USPS MARKETING MAILINGS:
Size, shape and weight matters.
An abbreviated guide to current

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

Rate Category	Height*	Width*	Thickness	Auto Presort	Postage Rates
CARDS	3.5-4.25"	5 -6"	.007-.016	First Class Standard Non-Profit**	With rates changing so frequently, SBF's offers free database analysis.
LETTERS	3.5-6.125" (>4.25"	5-11.5" >6"	.007-.25 .009-.25)	First Class Standard Non-Profit**	You provide your data in a spreadsheet or .csv format and give us the size of the mailing piece - We will give you an exact postage rate and provide address reports on zip+4 and National Changes of Address....FREE!
FLATS*	>6.125 or	>11.5* or	>.25"	First Class Standard Non-Profit**	

**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...)*