



Larger Sized Presorted or Automation First-Class Mail® Postcard - Frequently Asked Questions

The Postal Service has increased the size of a commercial presorted or automation First-Class Mail (FCM) postcard. The new maximum size for a postcard is 6 inches high by 9 inches long. The new extended dimension of the postcard piece will have a minimum thickness of .009 to a maximum of 0.016 and is eligible for the card size prices. *NOTE:* Any eligible postcard within the dimensions of both 4 ¼ inches high and 6 inches in length, the minimum thickness is still .007.

Mailers have told us that the available space for text on the current maximum size FCM postcard was too small to effectively communicate and promote, inform, and incorporate new technologies like those that our mailing promotions want to encourage (e.g., QR codes, textures, etc.). We conducted research about potential uses of a larger-size FCM postcard and learned that mailers would predominantly use it for promotional purposes, notifications, follow-up, reminders, etc. However, we also learned that postcards “cut through the digital clutter”; they are being read, and thus considered an effective engagement and information tool.

Q1. What is the reason for expanding the size of this postcard?

- A. We listened to our customers who wanted to have additional space on FCM postcards. They are seeking the speed of First-Class Mail and its added features like return to sender and address correction while also having more space to communicate with their customers. The larger size FCM postcard directly supports the Postal Services’ initiatives that combine the physical mailpiece with the digital impressions from Informed Delivery® and the data elements from Informed Visibility® for effective omni-channel marketing campaigns.

Q2. How much more does this larger size postcard cost?

- A. They will cost the same as regular applicable Commercial Presort and Automation FCM postcard prices. See Price List- Notice 123.

Q3. Can I mail a card this size at a Retail counter?

- A. This option is not available at Retail. This new expanded product is only for commercial mailings entered through Business Mail Entry Units or Detached Mail Units and Post Offices that accept business mail.

Q4. Will double postcards and Business Reply Mail cards qualify for the larger size postcard?

- A. No, only Commercial Presort and Automation FCM single postcards are eligible to be mailed as the “Larger Sized” postcard prices. Single-Piece FCM postcards, including those that are mailed as Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) are excluded from “Larger Sized” postcard prices. “Larger Sized” Commercial Presort and Automation FCM postcard mailpieces that are double postcards will pay the applicable Presort and Automation FCM letter-size prices. BRM pieces and double postcards that do not exceed the 4 ¼ inches high and 6 inches in length dimensions still pay the applicable postcard prices.

Q5. Can I produce a postcard larger than 4.25 and 6 but not as large as 6 by 9?

- A. Yes, any size within the minimum and maximum dimensions. However, the postcard should meet the appropriate aspect ratio (Length divided by height = between 1.3 and 2.5), inclusive (DMM 201.1.1.1[d]). If pieces do not meet the aspect ratio the pieces may not process efficiently on our equipment. Mailer’s should be informed that pieces not meeting the aspect ratio requirement may be delayed in processing and lose visibility. The containers for the pieces not meeting the aspect ratio should also be labeled as non-machinable.

Q6. What is the minimum thickness of the Larger Sized postcard?

- A. For pieces **more than** 4-1/4 inches high or 6 inches long, or both, the minimum thickness is 0.009. For these “Larger Sized” postcard pieces not meeting the 0.009 thickness, they will be charged the nonmachinable letter prices. Any eligible postcard within the dimensions of both 4 ¼ inches high and 6 inches in length, the minimum thickness is still .007.

Q7. Will USPS make this size card available for purchase?

- A. We will not be producing stamped cards of this size for purchase.

Q8. Am I required to produce 500 postcards to mail using the larger size?

- A. Yes. The existing mail preparation requirements remain unchanged. Please refer to DMM 233.4. (machinable) and 233.5. (automation) for eligibility standards.

Q9. Who may use this larger size postcard?

- A. Any mailer who is eligible to mail at Commercial presort and automation FCM prices.

Q10. Is this product available only to Mail Service Providers?

- A. It is available to anyone who prepares commercial mailings of Commercial presort and automation FCM postcards.

Q11. Will residual mail in presorted/automation mailings be eligible for the larger size prices?

- A. Yes, residual pieces from a Larger Sized Commercial Presort or Automation FCM postcard mailing will qualify and will pay the current Single-Piece FCM postcard price. This residual postcard price includes pieces in a combined mailing where there are 500 pieces of the “Larger Sized” postcard within the mailing.

Q12. Do the new larger sized postcards need to meet the (Address Side) horizontal and vertical dividing and the tearing guide standards in the DMM?

- A. Yes, the Larger Sized postcard must meet the addressing and tearing standards in DMM 201.1.2.7 (Address Side of Cards) and 201.1.2.8 (Tearing Guides).

Q13. Will there be any processing issues?

- A. For years, larger sized postcards have been processed as First-Class Mail letters or USPS Marketing Mail letters on our high-speed equipment. Large size Presort and Automation FCM postcards must be prepared as found in DMM 201.1.2.1. Must meet aspect ratio.

Q14. When is this option available?

- A. It will be effective August 29, 2021.