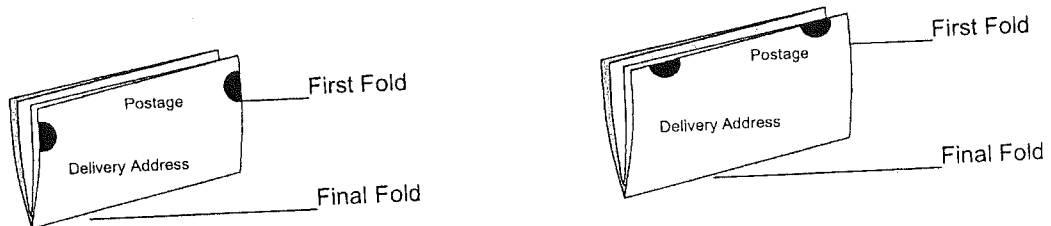


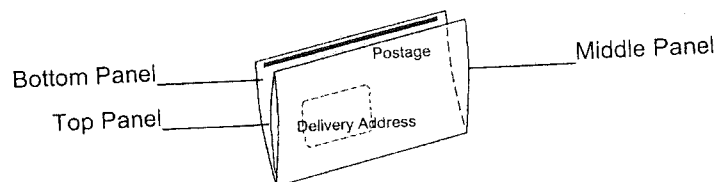
# Attention Bulk Mailers

Effective 1-5-13, if your letter-size mailpiece is not in an envelope you must meet these new paper, folding, tabbing, addressing, and size Folded Self-Mailer requirements.

1. The minimum paper basis weight for a Folded Self-Mailer will be 70lb for a 1 ounce mail piece and 80lb if over 1 ounce up to 3 ounces. Paper basis weight is based on book grade paper. The equivalent bond weight paper would be 28 lb and 31 lb respectively. Do not confuse thickness with paper basis weight. See DMM 201.3.2.
2. The final fold must be on the bottom and any other folds must be on the leading edge.

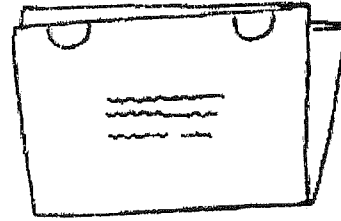
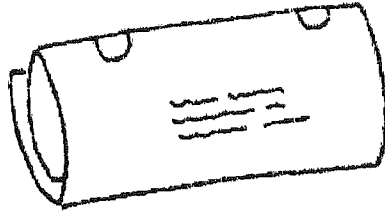


3. The mailpiece must be sealed with at least two one-inch non-perforated tabs in either location shown above. Glue lines and glue spots are also sealing options.
4. If your mailpiece is tri-folded, the address must be on the middle panel.



5. New size requirements for Folded Self-Mailers: Height 3.5" minimum to 6" maximum; Length 5" minimum to 10.5" maximum; Weight – up to 3 ounces.

If your mailpiece does not meet these requirements, you will be required to sort your mail as non-machinable letters and pay the non-machinable letter price.

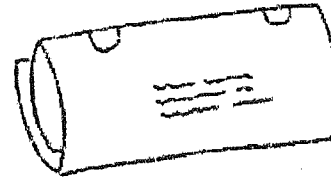


Tri-fold and quarter-fold flyers and newsletters will need two tabs next year, not just one.

5. The final folded panel creates the non-address side of the mail piece by folding from bottom to top, or lead to trail edge, as shown in the following illustrations.

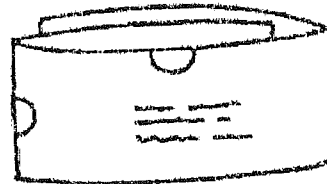
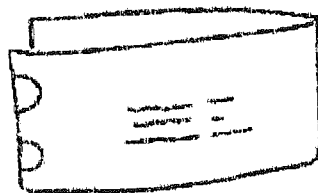


Incorrect



Correct

For tri-folded self-mailers, the mailing address must be on the middle panel, with the final fold creating the non-address side.



What the post office calls oblong self-mailers must have the final fold on the right side, or 'leading edge'. Two options for tabbing are shown.

There are other changes as well. We've summarized most of them in the following chart. [Be sure to forward this post to your designer and printer.](#)