



Mail Services

Mailing Oversized Cards

The US Postal Service classifies mail by the size of the mail piece. Oversized postcards that many offices incorporate into their mail campaigns are classified as Letters. This guide will help you understand how to design and process your cards to receive the lowest possible postage rate.

If your mail piece has a length over 6" or a height over 4.25" it must be mailed at Letter size mail rates.

Postcards		Min	Max	Postage
	Length	5"	6"	\$ 0.34
	Height	3.5"	4.25"	
	Thickness	0.007"	0.016"	
Letters		Min	Max	Postage
	Length	5"	11.5"	\$ 0.49
	Height	3.5"	6.125"	
	Thickness	0.007"	0.25"	
Standard Mail Postage averages \$0.33 to \$0.36				

House Postal Operations can process your mail through a sortation machine that reads your addresses and sorts the mail to specific mail carriers and Post Offices. To receive pre-sorted mail rates

- mail does not need to be ZIP Code sorted.
- must have Member's account postNET barcode located in lower left corner.
- bottom 5/8" of mail piece must be clear of print or images (except barcode).
- address must be completely below an imaginary line 2.75" from bottom edge.
- address labels must be aligned with bottom edge (a 5 degree skew will fail)
- must be oriented in landscape (portrait mail pieces are sent as "FLATS" \$ 0.98)

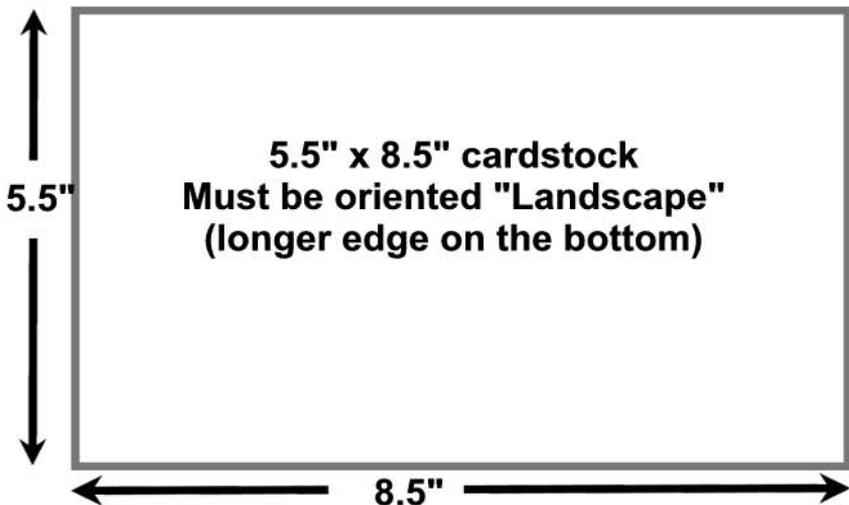
How your mail is pre-sorted:

House Postal Operations will scan and sort your mail using a MLOCR (Multi-Line Optical Character Reader). All mail that does not qualify is sent as First Class mail (\$0.49). The mail that does qualify is sorted by ZIP Code, 150 mail pieces are needed for each sort level. If you have more than 150 pieces going to a single ZIP Code those pieces qualify for the 5 Digit rate. Residual pieces then qualify for the 3 Digit (all ZIP Codes starting with the same 3 digits) rate. Remaining pieces are sorted to the Mixed AADC rate.

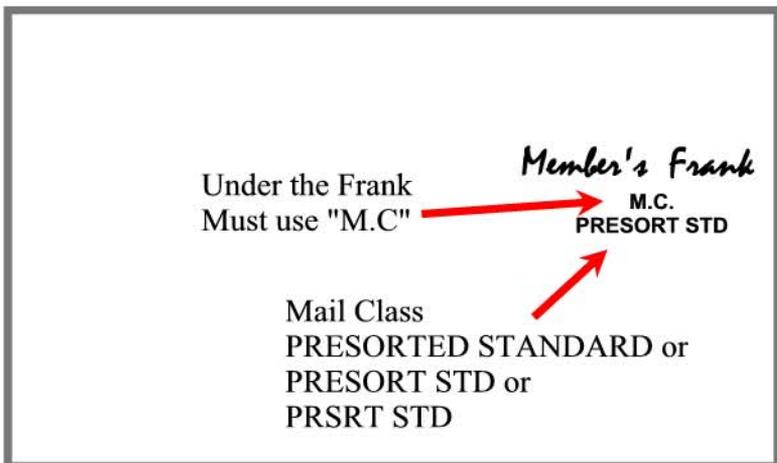
5 Digit	3 Digit\AADC	Mixed AADC	First Class
 36589	 365	 MXDC	 1st
\$ 0.261	\$ 0.279	\$ 0.301	\$ 0.49

