

Periodicals Flats

Who Should Read This Fact Sheet?

Mailers who are sending flat-size Periodicals (such as magazines and newspapers). To use the Periodicals prices, your publication must be specially authorized, and you must prepare and sort your mail according to Postal Service guidelines.

What Are The New Address Requirements?

The new requirements affect address characteristics (how the address looks) and address placement (where the address is located).

- Mailers must address each piece using a minimum of 8-point type. Each character must be at least 0.080 inch high.
- If the mailpiece bears a POSTNET or Intelligent Mail barcode with a delivery point routing code, mailers may use 6-point type in all capital letters. Each character must be at least 0.065 inch high.
- On all automation pieces, the characters in the address must not overlap, the address lines must not touch or overlap, and each address element may be separated by no more than five blank character spaces. (A blank character space can equal the width of the widest letter used in the type.)
- Mailers must place the delivery address in the “top half” of the mailpiece.

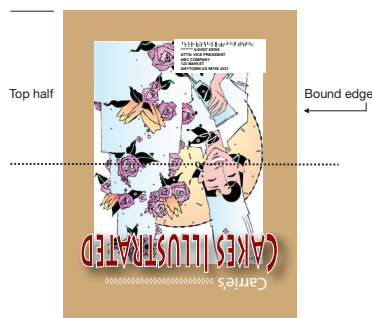
How Do I Determine The Top Half Of The Mailpiece?

There are several options. For enveloped or polywrapped pieces, and all saturation Carrier Route pieces, the “top” of the mailpiece is either of the shorter edges. For pieces that are not enclosed in envelopes or polywrap, the “top” is the upper edge when the bound edge (or the final fold) is vertical and on the right side of the piece.

Once you choose a top edge, measure halfway down the piece, and that’s the top half. Your address (recipient lines, delivery address lines, and city/state/ZIP Code line) must be entirely within the top half. If you have a small mailpiece, like a digest-size magazine, the address can run into the bottom half if you place it within an inch of the top edge.

You can place the address on the front or the back of the mailpiece. The address may be parallel or perpendicular to the top edge, but not upside-down as read in relation to the top edge. A perpendicular address can face to the left or the right.

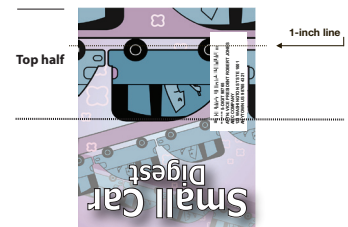
Keep in mind that the title of your publication must be displayed prominently. Do not cover it with the delivery address.



Unenclosed magazine addressed on front cover. “Top” is the upper edge when the spine is on the right.



Quarter-folded newspaper. “Top” is upper edge when the final fold is on the right.

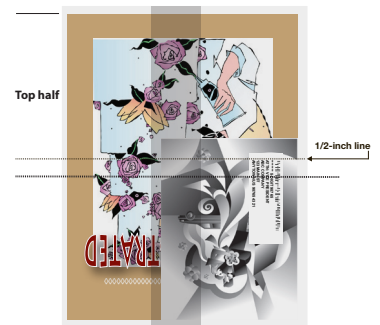


Small digest. “Vertical” address may cross midpoint if it begins or ends within 1 inch of the top edge.



Do The New Address Standards Apply To Inserts?

Yes. If you place the delivery address on a loose enclosure polybagged with the host piece, at least the first half-inch of the address must stay within the top half of the mailpiece during processing and delivery. The “first half-inch” means the beginning 0.5 inch of the recipient, delivery address, and city/state/ZIP Code lines, and not the end of each line. If the insert is affixed to the host piece, it must be affixed to maintain the address entirely within the top half during processing and delivery.



Magazine in polybag addressed on loose enclosure. “Top” is either the shorter edges.

When Do These Changes Take Effect?

Mailings must comply no later than March 29, 2009.

Why Are These Changes Needed?

Clear, legible addresses ensure accurate sorting, redirection, and delivery; enable high-speed processing; and minimize service delays. Consistent address placement is needed to take advantage of new flats processing technology and will significantly increase efficiency, which helps keep postage prices affordable.

What Happens If My Mail Doesn't Comply?

Your mail must meet the published standards to qualify for Periodicals prices, including the new address requirements. If the standards are not met, you may pay additional postage or correct and re-enter your mail.

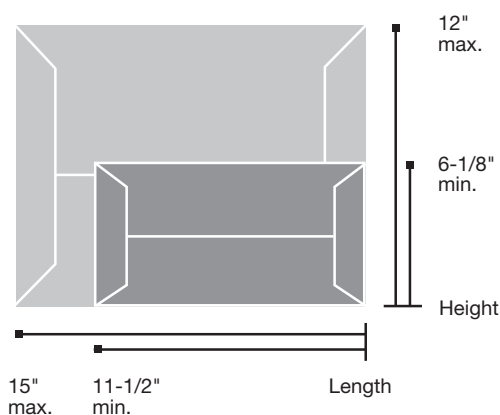
Where Can I Find More Information?

You can access the May 7 *Federal Register* notice on Postal Explorer at pe.usps.com. Click on “Federal Register” in the left frame, and scroll down to the entry titled, “New Address Requirements for Automation, Presorted, and Carrier Route Flat-Size Mail.”

If you have questions about a particular mailpiece, your local Mailpiece Design Analyst can help. To find an Analyst, enter your ZIP Code in the lookup tool on Postal Explorer (click on “Postal Locator” in the left frame, then “Mailpiece Design Analyst”).

The *Domestic Mail Manual* also is available on Postal Explorer and provides all of the mailing standards and pricing options for Periodicals flats. We will add the new address requirements to *Domestic Mail Manual* chapters 302 and 707 when they take effect in March 2009.

Flats Dimensions



	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

* Nonautomation flats exceed at least one of these dimensions. Automation flats must be at least 5 inches high and 6 inches long. For flats, length is the longest dimension.