



MAIL PIECE DESIGN 101

creative communications

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Your Guide to a Successful Mailing

This guide is designed as a tool to help you understand the basic requirements and specifications for preparing a successful mailing. Following these recommendations will save you and your department **TIME** and **MONEY**!

An effective mailing starts with a properly designed mail piece.

Important Tips

- Go to **c2.washington.edu/mailing** and select “Request a Mailing Job” on the left hand side of the page.
- Design your piece to save money. Letter size is better than flat size — **half** the postage costs. See page 4.
- Send electronic address file(s) to **addrfile@uw.edu**.
- Choose white or light pastel colors for your mailing to help qualify for the best postage rates.
- Avoid staples if possible.
- Avoid vertical line on postcards.

Postcards & Letters

Postcard Requirements

Minimum size

Length: 5 inches

Height: 3.5 inches

Thickness: .007 inch*

Maximum size

Length: 6 inches

Height: 4.5 inches

Thickness: .016 inch

* .007 inch thick if no more than 6 inches long and 4.25 inches high; or .009 inch thick if more than 6 inches long or 4.25 inches high, or both.

Letter Requirements

Minimum size

Length: 5 inches

Height: 3.5 inches

Thickness: .007 inch

Maximum size

Length: 11.5 inches

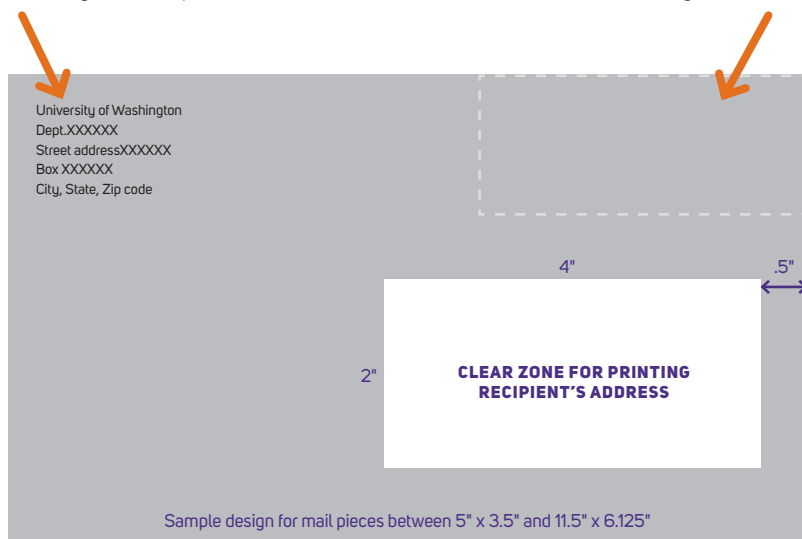
Height: 6.125 inches

Thickness: .25 inch

Layout for Front of Letter or Postcard

Return area no more than 50% of length or 33% of height of mail piece

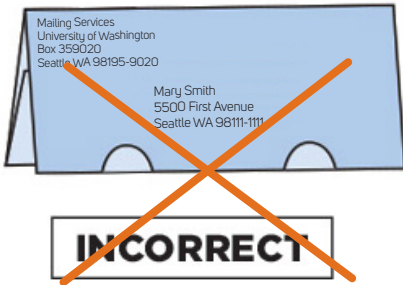
Permit or postage area: 3.5" wide x 1.5" high



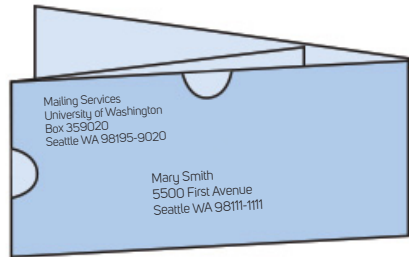
Letter is better — approximately **half the postage** as a flat-size mail piece!

Self-mailers / Fold Orientation

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.



