



## Bulk Mail Information

### The U.S. Postal Service is picky!

Need to mail 15,000 newsletters?  
35,000 letters 500 brochures?

We'll do it for you.

We can tell you from experience that if you know the correct way to prepare your mailpiece and follow the rules, you'll (1) save money on both preparation and postage and (2) avoid problems like additional postage or undelivered mail.

### Call us first and ask the best way to do it!

The design, size, and even how a piece folds can substantially affect your mailing costs. Talk to us at the planning stage to avoid problems and save time and money.

It may even surprise you to know that exactly how your return address and/or "mailer endorsement" is set up on a mailing piece can affect your total postage costs for a given mailing.

### Automated Postal Processing

Making your mailpieces automation-compatible is important for your budget. If your mail is not compatible with Postal Service automation standards, it must be processed manually and will cost far more than correctly prepared automated bulk mail.

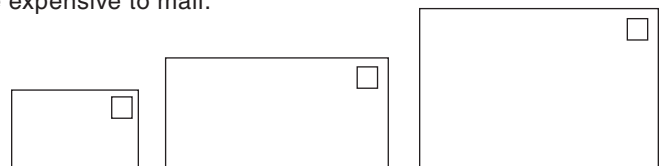
Your automation-compatible mailpiece should:

1. Meet the size and weight standards defined below.
2. Be made of good quality white or light-colored paper.
3. Contain no sharp or bulky items.
4. Be readable by automated equipment.

### Letter-size Mail

Letter-size automated bulk mail is the most economical method of mailing. "Letter-size" includes post cards. Pieces larger than the maximum specs for letter-size mail are designated as "flats." Flats are "machinable" but are more expensive to mail.

Below are the size and thickness specifications for each type. Sizes are on the first line and thicknesses on the second. All measurements are in inches.



	Cards	Letters	Flats
Minimum size	3.5x5	3.5x5	6.125x11.5
Min. thickness	.007	.007	.25
Maximum size	4.26x6	6.12x11.5	12x15
Max. thickness	.0095	.25	.75

### Square cost more!

Letter-size pieces must have an aspect ratio (length divided by height) of no less than 1.3 or no more than 2.5 to be machinable. The length is the direction that is parallel to the address lines.

Anything that does not fall within the above specifications is non-machinable and must be hand processed at maximum expense to the customer.

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**First Class Mail?  
Bulk Mail?  
Non-Profit Bulk Mail?**

**What Does it All Mean?**

You can save money if you get the right advice and take the right approach. First class is the fastest and most expensive and is used primarily for individual or small mailings. most large mailings (200 or more identical pieces) are sent bulk rate because it is significantly less expensive. But not all bulk rates are the same and the difference is significant in large mailings.

For instance, the difference between Nonprofit Standard Bulk Mail (lowest cost) and Regular Standard Bulk Mail (next lowest cost) is 11.2 cents per piece. For a 5,000 piece mailing that's \$560.00 difference! To qualify for the lower rate the piece must qualify to use the non-profit UAB permit. Only UAB business is allowed.

**Who Is Designing Your Mailpiece?**

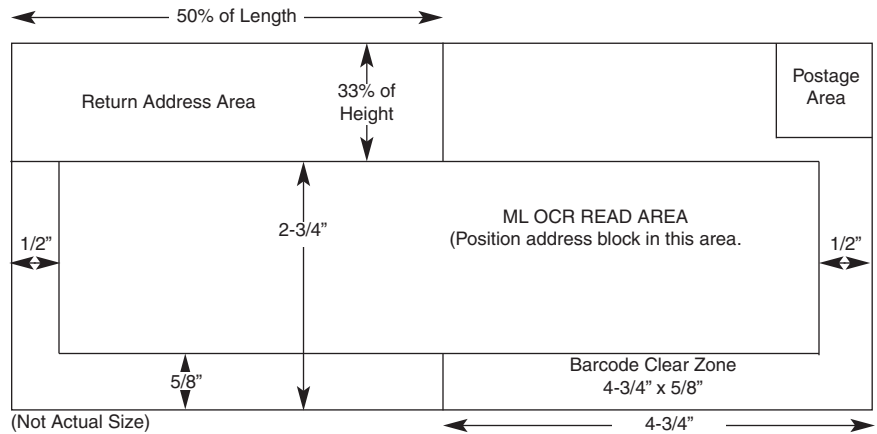
If Printing Services is designing your mailpiece, the preceding specifications will be observed. If the piece is being designed by someone not familiar with automated mailing requirements, it would be prudent to have the designer talk with Printing Services at the start. Having a piece printed and then finding out it doesn't qualify for automated processing can be an expensive experience.

Folded mailpieces, for instance, require the address and the fold to have a specific relationship for automation. Folded pieces also usually require tabs, but how many tabs and where they are placed are important, too. There are additional issues that can affect mail rates. Talk to us before you begin.

**Addressing**

For automated processing, the address, return address and postage area must fall within designated areas. See the diagram below.

The specifications below apply to all letter-size mail, from 3.5" x 5" postcard to the maximum letter-size limit of 12" x 15".



**For more information:**

The above information covers some of the major issues important in the process of making your mail automation-compatible to save you money. It doesn't cover it all. Self-mailers and business reply cards have equally detailed requirements. Even how you set up your mailing label database can impact your mailing cost.

For further information please contact Mail Services.

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