

Mailpiece Considerations

1. **United States Postal Service *UNBREAKABLE RULES*** (your mailing will not be accepted by the USPS if these rules are not followed – EZMail does not have authority to bend or break these rules).
 - a. You must have **at least 200 mailpieces** (please include at least 5 additional mailpieces in case EZMail spoils a few during job setup).
 - b. All mailpieces must be of **identical size and weight**. The printing can be different but the size of the mailpiece and the weight of the paper must be the same for all mailpieces in the mailing. Small variations in size caused by inaccurate trimming can cause a mailing to be rejected.
 - c. The **paper stock used in your mailings must be at least .009” thick** (often referred to as 9 point).
 - d. **Each mailpiece must have indicia** (often referred to as the bulk rate stamp which is usually positioned in the area a postage stamp would occupy). If you furnish mailpieces without indicias to EZMail, EZMail will assume that you wish us to print indicias on your mailpiece and will do so.
 - e. Mailpieces such as envelopes must be sealed in order to qualify for the lowest possible postage rate. When you seal envelopes, please be sure they are **flat and that they do not stick** to one another.
 - f. Folded mailpieces require tabs (they can be a paper wafer or tape, round paper **tabs must be at least 7/8” in diameter**). If your mailpieces are folded so the open edge is at the top, they require one tab in the center of the open edge. If your mailpieces are folded so the open edge is at the bottom, they require one tab each within an inch of each end along the open edge.
2. **EZMail** requirements – these are recommendations which will increase the speed with which your mailing gets processed and the speed with which it gets delivered by the USPS as well as reducing the cost of your mailing.
 - a. **Match your mailing list quantity with your mailpieces** – give us a mailpiece for each address on your mailing list plus 5 or more additional mailpieces (to be used in case EZMail spoils some mailpieces during production).
 - i. Why is this so important to EZMail?
 1. If we have more addresses than mailpieces we must arbitrarily decide which addresses will not be mailed. You lose your control over to whom you mail
 2. If we have more mailpieces than addresses, we will return the leftover mailpieces to you (if they exceed 20) – these could be mailpieces you intended for us to mail to another list. If we have a large number of mailpieces in excess of the addresses, we will stop production and call you to ask if you intended to include another list – this causes delay in the production of your job.

- b. Give EZMail concise instructions (attached to or accompanying your mailpieces) detailing the list to be used for the job and any additional services you wish EZMail to perform for you. Please complete at least the mandatory portion of the EZMail checklist and attach to each job.
- c. Allow adequate space on your mailpieces for EZMail to print the address of recipient as well as the POSTNET barcode which is required to qualify for the lowest rate postage. A rectangular space 3 $\frac{3}{4}$ " wide and 1 $\frac{1}{2}$ " high from the right hand edge of the mailpiece and within 2 $\frac{3}{4}$ " of the bottom edge is required for the address and barcode. If there is not adequate space, EZMail will attempt to print the barcode in an alternate position (not recommended by USPS) at the bottom of the mailpiece. The printing of the barcode along the bottom of the mailpiece requires $\frac{3}{4}$ " of blank space at the bottom of the mailpiece – this position requires more precision in the printing process which causes significantly reduced production speeds and thus costs more than jobs allowing sufficient space for printing the barcode in the address block.