

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

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 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

• Closure method options — based on design/weight

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

GENERAL CLOSURE 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



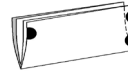
Elongated Glue Lines
1/8" W x 1/2" L or
1/4" W x 1/2" L or
1/8" W x 1" L
3 - 4 lines based on
mailpiece design / wgt



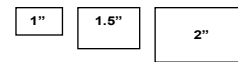
Closure Method: Tab - non-perforated wafer seals or tabs are applied to top, or lead and trail edge to secure a folded self-mailer letter closed.*
*Illustrations of tabs represented below are not to scale.

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

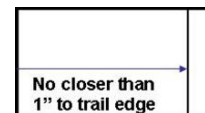
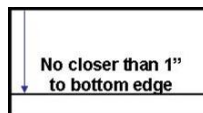
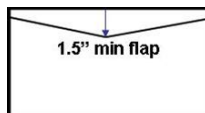
Placement – either at
top or on lead/trail
edge within 1" of
adjacent edge(s).
Lower lead edge tab
placed within 1/2" of
bottom edge.



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



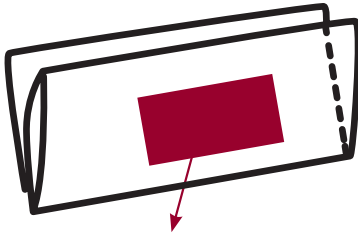
Non-address side flaps
As shown: Lead edge is to the
left, Trail edge is to the right



QUICK MAILING REFERENCE

FOLDED SELF-MAILERS

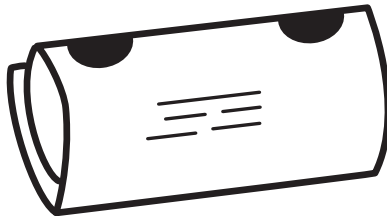
Placement of Address Block on Tri-folded Self-Mailers



Address the non closure side



INCORRECT



CORRECT

MAILING LETTER-SIZE PIECES WITH MAGNETS

The current policy on mailing letters that contain thin flexible magnets appeared in Postal Bulletin 22221 (12-06-07, page 5) and is specific to thin flexible magnets for letter-size automation price mailpieces. All enclosed or attached magnets must have a minimum of 10 poles (the region at each end of a magnet where the external magnetic field is the strongest) per linear inch.

For letter-size automation price enveloped pieces with enclosed magnets, the pieces must meet the following requirements:

- Magnets may not exceed 1/32" in thickness.
- Magnets must only be enclosed in a sealed enveloped mailpiece (Not allowed in unenveloped mailpieces (e.g. self-mailer, booklets).
- The magnetic surface may not exceed 26 square inches (length multiplied height).
- The magnetic surface may face either the address or the non-address side.
- Enclosed magnets must be affixed to the contents or wrapped within the contents to prevent excess shifting or fill the mailpiece with no more than 1/2 inch clearance between the left and the right edges of the magnet and the mailpiece edges.
- The mailpiece must be uniformly thick for processing.
- Automation price letters must meet all other relevant standards in *Domestic Mail Manual* (DMM) 201.

OPTIONAL DESIGN ELEMENTS - ATTACHMENTS

Outside attachments must be secured based on DMM section 201.3.13





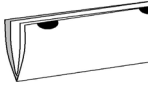

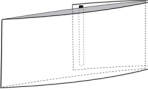

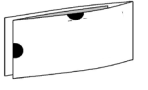

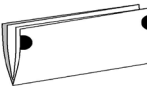
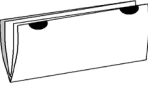

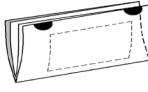
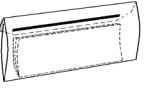
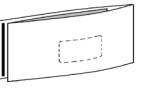

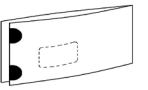
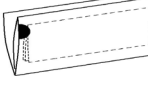
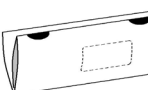
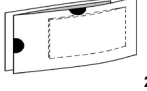
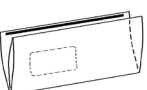
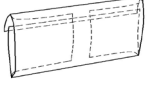


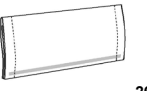
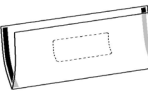
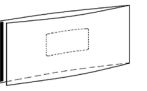
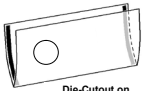
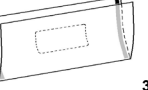
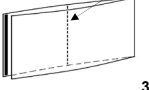
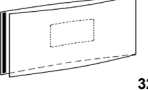
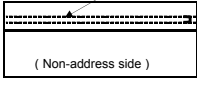
Internal attachments (must be secured to panel)

- Multiple attachments must be nearly uniform in thickness.
- When multiple attachments are secured on separate panels, combined thickness is applied to maximum allowed if those attachments align stacked.
- Where multiple attachments are placed adjacent across panel(s), the thickest attachment applies to maximum allowed.



FOLDED SELF-MAILER: ADDITIONAL FOLDS

THESE REPRESENT SOME OF THE VARIATIONS FOR FOLD-STYLE, CLOSURE METHOD, AND OPTIONAL ELEMENTS OF A FINISHED MAILPIECE

Basic Folded Self-Mailer Styles				
				
1	2	3	4	5
				
6	7	8	9	10
Quarter-Fold Style				
				
11	12	13	14	
Attachments or Loose Enclosures in Pocket (Internal)				
				
15	16	17	18	19
				
20	21	22	23	24
"Open Sleeve" (Unenveloped - DMM 201.3.15.1)				
Perforated Tear-Off Devices on Lead or Trail Edge (Unenveloped - DMM 201.3.15.2)		Die-Cutout		
				
25	26	27	28	29
Die-Cutout on non-address cover				
Die-Cutout on address cover				
Perforations on non-Address Side Panel				
				
30	31	32	33	
Vertical Pull-open strip				
Pull-open strip in flap				
(Non-address side)				

Horizontal folded pieces: 1-6, 11-15, 17, 19-20, 22-23, 26-27, 29-30, 33
Vertical folded pieces (Oblong): 7-10, 16, 18, 21, 25, 28, 31-32
Multi-sheet pieces: 3, 5, 25-26, *11-14 are normally multi-sheet style.

*Glue spots or elongated glue lines may be used vs. continuous glue line; see information in General Standards - "Closure Method: Glue" section *Continuous or elongated glue line, or glue spots may be used on both Lead and Trail edge instead of across top edge to seal horizontal folded pieces.

QUICK MAILING REFERENCE

FOLDED SELF-MAILER