

## USPS MARKETING MAILINGS:

Size, shape and weight matters.

An abbreviated guide to current *rates as of February 2024*



**SIZE** - Just because something looks like a postcard doesn't mean it gets a postcard rate. The below table provides dimension and weight parameters.

<u>Rate Category</u>	<u>Height*</u>	<u>Width*</u>	<u>Thickness</u>	<u>Auto Presort</u>	<u>5 Digit - MXD ADC</u>
<b>CARDS</b>	3.5-4.25"	5 -6"	.007-.016	First Class	35.7 - 40.6 cents
				Standard	33.0 - 38.5
				Non-Profit**	17.3 - 22.8
<b>LETTERS</b>	3.5-6.125" (>4.25"	5-11.5" >6"	.007-.25 .009-.25)	First Class	50.7 - 58.6 cents
				Standard	33.0 - 38.5
				Non-Profit**	17.3 - 22.8
<b>FLATS***</b>	>6.125 or	>11.5* or	>.25"	First Class	88.1 cents - \$1.30
				Standard	63.9 cents - \$1.006
				Non-Profit**	40.0 - 69.6 cents

\*\*Even though you have non-profit status with Federal and State government, you will need to fill out a PS Form 3624 application to mail at non-profit rates with the USPS.

\*\*\*Flats must also be flexible enough to go through postal sorting equipment. A hard cover book would not qualify.

**SHAPE** - All automation rate mailings must be rectangular.\*

## MACHINABLE RATES

**Aspect Ratio\*** - In order to get a machinable rate the **width:height aspect size ratio must be no less than 3:2 and no more than 5.75:2**. If you divide the length by its height it would have to be between 1.3 to 2.5. A piece that is 5" x 5" has a ratio of 1:1 so it would be considered non-machinable.

**Weight** - Letters must be 3.5 oz or less for machinable rates - less than 4 oz for non-machinable rates without a weight charge factor. Letters and Flats over 4 ozs have a per piece price along with a Pound Price additional charge.

**AUTOMATION BARCODES** - When designing a marketing piece to allow for automation barcode best rates, please leave at least 3.5" according to USPS specs for ample space before and after the barcode for proper reading. (*See Automation Barcode Design Tips...*)