

11 in

bleed 1/8 in

YOUR ORGANIZATION
100 SAMPLE STREET
VISTA CA 92081

5

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

4

6

OCR READ AREA

1

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



2

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

3

BARCODE CLEAR ZONE 4 3/4 x 5/8 in

safe 1/8 in

6 in

Plavidian mailpiece layout guide - letter-flat

Oversized card / self-mailer 11 × 6 in, mailed at the letter price. Same address-side rules as an envelope, printed on the piece itself.

- 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)

Why a 6 × 11 is a letter, not a flat: anything up to $6\frac{1}{8} \times 11\frac{1}{2}$ in and $\frac{1}{4}$ in thick is letter-size mail (DMM 201 §1.1); it pays the letter price and must meet the letter rules - OCR read area, barcode clear zone, and (if folded) the folded self-mailer standards. Cards over the card-price maximum but within letter dimensions land here. Print with $\frac{1}{8}$ in bleed; the barcode clear zone must be blank in the finished piece even where a background image would otherwise run.