

9½ in

4⅛ 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 4¾ × ⅝ in

Plavidian mailpiece layout guide - letter

Letter $9\frac{1}{2} \times 4\frac{1}{8}$ in envelope, address side. Envelopes are stock, so no bleed marks; window envelopes must show the whole address block through the window with $\frac{1}{8}$ in clearance.

- 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)

Letter-size (DMM 201 §1.1): $3\frac{1}{2} \times 5$ in to $6\frac{1}{8} \times 11\frac{1}{2}$ in, up to $\frac{1}{4}$ in thick, aspect ratio (length $\div$ height) 1.3 to 2.5 for automation. Address (DMM 202 §2.1): inside the OCR read area; parallel to the long edge. Barcode (DMM 202 §5.0): in the address block or in the barcode clear zone as shown. Reply mail (BRM / CRM) also needs the FIM pattern at the top edge, $1\frac{3}{4}$ -3 in from the right - not shown here.