



A folded self-mailer is formed of panels created when single or multiple unbound sheets of paper are folded together and sealed to form a letter-size mailpiece.

— Requirements (as of January 2013) —

## BASIC DESIGN ELEMENTS

### • Dimensions

- Height: 6" max/min
- Length: 10.5" max/min

### • Weight — up to 3 oz

(closure method based on mailpiece weight)

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

- Basic Folded Self-Mailer design
  - 70 lb min for 1 oz mailpiece; 80 lb over 1 oz up to 3 oz

### • Optional elements added

- Basis weight ranges from 80 lb to 120 lb
- Basis weight increases when piece weight is over 1 oz

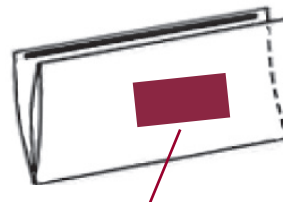
### • Newsprint paper allowed on quarter-fold design only

- 55 lb minimum paper, 1.5 inch tabs required

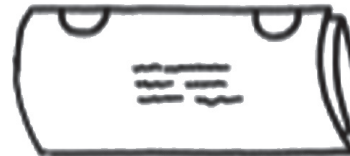
### • Closure method options — based on design/weight

- Continuous glue line or elongated glue lines, glue spots
- Tabs: 2 or 3 non-perforated tabs

### Placement of Address Block on Tri-folded Self-Mailers



Address the non closure side



INCORRECT



CORRECT

# FOLDED SELF-MAILERS

## PAPER BASIS WEIGHT

	Basic FSM	Quarter-Fold	Interior Attachments or Loose Enclosures in Pocket	Perforations on Cover Non-Address Side Only	Die-Cutout Windows on Cover Address or Non-address Side	Tear-off Opening Device on Lead and/ or Trail Edge
<b>Paper Basis Weight</b>	70 lb up to 1 oz 80 lb over 1 oz	70 lb up to 1 oz 80 lb over 1 oz	80 lb up to 1 oz 100 lb over 1 oz	100 lb up to 1 oz 120 lb over 1 oz	100 lb up to 1 oz 120 lb over 1 oz	60 lb min  80 lb recommended if over 1 oz or contains inserts
<b>Book Grade (min) (Text, Offset)</b>		Newsprint - 55 lb min and only allowed with the Quarter-fold design				

## GENERAL STANDARDS

**Closure Method: Glue** - adhesive or cohesive applied as a continuous line (preferred), glue spots or elongated glue lines placed within 1/4" of edge(s)\*  
\*Illustrations of glue closure represented below are not to scale.

**Continuous Glue Line**  
1/8" wide to within 1/4" of each edge



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



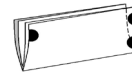
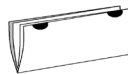
**Elongated Glue Lines**  
1/8" W x 1/2" L or  
1/4" W x 1/2" L or  
1/8" W x 1" L  
3 - 4 lines based on mailpiece design / wgt



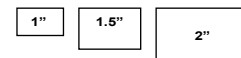
**Closure Method: Tab** - non-perforated wafer seals or tabs are applied to top, or lead and trail edge to secure a folded self-mailer letter closed.\*  
\*Illustrations of tabs represented below are not to scale.

**Non-Perforated Tabs**  
2- 3 tabs required based on mailpiece design

Placement – either at top or on lead/trail edge within 1" of adjacent edge(s). Lower lead edge tab placed within 1/2" of bottom edge.



Address side shown: Trail edge is to the left, Lead edge is to the right



For further guidelines and illustrations see [https://ribbs.usps.gov/fsm/documents/tech\\_guides/fsmreference.pdf](https://ribbs.usps.gov/fsm/documents/tech_guides/fsmreference.pdf)