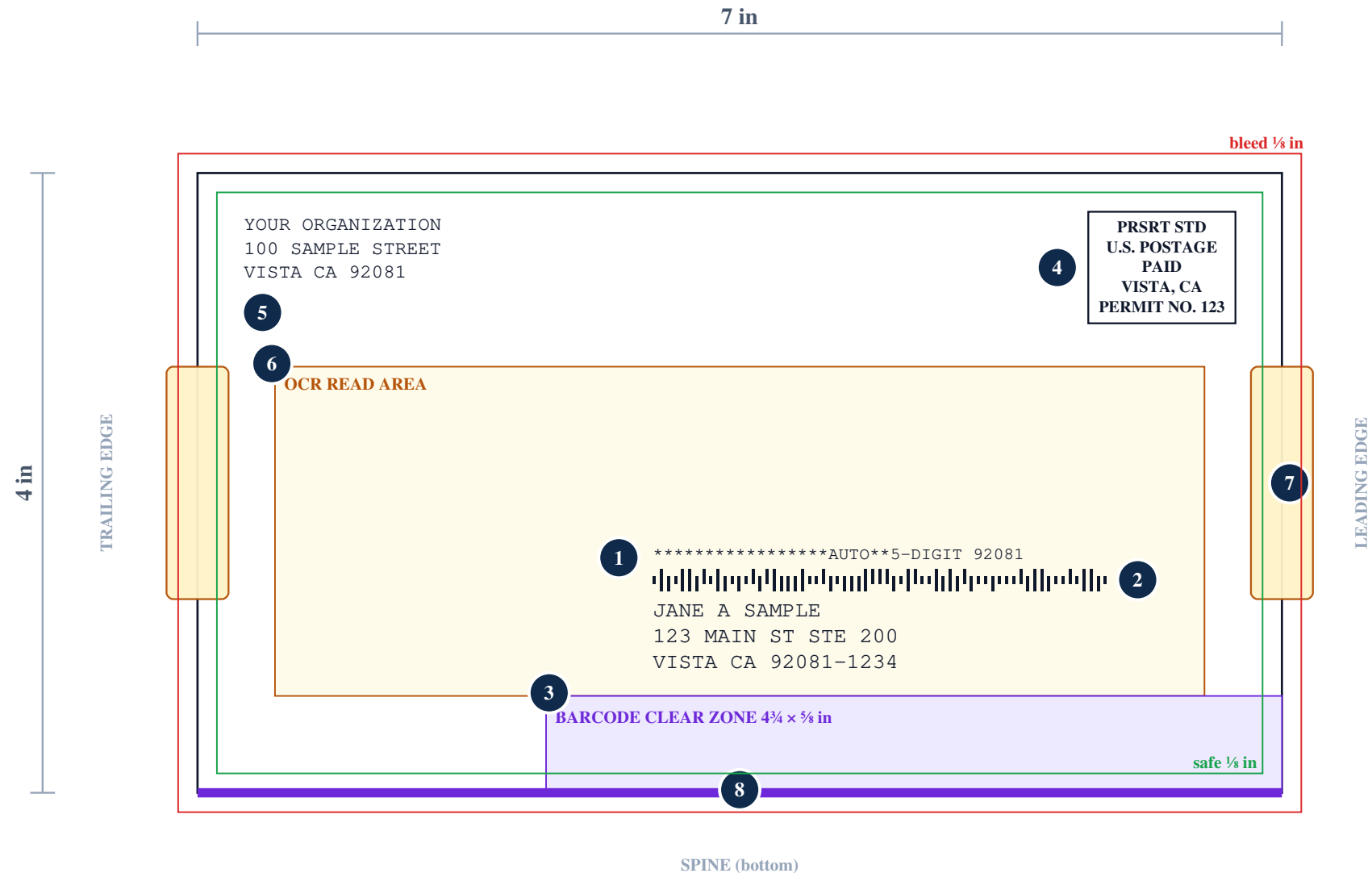




Plavidian mailpiece layout guide - booklet-wallet

Wallet-style booklet 7 × 4 in, back cover (address side). Spine at the bottom, side tabs 1¼ in up.

- 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 on the leading and trailing edges, 1¼ in from the bottom. To 2 oz: 1½ in nonperforated tabs on both side edges, 1¼ in up from the spine (± ⅛ in). Over 2 oz: 2 in tabs ¾ in from the bottom. (DMM 201 §3.16.6, Exhibit 3.16.6)
- 8 Spine at the bottom, 4 in high. Wallet-style booklets are 4 in high and 5.2-8 in long, spine down, 2½ oz maximum. (DMM 201 §3.16.6)

Wallet booklets (DMM 201 §3.16.6): the small saddle-stitched format used for coupon books and directories: 4 in high, 5.2-8 in long, spine at the bottom, tabs on the side edges as drawn. Cover 60 lb throughout, or 70 lb cover with 50 lb pages. Address side follows the letter rules; the barcode clear zone is the lower-right 4¾ × ⅝ in above the spine.