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A monthly e-Gram from Foster Printing Service

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Success Story

Are you looking for a way to increase your business in 2010? Look no farther than direct mail. A local automotive service center worked with the Foster design team to create a series of postcards with variable data and seasonal coupons. These coupons were sent out to a saturation mailing list over a six month period. At the end of the six months, the average number of cars they served daily had increased by 50%. Your sales representative is available anytime to help you find new ways to grow your business.

New Standards for Letter Sized Booklets

New postal standards have recently gone into effect that pertain to letter sized booklets. Booklets are mail pieces with a bound edge and include sheets fastened with at least two staples in the manufacturing fold (saddle-stitched), perfect bound, pressed-glued or joined together by another binding method that is automation-compatible and produces an end where pages are attached. Booklets are generally open on three sides before sealing, like a book.

Effective 9/8/09 new standards for letter sized booklets:

- Design Prep
- Sealing
- Size
- Stock Weight

The Post Office will implement new standards for design and sealing of letter size booklets. Following is a brief outline of changes:





- Oblong booklets must be prepared with the spine on the leading edge. Booklets with a spine on the trailing edge are non-machineable (10¢ - 30¢ more per piece).
- Paper weight has increased based on design. Size is also adjusted.
- Tab size and required location has been amended.
- No perforated tabs are allowed.

These changes are a result of letter booklets not processing well through letter sorting machines. Letter booklet mailers tend to double feed or jam and perforated tabs can burst open during the high speed sorting process.

GUIDELINES:

Maximum weight for machineable and automation letters and cards:

- Machineable enveloped letters and cards - 3.3 ounces.
- Automation enveloped letters and cards - 3.5 ounces.
- Booklets and folded mailers - if over 3 ounces - must be in an envelope.

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
 Spine or fold on the bottom (longer) edge	5" to 9" long Over 9", up to 10.5" long	50-pound 60-pound	Three 1.5" non-perforated tabs	Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
 Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge	5" to 10.5" long	40-pound	Three 1.5" non-perforated tabs	Folded Booklet Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.
 Spine on the leading (shorter) edge	5" to 9" long Over 9", up to 10.5" long	60-pound 70-pound	Three 1.5" non-perforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.
 Spine on bottom (longer) edge, non-perforated inner flap on top (upper) edge	5" to 9.5" long	80-pound	Continuous glue line or glue spots	Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1inch glue spots acceptable if placed within ¼ inch of right and left edges.

Additional physical standards:

- Thickness: No more than ¼" or less than .009
- Weight: No more than 3 ounces
- Aspect ratio: Between 1.3 - 2.5

Contact us any time if you have additional questions.



Reliable Direct Mail

Foster Printing Service is your reliable source for all of your direct mail needs. Our knowledgeable staff can help you create everything from an eye catching post card to an effective brochure with a dominate call to action. With years of print and mail experience, Foster has the right tools to make sure your next mailing is a huge success.

Contact Us

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