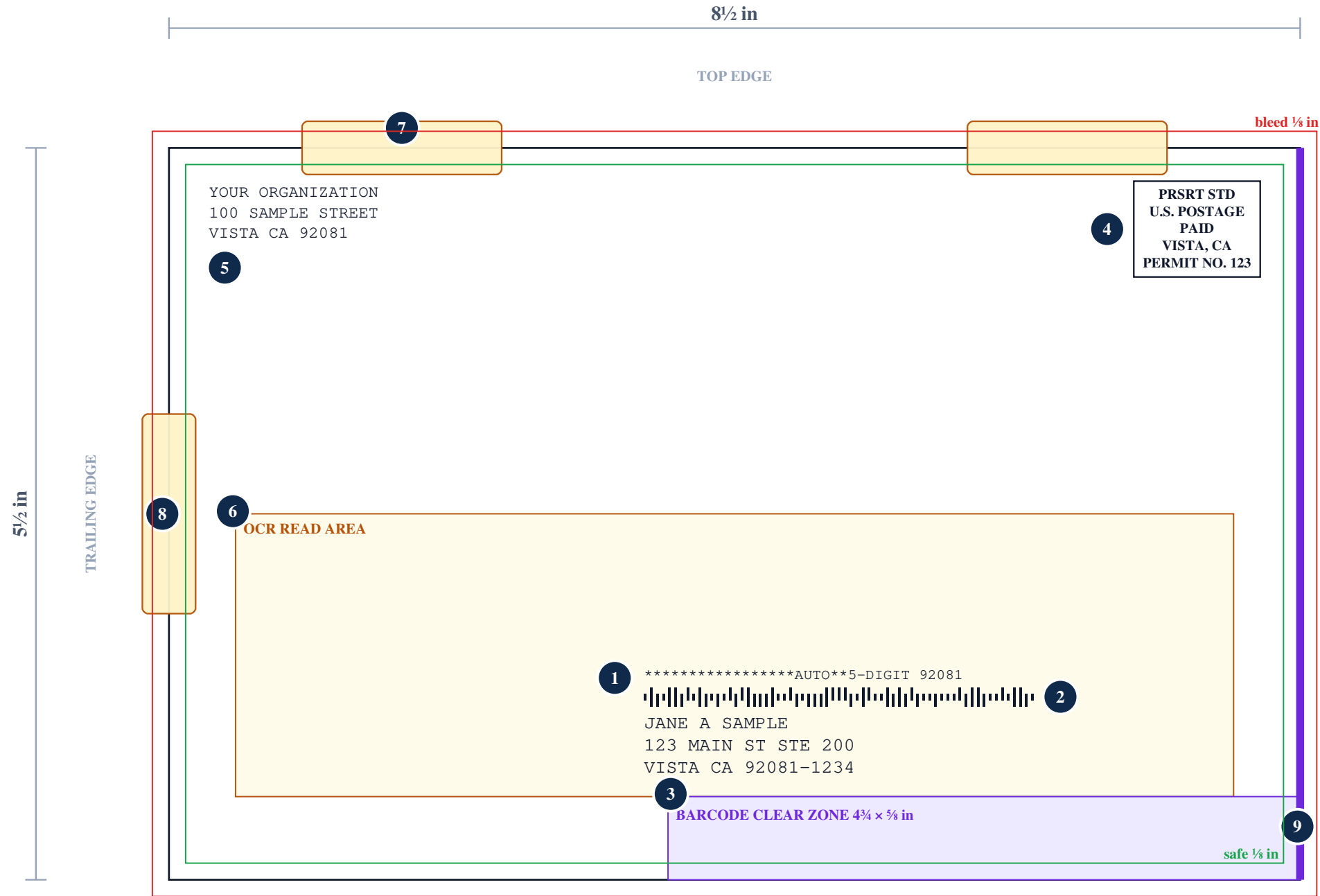




Plavidian mailpiece layout guide - booklet-oblong

Oblong booklet 8½ × 5½ in, back cover (address side). Spine on the right, two tabs on top and one on the left.

- 1 Delivery address block. Inside the OCR read area (½ in from left and right, ⅝-2¾ in above the bottom edge), bottom line at least ⅝ in from the bottom, nothing to the left or right within ⅛ in of the barcode. Optional endorsement line on top, then the IMb, then name / street / city-state-ZIP+4 in a clean 10-12 pt sans or mono face, all caps, no punctuation. (DMM 202 §2.1, §5.3)
- 2 IMb in the address block. Above or below the address, within ⅝ in of the top or bottom address line, ≥ 0.028 in from any line, ⅛ in clear left and right, rightmost bar ≥ ½ in from the right edge, top of bars less than 4 in from the bottom. (DMM 202 §5.3)
- 3 Barcode clear zone. The lower-right 4¾ × ⅝ in must be blank (no art, text, or tabs that fail reflectance) so USPS can spray or read a barcode there. Design backgrounds and images to stop short of it. (DMM 202 §5.1)
- 4 Permit imprint (indicia). Upper right, in the class of mail being paid. Plavidian supplies the correct imprint for your permit; the Permit Imprint Generator in Plavidian Workbench builds it, and Plavidian Studio™ places it. (DMM 604 §5.3)
- 5 Return address. Upper left. Required for Marketing Mail with ancillary service endorsements and recommended everywhere - undeliverable pieces cannot come back without it. (DMM 602 §1.5)
- 6 OCR read area. Where USPS cameras look for the address: ½ in from each side, ⅝ in to 2¾ in above the bottom. Keep it free of graphics that could be mistaken for address text; the delivery address must sit inside it. (DMM 202 §2.1)
- 7 Tabs 1 and 2 - top edge. Two 1½ in nonperforated tabs on the top edge, one near each end. (DMM 201 §3.16.7, Exhibit 3.16.7)
- 8 Tab 3 - centre of the trailing edge. One 1½ in tab centred on the trailing (left) edge, opposite the spine. (DMM 201 §3.16.7)
- 9 Spine on the leading (right) edge. An oblong booklet is bound on its shorter edge and mailed spine-first: with the address side up the spine is on the right, matching the flats rule that a bound edge sits vertical on the right of the address. (DMM 201 §3.16.7)

Oblong booklets (DMM 201 §3.16.7): bound on the shorter edge; that spine is the leading edge and mails on the right as the address is read. Cover 60 lb to 9 in long, 70 lb over 9 in; 3 oz maximum. Address side follows the letter rules - OCR read area, barcode clear zone in the lower right against the spine.