Designing Oversized Cards to Qualify for Pre-Sort Postage Discounts Mailed using House Postal Operations

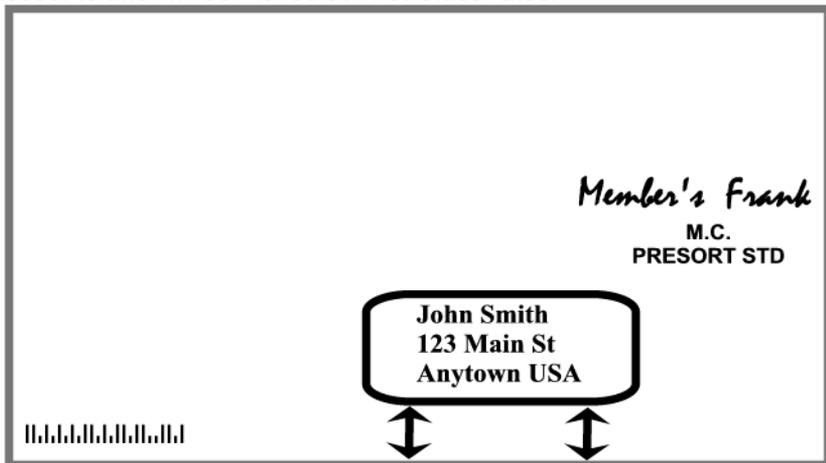
1. Common size is half page of card stock material. Other sizes can be used, dimension limitations are on the front cover.



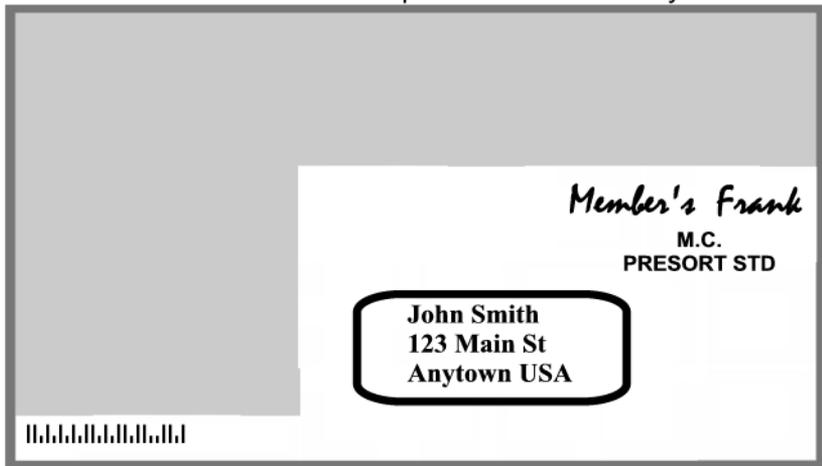
2. On the address side, the Member's Frank and Postal class are in the address area.



5. The mail label must be aligned with the bottom edge of the card. A 5 degree skew will result in the card being rejected for presort discounts and will be mailed at First Class rates.



6. The remainder of this side (shaded area) of the card is available for your message and images. Best practice is to leave the address and barcode zones white with black print for best readability.



7. Attach a Mass Mail Notification Form and select "Standard Mail" for each mail tub/tray you have to help notify the mail room that the mailing is a mass mailing.
*Form located on HouseNet under the Forms tab
Select - Franking: Mass Mail Notification Form*

8. To save even more money have Mailing Services process your mail list using the National Change of Address (NCOA) database. This process updates people who have moved, removes bad or undeliverable addresses. Mailing Services can also household and remove out of district addresses.

First Call - Mailing Services
B-227 LHOB 5-4355