

# Direct Mail

MASTER'S TOOLKIT

SERIES



Module 4  
Mailing

When you're ready to mail your bundle, knowing how to save a bundle is helpful. There are many resources available to help navigate postal rules and regulations, and PFL has a full team of mailing professionals. The format of your direct mail campaign is going to dictate your cost. We'll cover the basics here and talk about a new program called Every Door Direct Mail®, which is an alternative to list-based direct mail.

## What Mailing Class is Right for Me?

Have you wondered what the difference between First Class and Bulk (or Standard) mail really is? It's more than just the cost of the postage and speed of delivery. To make it easier to handle and sort your mail, the USPS offers incentives for making your mail piece machine-friendly to help speed up sorting and delivery.

	<b>First Class Mail</b>	<b>First Class Pre-Sorted</b>	<b>Standard Mail (aka Bulk Mail)</b>
<b>Cost</b>	Most Expensive	Discount off First Class because the sorting step is done ahead of time.	Discount off First Class Presorted because the USPS has more flexibility on delivery speed.
<b>Speed</b>	Delivered in 1 to 3 days nationwide	Delivered in 1 to 3 days nationwide	Most pieces delivered in 2-9 days, with some stragglers.
<b>Quantity</b>	Any quantity	500 piece minimum	200 piece minimum
<b>Mailing Panel Design Restrictions</b>	No specific restrictions but the USPS will add an unsightly barcode, unless it is applied in the addressing process.	Requires open space for the printing of the address and barcode so that it can be read by a sorting machine.	Requires open space for the printing of the address and barcode so that it can be read by a sorting machine.

## Mailing Service Endorsements Serve You

While the term may not be familiar, the concept should be. 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.

There is no charge for these services if you mail with the First Class options. For Standard (Bulk) Mail, if you choose to put the endorsement on the piece you'll receive the returned piece and pay a First Class rate plus a nominal charge for the service. If you don't put the endorsement the USPS will toss the undeliverables. If you want to reach more of your recipients and keep your addresses updated, these endorsements will serve you well.

## Size it Right for the Best Postage Rates

Size matters when it comes to sorting mail with machines. The USPS has grouped mail into four different size categories. While there are complex calculations used to determine the size of your mail piece, here are a few guidelines that relate to most business mail:

- 1 Postcard Rate**  
4-½ x 5-½ and 4 x 6 postcards qualify for this postage rate
- 2 Letter Rate**  
at least 3 ½" high x 5" wide but not more than 6 ⅛" high x 11 ½" wide
- 3 Large Envelopes and Flats**  
bigger than a letter but not more than 12" high x 15" wide
- 4 Packages**  
for everything else. If your mail piece isn't a postcard, letter or flat, then it's considered a package.

Thickness and shape also factor into mailing service rates. If you're using an exceptionally thick paper or non-standard shape (dimensional mailers), your piece may not qualify for the lowest rates. Squares are also more expensive than horizontal formats.

## Staggered Mailings and Multi-Piece Mailers

### Staggered Mailings

Staggered mailings are a great way to control your marketing budget and lead generation. With a staggered mailing, you can print all of your pieces at once and store them without charge until you are ready to mail. This ensures print savings without having to pay all of the mailing costs at the same time.

### Multi-Piece Mailers

Personalized and multi-piece mailers have both proven to produce better response rates. By folding, collating, tipping-on or inserting almost anything into your direct mail, you create a 3-D interactive experience for the recipient. You can print different pieces, sizes and stocks and then collate them all together to create a high-impact self-mailer. The high-quality personalization capabilities of digital printing allows you to personalize each piece.



**Multi-Piece Mailer**  
(Folded Card with Gift Card attached  
\*Mailed in Envelope)

## USPS Mail Layout Templates

These US Mail layout guides help in preparing your direct mail postcard, brochure, newsletter, or greeting card design to comply with Postal Service regulations.

Mailing pieces require clear space (free of any design elements) to allow for barcoding, addressing and permit imprinting. This ensures that the mail piece is eligible for your preferred mail service class and that no content in your piece is covered during the addressing and mailing process. This will allow your mail to flow through the USPS system as fast as possible.

Sometimes it takes a creative design to accomplish your design goals and still comply with the mailing regulations. Give us a call if you would like some ideas or advice.

### Brochure and Newsletter Mailing Templates

- [8.5 x 11 Half-Fold Brochure or Newsletter](#)
- [8.5 x 11 Tri-Fold Brochure or Newsletter](#)
- [8.5 x 14 Half-Fold Brochure](#)
- [8.5 x 14 Tri-Fold Brochure](#)
- [11 x 17 Half-Fold Brochure or Newsletter](#)
- [11 x 17 Half-Then-Half Brochure or Newsletter](#)
- [11 x 17 Tri-Fold Brochure or Newsletter](#)

### Postcard Mailing Templates

- [4.25 x 5.5 Postcard](#)
- [4 x 6 Postcard](#)
- [5.5 x 8.5 Postcard](#)
- [5 x 7 Postcard](#)
- [6 x 9 Postcard](#)
- [6 x 11 Postcard](#)

### Envelope Mailing Templates

- [5.25 x 7.25 Greeting Card Envelope](#)
- [4.375 x 5.7 Notecard Envelope](#)

### Catalog Mailing Templates

- [5.5 x 8.5 Catalog or Booklet](#)
- [8.5 x 11 Catalog or Booklet](#)



## Every Door Direct Mail®

We've touched on EDDM® a few times, so let's flush out this new program from the USPS.

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 mailing lists and permits. EDDM® is ideal for businesses and individuals looking to gain the attention of basically, anyone (think, “Local Postal Customer”). There is reduced sorting and transportation associated with EDDM®, which translates to a reduction in cost incurred by the USPS, which is then passed on to you. Some of the best suited candidates for EDDM® are businesses that are looking to reach customers in a specific geographical area. They might include restaurants, realtors, local health clinics, contractors and politicians.

### No mailing lists needed for EDDM®

- Use the simplified address system from the USPS and you'll never have the expense of a mailing list.
- Saturate entire zip codes or carrier routes.

### No postage permits needed for EDDM®

- Before EDDM®, large mailings required a postage permit which could be as costly as \$450. Now, that fee is waived for EDDM® customers.

### Better response rate with larger format postcards

- Stand out from the competition with a piece that can't be ignored.
- Find new customers, build more traffic and increase revenue.

### EDDM® Mailing Templates

Download USPS templates for:

- [4.25 x 10.625 Postcard](#)
- [4.25 x 15 Postcard](#)
- [6.25 x 9 Postcard](#)
- [6 x 11 Postcard](#)

Minimum Size: 10.5” long or 6.125” high

Maximum Size: 15” long or 12” high

### EDDM® Example Projects:

**5000, 4.25 x 10.625, full-color postcards**, \$1648 total cost including mailing, just 33¢ each  
**10000, 6.25 x 11, full-color postcards**, \$3355 total cost including mailing, just 33.6¢ each  
**15000, 6.25 x 9, full-color postcards**, \$4864 total cost including mailing, just 32.4¢ each

## **Additional Resources**

- **EDDM® Success Kit**
- **Full Service Mailing Team**
- **Ready To Mail?**
- **Mailing Timeline**

# M · A · I · L · I · N · G CHEAT SHEET

1

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