



## Basic Design Elements

### Dimension

- Height – 3.5” to 6” max
- Length – 5” to 10.5” max

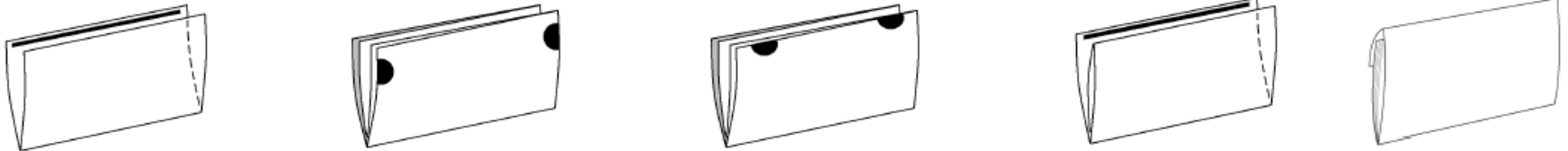
### Weight – up to 3oz

### Paper cover basis weight - Book grade (Text, Offset)

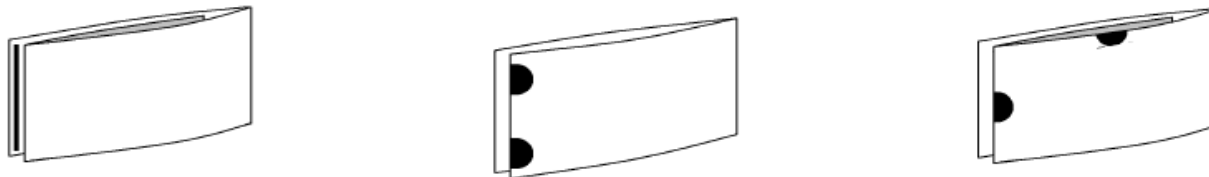
- **Basic Folded Self-Mailer design**
  - ◆ 70lb min for 1oz mailpiece; 80lb over 1oz up to 3oz
- **Optional elements added**
  - ◆ basis weight ranges from 80lb to 120lb
  - ◆ basis weight increases when piece weight is over 1oz
- **Newsprint paper allowed on quarter-fold design only**
  - ◆ 55lb minimum paper, 1.5 inch tabs required

## □ Fold style / orientation

- 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.



## Basic Design Elements

- ❑ **Panels** - formed when a sheet(s) of paper are folded
  - **Each folded section of a sheet is a separate panel**
  - **Both sides of panel count as one and the same panel**
  - **Equal - nearly equal size; varied fold styles with panels of differing sizes, short panels covered by full-size panel(s)**
  - **Internal partial panels count toward # panels allowed**
  - **Final fold panel creates non-address side of mailpiece by folding from bottom to top, or lead to trail edge**

## □ Panel Count



### 2 Panels

( Bi-fold )

Single sheet folded  
once in half



### 4 Panels

Two nested sheets folded once in half

One sheet folded three times

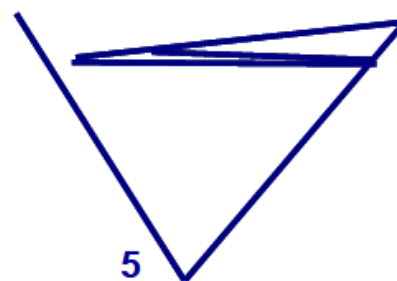
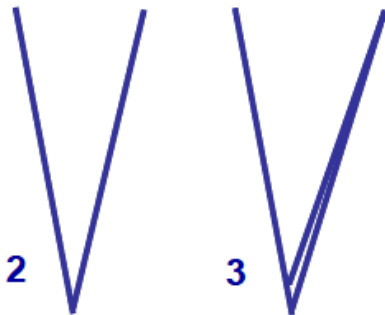
One sheet quarter-folded perpendicular



### 3 Panels

( Tri-fold )

