

Retail-Folded Self Mailers

New standards became effective for Folded Self Mailers on January 5, 2013. Folded Self Mailers that are not prepared according to these regulations are subject to the nonmachinable surcharge of .20 cents. DMM 101.1.2.h and DMM 201.3.14

The most common piece you may see is a trifold. It has been quite common for customers to fold, staple, and place a first-class stamp on them. Please note that paper weight must be at least 70lb text, final fold is at the bottom, two tabs and or tape can be used if less than 1 oz in weight. If weight is over 1 oz customer must use 80lb text and the tabs must be 1 ½" tabs. Length cannot exceed 10.5"

DMM 101.1.2 Nonmachinable Criteria

A letter-size piece is nonmachinable (see 6.4) if it has one or more of the following characteristics (see 601.1.4 to determine the length, height, top, and bottom of a mailpiece):

- a. Has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5.
- b. Is polybagged, polywrapped, enclosed in any plastic material, or has an exterior surface made of a material that is not paper. Windows in envelopes made of paper do not make mailpieces nonmachinable. Attachments allowable under applicable eligibility standards do not make mailpieces nonmachinable.
- c. Has clasps, strings, buttons, or similar closure devices.
- d. Contains items such as pens, pencils, keys, or coins that cause the thickness of the mailpiece to be uneven; or loose keys or coins or similar objects not affixed to the contents within the mailpiece. Loose items may cause a letter to be nonmailable when mailed in paper envelopes; (see 601.3.3, *Odd-Shaped Items in Paper Envelopes*).
- e. Is too rigid (does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn).
- f. For pieces more than 4-1/4 inches high or 6 inches long, the thickness is less than 0.009 inch.
- g. Has a delivery address parallel to the shorter dimension of the mailpiece.
- h. Is a self-mailer that is not prepared according to 201.3.14.**
- i. Is a booklet that is not prepared according to 201.3.15.

If you need additional information, please contact me.



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 **Basic Design Elements**

- Dimension**
 - Height – 3.5" to 6" max
 - Length – 5" to 10.5" max
- Weight – up to 3oz**
- Paper basis weight - Book grade (Text, Offset)**
 - **Basic Folded Self-Mailer design**
 - ◆ 70lb min for 1oz mailpiece; 80lb over 1oz up to 3oz
 - **Optional elements added**
 - ◆ basis weight ranges from 80lb to 120lb
 - ◆ basis weight increases when piece weight is over 1oz
 - **Newsprint paper allowed on quarter-fold design only**
 - ◆ 55lb min newsprint paper which correlates to 60lb Book wgt
 - ◆ 1.5 inch tabs required

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 **Basic Design Elements**

- Fold style / orientation – address side view**
 - **Horizontal - final fold at bottom edge to non-address side**



- **Vertical - final fold on lead edge to non-address side**
 - ◆ Oblong is a common name for this fold style



These are only representative illustrations of potential designs.

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