

M · A · I · L · I · N · G CHEAT SHEET

1

Service endorsements are instructions to the USPS on what to do with your mail if it can't be delivered. Two of the most common endorsements are:

Return Service Requested

The mail piece will be returned to the sender with a sticker showing the new address or reason for non-delivery.

Temporary Return Service Requested

The undeliverable mail piece will be forwarded to the new address if the recipient filed a temporary change-of-address request.

2

The USPS has grouped mail into four size categories:

Postcard Rate — 4 ½ x 5 ½ and 4 x 6 postcards qualify for this postage rate

Letter Rate — at least 3 ½" high x 5" wide but not more than 6 ⅛" high x 11 ½" wide

Large Envelopes and Flats — bigger than a letter but not more than 12" high x 15" wide

Packages — for everything else. If your mail piece isn't a postcard, letter or flat, then it's considered a package.

3

Staggered mailings are a great way to control your marketing budget and lead generation. With staggered mailings, you can print all of your pieces at once and store them without charge until you are ready to mail.

4

Multi-piece Mailers allow you to fold, collate, tip-on and insert almost anything into your direct mail. You can print different pieces, sizes and stocks, and collate them all together to create a high-impact self-mailer or three-dimensional mailer.

5

Mailing pieces require clear space (free of any design elements) to allow for barcoding, addressing and permit imprinting.

6

Every Door Direct Mail (EDDM) is a perfect way to spur growth in your business by saturating entire neighborhoods using carrier routes—all without the cost of purchasing mailing lists and permits.