Single sheet of  
paper folded twice

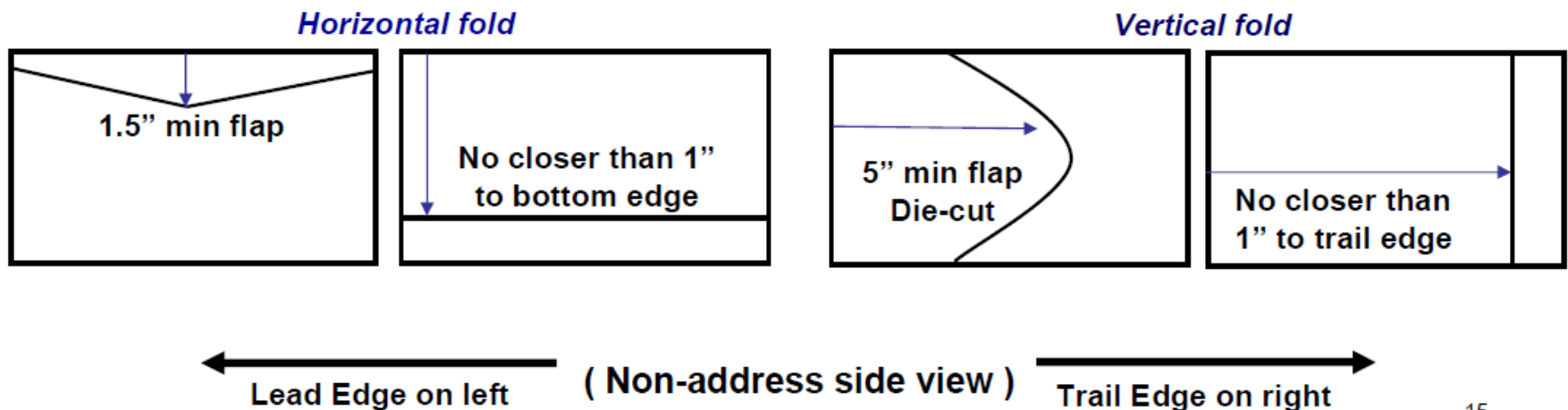


...up to 12 panels  
for most designs



## Basic Design Elements

- ❑ **Flap - used for closure of mailpiece on non-address side**
  - Horizontal fold letter, external flap is final fold from top edge
  - Vertical fold letter, external flap must be final fold from lead edge
  - Die-cut shape external flaps allowed
    - ◆ glue line seal along the contour of the edge recommended
    - ◆ glue spots / elongated glue lines or tabs must sufficiently seal the flap to the non-address side panel





## ❑ Closure method - Glue (adhesive or cohesive)



### Continuous Glue Line

1/8" W to within 1/4"  
of each edge



### Glue Spots

3/8" diameter  
3- 4 spots based on  
mailpiece design / wgt

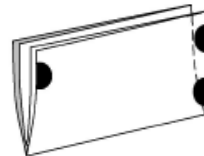
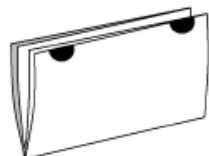
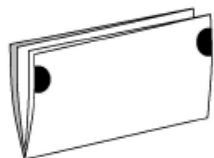
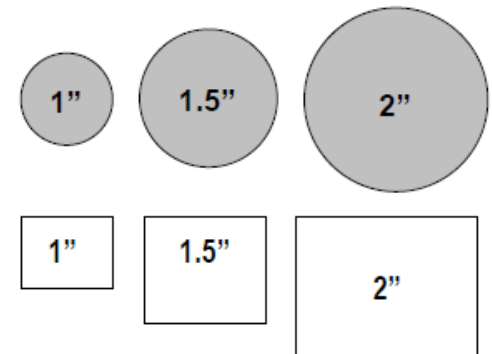


### Elongated Glue Lines

1/8" W x 1/2" L or  
1/4" W x 1/2" L or  
1/8" W x 1" L  
3- 4 lines based on  
mailpiece design / wgt

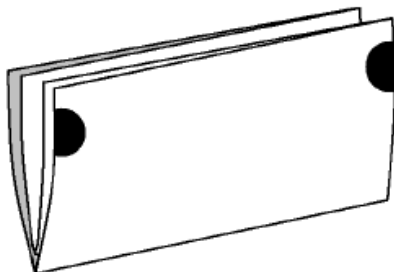
## ❑ Closure method - Tabs (2 or 3 based on mailpiece design)

- Placed either at Top or Lead / Trail
  - ◆ within 1" from adjacent edge(s)
  - ◆ lower lead edge tab 1/2" from bottom





# Quarter-Fold Design



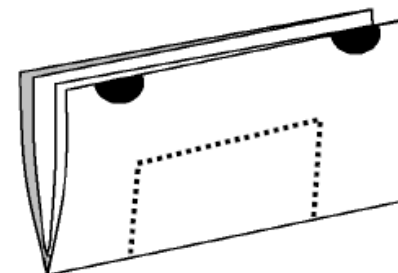
**Two folds perpendicular create a quarter-fold mailpiece**

**Folds must be on the lead and bottom edge**

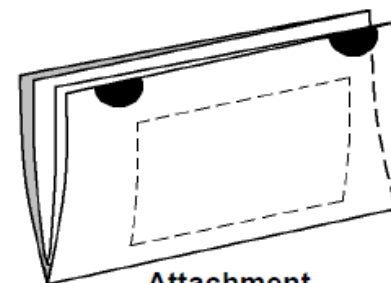
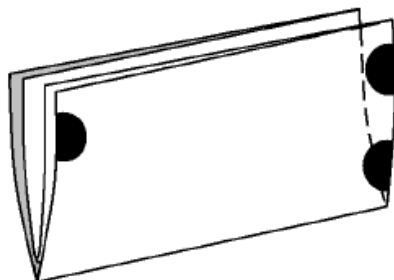
**Single layer attachment or reply envelope allowed within**

