



PRINT, MARKETING, & MAIL SOLUTIONS

FOLDED SELF-MAILERS

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

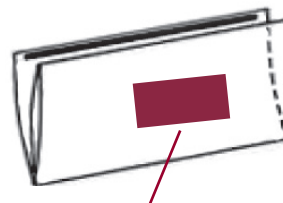
• Newsprint paper allowed on quarter-fold design only

- 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

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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
Paper Basis Weight	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
Book Grade (min) (Text, Offset)		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



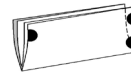
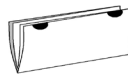
Elongated Glue Lines
1/8" W x 1/2" L or
1/4" W x 1/2" L or
1/8" W x 1" L
3 - 4 lines based on mailpiece design / wgt



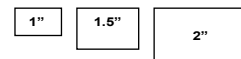
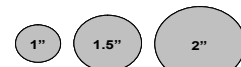
Closure Method: Tab - non-perforated wafer seals or tabs are applied to top, or lead and trail edge to secure a folded self-mailer letter closed.*
*Illustrations of tabs represented below are not to scale.

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