

Mail Services Newsletter

TEMPE CAMPUS

JUNE 2006

DESIGNING A PROPER LAYOUT FOR A POSTCARD MAILING

We have seen a major increase in postcard designs which either fail to meet the specifications for the USPS or not have the proper layout for metering the cards. This often means additional time and labor costs for the application of stamps to the cards so they can be mailed. Others must be discarded and reprinted in order to be mailed.

While we have worked with some individuals on their postcards to try and address this concern, we are getting improperly designed postcards each week in our daily mail pick up. We hope the information we are providing will assist you in designing postcards in the future.

Here are some basics for designing a postcard if you are planning to mail them First Class: You may think that your mail piece is a "card," because it is a single sheet of paper. Anything printed on card stock larger than 4 1/4" high x 6" long and smaller than 6 1/8" high x 11" long, you will pay \$0.39 for First Class Letter postage. But to qualify for mailing at First-Class Mail card rates, a card must be:

Rectangular

At least 3-1/2 inches high x 5 inches long x .007 inches thick

No more than 4-1/4 inches high x 6 inches long x .016 inches thick

The address side of the card must be divided into a right portion and a left portion, with or without a vertical rule. The left portion is the message area. The ASU logo and return address should be printed on the left side of the card to avoid postal equipment from reading your return address and sending the card back to us and not the recipient.

The delivery address, postage, and any USPS marking must appear in the right portion. The right portion must be at least 3 inches wide (measured from the right edge of the card, top to bottom inclusive).

The upper right hand corner on the address side of the card must remain clear for postage. The postage will cover 3 inches from the right side and 1 1/2 inches down from the top. There should be NO printing in this area.

Note: Sample is not drawn to scale

ASU Logo Return Address		Reserved for postage 1 1/2" high x 3" length
Body of Message Left half of the card ONLY	Entire right side of card is reserved for postage and address ONLY	
	Mailing Address	
Bottom 7/16" should remain clear for the USPS to apply the USPS Postnet barcode		

Manager New Mail Codes - Instant Postcards - Stamp Orders Ecological Mail Business/Courtesy Reply Mail Department Inquires	Linda Augustine	(480) 965-6522 lindaa@asu.edu
Assistant Manager Daily Operations Stamp Orders List Management Questions	Maureen King	(480) 965-9820 maureen.king@asu.edu
First Class Daily Mail Supervisor Daily Incoming & Outgoing Mail	Jennifer Shiffer	(480) 965-9818 jennifer.shiffer@asu.edu
Mail Processing Supervisor Mail Processing jobs & non-profit mail questions	Lisa Young	(480) 965-9819 lryoung@asu.edu
Courier Service Supervisor Courier Service Requests	Andrew Fassett	(480) 965-1263 andrew.fassett@asu.edu
Business Manager Barcode Orders - Stamp Orders - Billing/Accounting Questions	Scott Smas	(480) 965-2673 scott.smas@asu.edu