**Paper basis wgt – 70lb min, 80lb if over 1oz.**

**◆ Newsprint requires 55lb min**



**Reply Envelope inserted within fold**

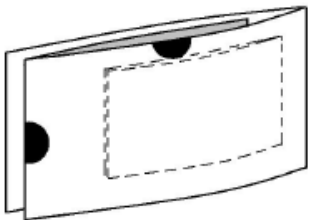
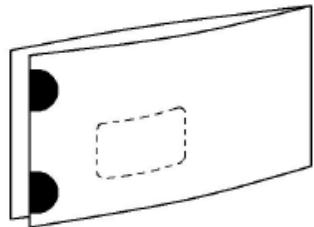
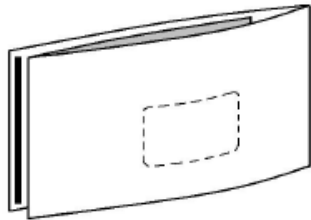


**Attachment**

**These are only representative illustrations of potential designs.**



## Interior Attachment or Loose Enclosures



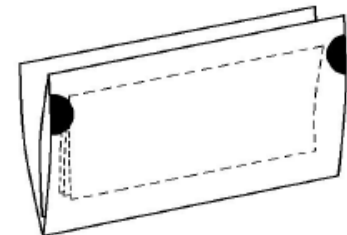
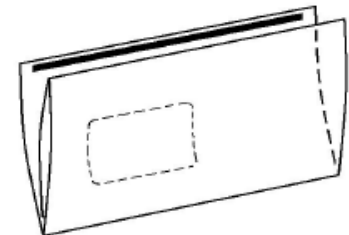
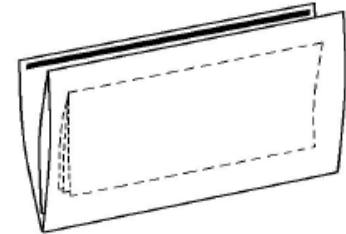
**Max thickness of attachments and/or loose enclosures is:**

- ◆ .05" - mailpiece wgt under 1oz
- ◆ .09" - mailpiece wgt over 1oz

**Attachments must be secured on panel 1/2" from edges**

**Loose enclosures must be made of paper and remain secure in pocket or other containment method; pocket does not count as a panel**

**Paper basis wgt is 80lb min; 100lb if piece exceeds 1oz**



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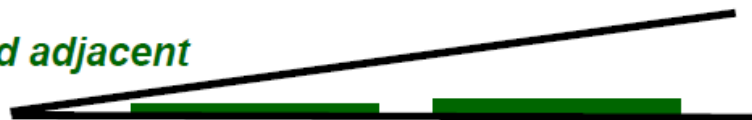
- ❑ **Internal attachments** (must be secured to panel)
  - Multiple attachments must be nearly uniform in thickness
  - When multiple attachments are secured on separate panels, combined thickness is applied to maximum allowed if those attachments align stacked.

*Internal attachments aligned stacked*



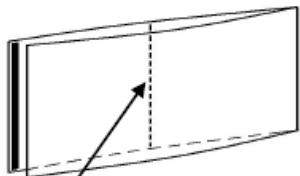
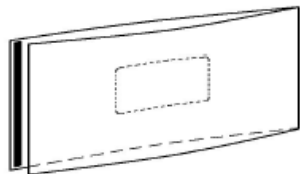
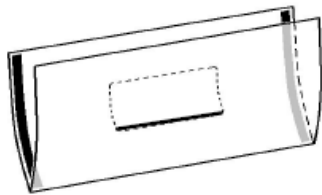
- Where multiple attachments are placed adjacent across panel(s), thickest attachment applies to maximum allowed

*Internal attachments aligned adjacent*





# Perf Options on Non-Address Side Panel



**Pop-Open Pane - three sides perforated**

**Pop-Out Pane - full perimeter perforation**

- ◆ Panes placed 1" from edges and other panes
- ◆ 4" max for height, length, diameter
- ◆ Circle, oval, rectangle or square shape

**Pull-Open Strip – Horizontal**

- ◆ Placed at least 1" from top
- ◆ Dual lines placed 1/2" to 1" apart

**Pull-Open Strip - Vertical**

- ◆ Placed at least 5" from lead, 2" from trail edge

**Paper basis wgt -100lb if under 1oz, 120lb if over**

5" from Lead  
and/or 2" from  
Trail edge

1" from Top edge;  
dual lines spaced  
.5" to 1" apart

