. Minimum tab size: 1.5 inches.
Internal Flap 	Addressed side of the cover extends over internal pages to create a flap. Flap length: at least 1.5" wide when measured down from the top edge. Flap attaches to the inside of the non-addressed side of the cover. Seal with a continuous glue line as described in 3.11h, and one nonperforated tab 0.5 inch from the bottom leading edge. Minimum tab size: 1.5 inches.

Heavy-Weight Simple Spine Booklets

Cover-to-Cover 	Cover extends no more than 5/8 inch beyond inner pages. Seal with a continuous glue line as described in 3.11h and two 1.5" nonperforated tabs. One tab placed on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.
External Flap 	Addressed side of the cover extends over all pages on the back to create a flap. Flap length: at least 1.5" wide when measured down from the top edge. May be longer, but cannot be closer than 1 inch from bottom edge. Flap attaches to the outside of the nonaddressed side of the cover. Seal with a continuous glue line as described in 3.11h and two 1.5" nonperforated tabs. One tab placed on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.
Internal Flap 	Addressed side of the cover extends over internal pages to create a flap. Minimum flap length: at least 1.5" wide when measured down from the top edge. Flap attaches to the inside of the non-addressed side of the cover. Seal with a continuous glue line as described in 3.11h and two 1.5" nonperforated tabs. One tab placed on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.

Wallet Style Booklets

A spine forms the bottom edge. Wallet style booklets must be from 5.2 inches to 8 inches long, 4 inches high; can weigh up to 2.5 ounces; and must be sealed with nonperforated tabs. Tab size and placement are dictated by the weight of the booklet.



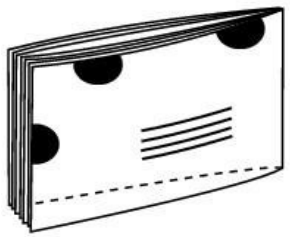
Cover:
Entire booklet 60-pound paper, OR
Cover 70-pound paper, inner pages 50-pound paper.

Booklets up to 2 ounces: sealed with 1.5" nonperforated tabs placed 1-1/4" from bottom leading and trailing edge.
Over 2 ounces: use 2" nonperforated tabs placed 3/4" from bottom leading and trailing edge.
±1/8" vertical tolerance for tab placement in both cases.

Oblong Booklets All Tabs

The cover of an oblong booklet 5 inches to 9 inches long must be made of at least 60-pound paper; the cover of a simple spine booklets over 9 inches up to 10.5 inches must be made of at least 70-pound paper. The front cover may be up to a maximum of 0.25 inch shorter than pages and rear cover.

- Oblong booklets sealed with all tabs must meet the following placement standards:
  - Two nonperforated 1.5-inch tabs on the top positioned no more than 1 inch from the leading and trailing edges
  - One tab positioned in the middle of the trailing edge



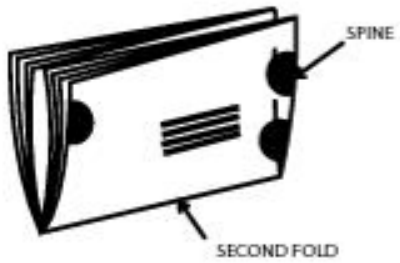
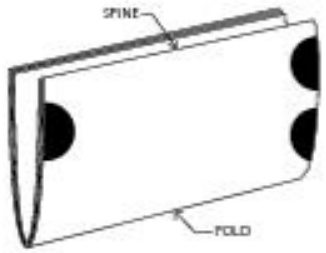
Oblong Booklets Internal Flap

The front **OR** back cover sheet of an Oblong Booklet with an Internal Flap may be extended on the trailing edge and folded over the non-recessed internal pages. These designs must meet the following standards:

- The flap is sealed inside the opposite cover sheet with glue. Extended front and back covers are not allowed with glue line seals. Seal with a continuous glue line
- Place two 1.5 inch nonperforated tabs on the top edge 1-inch from the leading and trailing edges

Folded Booklets

Folded booklets are mailpieces that are bound and then folded to letter-size. The cover is at least 40-pound paper. Folded booklets must be sealed with nonperforated 1.5" tabs.

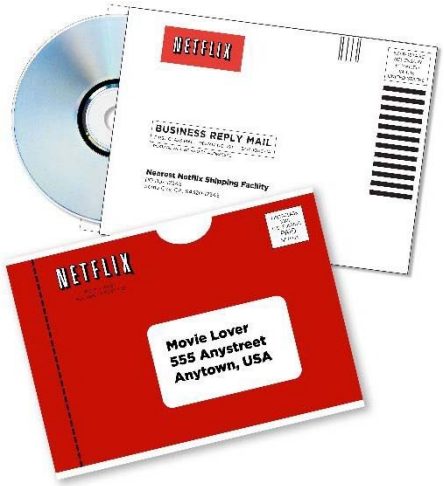
 Vertical Spine	Cover paper weight—40-pound paper Two 1.5" nonperforated tabs on leading edge and one tab on trailing edge. Position upper tabs within 1-inch from the top edge. Position lower leading tab 0.5 inch from the bottom edge.
 Horizontal Spine	Cover paper weight up to 9" L = 50lb; over 9" L up to 10.5" = 60lb Tabs up to 2oz = 1.5" nonperforated tabs; over 2oz = 2" nonperforated tabs Spine at top on address-side panel Place one tab on the leading and trailing edge within 1" from the top; position one tab on the lower leading edge 0.5" from the bottom.

Agenda

- Folded Self-Mailer Design
- Booklets
- Discs in Letter-Size Mailpieces

Discs in Letter-Size Pieces

- Letter-size mailpieces containing a single disc and meeting all other DMM standards for auto letters are considered automation-compatible
- Mailpieces with one enclosed disc not meeting these standards must be tested and approved for automation-compatibility



Discs in Letter-Size Pieces: Design

- Position the disc symmetrically at the vertical centerline and as near to the top edge of the mailpiece as practical
- Secure the disc to prevent it from shifting more than ½" in any direction
- The maximum disc size is:
  - 120 mm (4.7") in diameter
  - 2 mm (0.08") in thickness
- Discs cannot be enclosed in clamshells, plastic, jewel cases, inflexible cardboard sleeves or window envelopes

Discs in Letter-Size Pieces: Standards

Each enveloped letter must meet the basic standards for machinable letters and have the following characteristics:

	Min	Max
Height	5.5”	6”
Length	7.25”	9.75”
Thickness	.009”	.25”
Weight	-----	3 oz
Length 7.25” up to 8”		70 lb
Length over 8” to 9.75”		80 lb

Discs in mailpieces made of the minimum basis weight paper must be inserted into a protective sleeve

ADDITIONAL RESOURCES

Visit our websites at:

www.usps.com

http://pe.usps.gov/

Contains the DMM, IMM and various publications.

https://postalpro.usps.com/

Contains information on Intelligent Mail, Full Service, eInduction, Seamless Acceptance etc.

MDA SUPPORT CENTER

Contact Information

by phone **855-593-6093**

OR

by email **MDA@USPS.GOV**

MONDAY – FRIDAY, 7am – 5pm CST