

# Change to Mail Panel Specifications for Flats

Effective March 29, 2009

Effective March 29, 2009, The United States Postal Services will require new delivery placement standards for catalogs, envelopes, large cards, magazines, and newspapers that are considered flats.

The new standards create consistent addressing for flat pieces and increase efficiency in flats processing and delivery and redirection when needed and allow the post office to process and deliver mail as quickly as possible.

## Address Placement

The delivery address must be placed on the “top half” of the flat-size mail piece. **The “top half” is the upper half when the spine is on the right.** The indicia must appear to the right or upper right, and return address (if used) must appear to the upper left in relation to the delivery address.

Mailers may place the delivery address parallel or perpendicular to the top edge, but not upside down as read in relationship to the top edge. We encourage mailers to place the address as close to the top edge as possible while still leaving 1/2” clearance from the top edge and 1/2” from the spine. Mailing panels must be at least 4 inches by 2 inches in size.

The address can be on the front or the back of the mail piece. But remember, when looking at the side of the piece with the mail panel, the spine must be on the right.

*Please follow these new standards for placement of your mail panel. Failure to do so can lead to loss of automated rates and possibly incur surcharges from the post office.*

Please note: it is not necessary to put an indicia in your files, we will add it when mailing. If mailing periodical, no indicia is necessary, instead, place the word PERIODICAL where an indicia would be, or we will place it for you.

