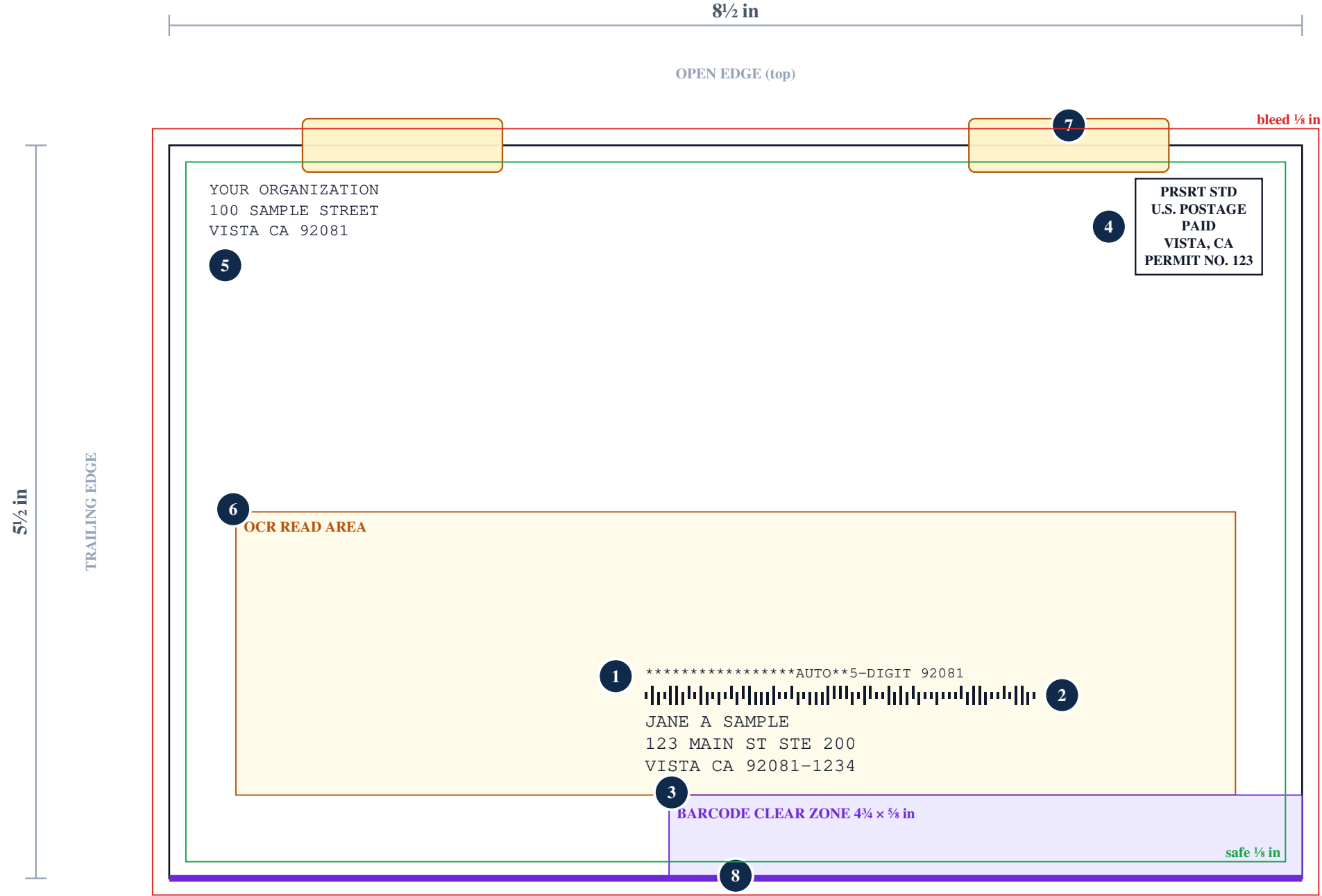




FINAL FOLDED EDGE (bottom) - no tabs here

Plavidian mailpiece layout guide - fsm-bifold

Bi-fold self-mailer, finished $8\frac{1}{2} \times 5\frac{1}{2}$ in (a $8\frac{1}{2} \times 11$ sheet folded once). Address panel shown; fold at the bottom, tabs on top.

- 1 Delivery address block. Inside the OCR read area ($\frac{1}{2}$ in from left and right, $\frac{5}{8}$ - $2\frac{3}{4}$ in above the bottom edge), bottom line at least $\frac{5}{8}$ in from the bottom, nothing to the left or right within $\frac{1}{8}$ 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 $\frac{5}{8}$ in of the top or bottom address line, ≥ 0.028 in from any line, $\frac{1}{8}$ in clear left and right, rightmost bar $\geq \frac{1}{2}$ 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 $4\frac{3}{4} \times \frac{5}{8}$ 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: $\frac{1}{2}$ in from each side, $\frac{5}{8}$ in to $2\frac{3}{4}$ 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 top (open) edge. Two nonperforated tabs: one within 1 in of the leading (right) edge, one within 1 in of the trailing (left) edge. 1 in tabs to 1 oz on 70 lb paper; $1\frac{1}{2}$ in tabs over 1 oz on 80 lb. Never on the folded bottom edge. (DMM 201 §3.14.4)
- 8 Final fold is the bottom edge. The last fold forms the bottom of the finished piece; the open edge is at the top. The address panel is the outside panel and the address may not cross a fold. (DMM 201 §3.14.3)

Folded self-mailers (DMM 201 §3.14): letter-size, $3\frac{1}{2}$ -6 in high, 5 - $10\frac{1}{2}$ in long, $\frac{1}{4}$ in thick maximum. Final folded edge at the bottom; open edge at the top; the address panel is the outer panel with the letter OCR read area and barcode clear zone applying to it. Two tabs on the top edge as drawn (bi-fold and tri-fold to 3 oz). Paper 70 lb book to 1 oz, 80 lb over 1 oz (Exhibit 3.14.4). Plavidian tabs on the inserter after addressing, so leave the top edge free of critical art where the tabs land.