

12 in

bleed 1/8 in

9 in

YOUR ORGANIZATION
100 SAMPLE STREET
VISTA CA 92081

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

1 *****AUTO**5-DIGIT 92081
JANE A SAMPLE
123 MAIN ST STE 200
VISTA CA 92081-1234 2

TOP HALF (top edge = right short edge) - address entirely right of this line

safe 1/8 in

4

Plavidian mailpiece layout guide - flat-land

Unbound flat 12 × 9 in in landscape. USPS still measures "top half" from a shorter edge, so the address lives in the right (or left) half.

- 1 Delivery address, entirely in one "top half". The top of an unbound flat is either shorter edge. On a landscape layout with the address reading horizontally, the address is perpendicular to that top edge (allowed) and must sit entirely in the half nearest one shorter edge - the right half as drawn, or its mirror in the left half. It may not straddle the centre line. (DMM 202 §2.2.1-2.2.2)
- 2 IMb - anywhere on the address side. At least $\frac{1}{8}$ in from any edge; in the address block as shown. (DMM 202 §5.2.1)
- 3 Permit imprint. Upper right of the address side. (DMM 604 §5.3)
- 4 $\frac{1}{8}$ in edge margin. No address or barcode within $\frac{1}{8}$ in of any edge. (DMM 202 §2.2.1)

Landscape flats trip people up. USPS defines the top of an unbound flat as either shorter edge (DMM 202 §2.2.2), so on a 12 × 9 the top half is the right half or the left half - not the upper half. Keep the whole address block, including the IMb, inside one of those halves and $\frac{1}{8}$ in off the edges. If your design needs the address centred, turn the piece portrait or move the address into a half.