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



Paper weight

Minimum 28 lb. bond

Maximum size

Length: 10.5 inches

Height: 6 inches

- a. Height: A minimum of 3-1/2 inches and a maximum of 6 inches.
- b. Length: A minimum of 5 inches and a maximum of 10-1/2 inches.
- c. Thickness: A minimum of 0.007 inch; (0.009 inch if the height exceeds 4-1/4 inches or if the length exceeds 6 inches); the maximum thickness is 1/4 inch.
- d. Maximum Weight: 3 ounces.
- e. Rectangular, with four square corners and parallel opposite sides.
- f. Aspect ratio: within 1.3 to 2.5 (see 3.7).
- g. Maximum number of panels: 12, except under 3.14.2h.
- h. Quarter-folded self-mailers made of a minimum 70-pound paper basis weight or equivalent may have as few as 4 panels. Quarter-folded self-mailers made of 55 pound or greater newsprint must have at least 8 panels

Flats

Flat Requirements (larger than letter size)

Minimum size

Length: more than 11.5 inches
Height: more than 6.125 inches
Thickness: .25 inch

Maximum size

Length: 15 inches
Height: 12 inches
Thickness: .75 inch

Layout for Front of Flat-Size Mail Piece

Address must (1) be in top half of mail piece and (2) be right side up.



General info

Mail Piece Colors

- Select white or pastel colors. These colors allow maximum contrast for postal equipment address readability.
- Avoid recycled stock with flecks in it.
- Leave a blank "knock-out" of 4" wide x 2" tall for addressing on colorful mail pieces.

Letter Size Dimensions

- A mail piece less than 5" wide x 3.5" high x .007" in thickness is NOT MAILABLE.
- **Aspect ratio** is the length of mail piece divided by the height of the mail piece. The total must equal a minimum of 1.3" up to a maximum of 2.5". Failure to meet this requirement will result in additional postage charges.
- For a mailing with pieces larger than flat sized dimensions, please contact Mail Preparations for consultation (mailprep@uw.edu).

Submitting Electronic Address Files

Excel file layout example:

	A	B	C	D	E	F	G
1	name	address1	address2	address3	city	state	zip
2	John Smith	Assistant Professor	Boston College	1234 Maple St.	Los Angeles	CA	90621
3	Jane Doe		Winston Hospital	4567 SW 116th St.	Vancouver	BC	VKL 023
4	Stanley Barker	University of Washington	School of Research	Bioengineering Dept.	Seattle	WA	98195
5							
6							
7							
8							
9							

Accepted file types:

- Excel Spreadsheet
- Text: Tab Delimited
- Text: Comma Delimited

Questions? Send information and/or questions regarding electronic address files to the Mail Prep List Coordinator at addrfile@uw.edu.

Mail classification

Qualifications for a Bulk Mailing

- Address list **MUST** be processed through postal software: NCOA & CASS
- 200 minimum US addressed pieces
- Postal delivery **3-7 days**

Qualifications for a First Class Presort Mailing

- Address list **MUST** be processed through postal software: NCOA & CASS
- 500 minimum US addressed pieces
- Same weight and size
- Postal delivery **1-3 days**

Desktop Mail

- No minimum volumes for desktop mail or packages
- Postal delivery **same day** or **next day**



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MOVE YOUR MESSAGE

with the

Transit Messaging Program



c2.washington.edu/tmp

MOVE YOUR MESSAGE! Advertise
or event on UW trucks and H



Share your latest promotion, achievement on Health Science Express buses!

Here's how it works

- Design your message for our hybrid/electric trucks, or the inside of Health Science Express buses.
- Your message is viewed **all week** during prime business hours.
- Your message can be seen on routes that include UW Campus, U-District, U-Village, Sandpoint, South Lake Union, Georgetown, downtown Seattle and I-5 from Seattle to Tukwila.
- **Reach a targeted audience** by placing a sign in a specific area or route.
- With 80,000+ students and faculty on the Seattle campus alone, your message has the potential to make thousands of impressions.

Your ideas — we do the work

- 30" x 88" vinyl panels carry your message on UW trucks.
- 11" x 28" placards inside HSE buses.
- **Installation is included.**

UW Fleet trucks are budget-friendly

- **Only \$200** per truck side the first four weeks.
- Additional four-week increments are only \$150.

Health Sciences Express buses produce great results

- **\$240 per multi-set** for in bus signs the first four weeks.
- Additional four-week increments are only \$150.

Contact us today to reserve space.

EMAIL: mailserv@uw.edu WEB: c2.washington.edu/tmp

PHONE: **206-616-2633** or **206-616-9011**

Contact us with any of your mailing questions.

Mail Job Scheduling

206-543-3257
mailprep@uw.edu

- Schedule mailing
- Filling out request form
- Job estimates

Mail Address File Preparation

206-221-5859
addrfile@uw.edu

- Sending electronic address files
- Preferred address file formats

Supervisor

206-543-4944
mailprep@uw.edu

- Mail piece design
- Job estimates
- Free consultation

For more information on
Mail Piece Design, visit

c2.washington.edu/printready

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