

8½ in

OPEN EDGE (top)

bleed ⅛ in

YOUR ORGANIZATION
100 SAMPLE STREET
VISTA CA 92081

6

OCR READ AREA

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

4

1

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



2

JANE A SAMPLE

123 MAIN ST STE 200

VISTA CA 92081-1234

3

BARCODE CLEAR ZONE 4¾ × ⅝ in

safe ⅛ in

8

FINAL FOLDED EDGE (bottom) - no tabs here

3.667 in

TRAILING EDGE

LEADING EDGE

Plavidian mailpiece layout guide - fsm-trifold

Tri-fold (letter-fold) self-mailer, finished $8\frac{1}{2} \times 3.667$ in from a $8\frac{1}{2} \times 11$ sheet. Address panel shown; final 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)

Tri-fold specifics: the panel that ends up outside carries the address; the second fold is the finished bottom edge and the free edge of the top panel is the open top edge, which USPS wants at the top or within 1 in of the top or trailing edge (DMM 201 §3.14.3). Same two-tab top-edge closure as a bi-fold to 3 oz. Panels must be equal or the inner panel slightly shorter so the piece lies flat; keep the address panel's barcode clear zone blank.