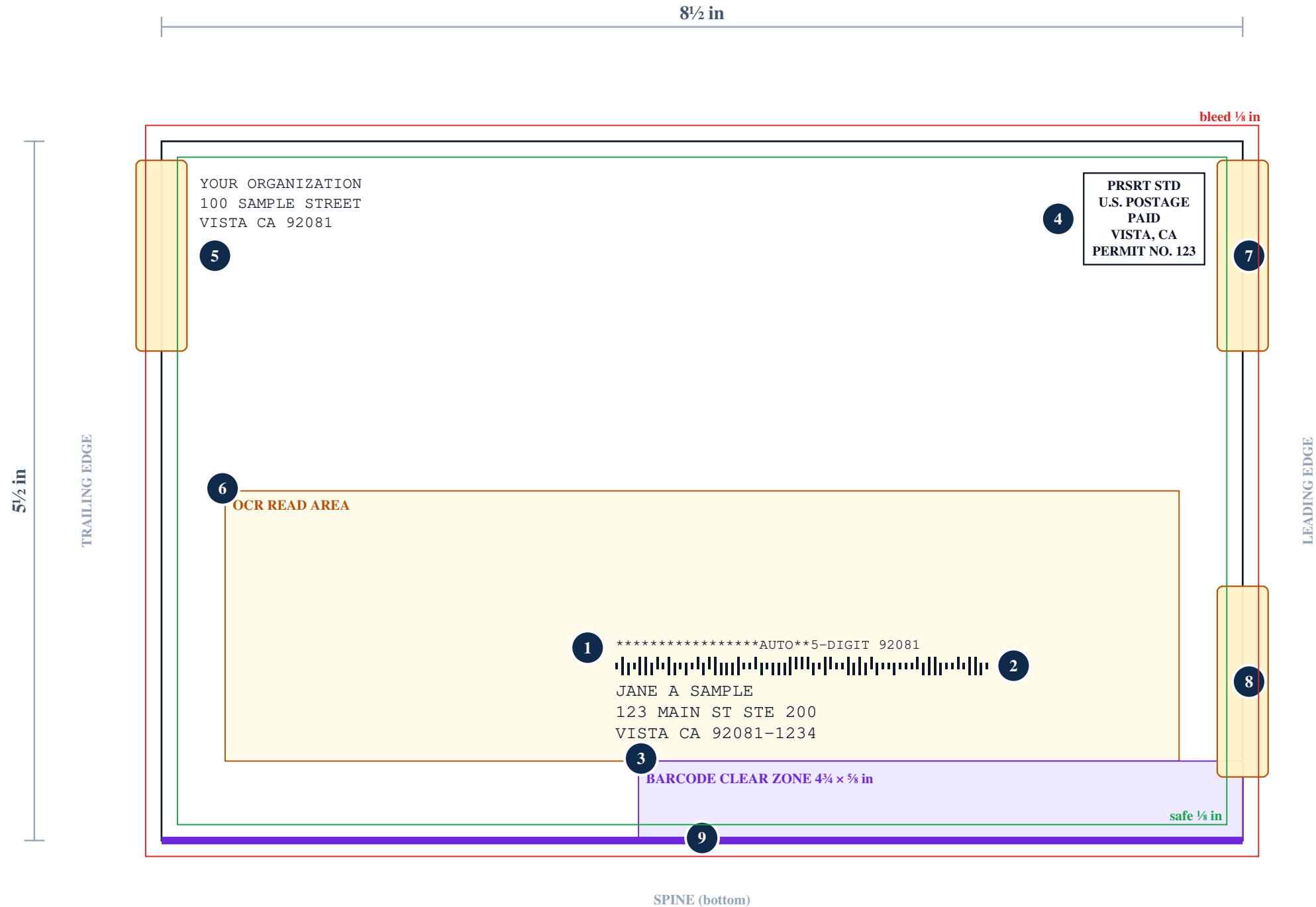




Plavidian mailpiece layout guide - booklet-simple

Simple-spine booklet 8½ × 5½ in, back cover (address side). Spine at the bottom, three tabs.

- 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 - leading and trailing edges, within 1 in of the top. 1½ in nonperforated tabs, one on each side edge, positioned within 1 in of the top edge. (DMM 201 §3.16.5, Exhibit 3.16.5)
- 8 Tab 3 - lower leading edge, ½ in from the spine. A third 1½ in tab on the leading (right) edge, its lower end ½ in above the bottom (spine). (DMM 201 §3.16.5)
- 9 Spine at the bottom. A simple-spine booklet is bound on its long edge and mailed with the spine down; the barcode clear zone sits just above the spine. (DMM 201 §3.16.5)

Letter-size booklets (DMM 201 §3.16): saddle-stitched or perfect-bound pieces within letter dimensions. Simple spine: bound on the long edge, spine at the bottom, three 1½ in tabs as drawn; basic cover 50 lb to 9 in long, 60 lb over 9 in (heavier books step up per Exhibit 3.16.5). The address side is the back cover and follows the letter rules: OCR read area, barcode clear zone above the spine, IMb in the address block or in the clear zone. Booklets that exceed letter size are flats (see Flat - bound).