

8½ in

YOUR ORGANIZATION
100 SAMPLE STREET
VISTA CA 92081

4

PRSRT STD
U.S. POSTAGE
PAID
VISTA, CA
PERMIT NO. 123

1

*****AUTO**5-DIGIT 92081



2

JANE A SAMPLE
123 MAIN ST STE 200
VISTA CA 92081-1234

TOP HALF - address must be entirely above this line

3

SPINE / FINAL FOLD

11 in

Plavidian mailpiece layout guide - flat-bound

Bound or folded flat $8\frac{1}{2} \times 11$ in - the address panel is the back cover with the spine on the right.

- 1 Address on the back cover, spine to the right. For bound or folded flats the "top" is the upper edge when the bound or final-folded edge is vertical on the right. So the address goes on the back cover, reading with the spine at the reader's right, entirely within the top half, $\frac{1}{8}$ in or more from any edge. (DMM 202 §2.2.3)
- 2 IMb - anywhere on the address side. At least $\frac{1}{8}$ in from any edge. (DMM 202 §5.2.1)
- 3 Bound / final-folded edge. Spine or last fold on the right as the address is read. A folded 11×17 delivered as an $8\frac{1}{2} \times 11$ flat follows the same rule: final fold on the right of the address panel. (DMM 202 §2.2.3)
- 4 Permit imprint. Upper right of the address side, clear of the spine. (DMM 604 §5.3)

Bound and folded flats (DMM 202 §2.2.3): catalogs, saddle-stitched booklets over letter size, and folded sheets mailed as flats. Hold the piece with the bound or final-folded edge vertical on the right; the top is then the upper edge and the entire address must be in the top half. Flats do not require tabs, but polywrap and loose inserts have their own standards (DMM 201 §4.0). Flats can be barcoded anywhere on the address side $\frac{1}{8}$ in from the edges.