

Direct Mail Product Guide

2026 2nd Edition

**Boost Engagement with Powerful,
Personalized Direct Mail**

Curator's Corner

Print Smarter. Perform Stronger.

Streamlined strategies designed to deliver measurable results.

At PFL, we believe that direct mail is more than just a marketing tool. It is a powerful way to create meaningful connections with customers at every stage of their journey, from acquisition to compliance. When combined with digital channels, direct mail amplifies your message and delivers a cohesive, measurable brand experience across platforms.

In 2026, direct mail continues to evolve through intelligent automation, thoughtful design, and data-driven precision. From AI-powered personalization and connected omnichannel experiences to immersive formats and sustainable production, this year's trends are centered on efficiency and results. With PFL's advanced variable data printing and automation technology, you can turn your data into personalized, high-impact mail that resonates deeply with your audience and drives performance.

This guide is your resource for mastering modern direct mail. Inside, you will find practical design tips, mailing insights, and best practices to help you optimize campaigns and measure success. Explore innovative formats, learn about current USPS promotions, and discover how direct mail can strengthen your multi-channel strategy.

We are honored to be your partner in direct mail success. Together, let's create smarter, more impactful campaigns that inspire action and deliver extraordinary results.



Cheers,
Amber Sikkink
Director of Merchandising & Creative Services, PFL

You print. We plant.

SCAN TO
LEARN MORE



PFL is committed to sustainability and proud to partner with PrintReleaf.

PrintReleaf empowers organizations to support and grow the global forestry system, one print job at a time. Through this partnership, PFL offsets a portion of its paper consumption by funding reforestation efforts in areas around the world that need it most.

Scan the QR code or visit printreleaf.com/PrintingForLess to learn more.

Why Direct Mail Feels *Different* in 2026

The mailbox is a moment of pause.

It is one of the few places where brands can show up without a swipe, scroll, or skip button. In 2026, the most effective direct mail is not louder, busier, or more complex. It is more intentional. Designed for breakthrough.

Thoughtful design.

Tactile presence.

Clear messaging.

Modern direct mail embraces contrast. Minimal when clarity matters.

Expressive when confidence matters. Imperfect when humanity matters. The strongest pieces know when to pull back and when to lean in.

This book explores the trends shaping modern direct mail and how intentional design helps mail earn attention, build trust, and drive response.

2026

Direct Mail Trends

In 2026, direct mail will evolve through intelligent automation and thoughtful design, creating more meaningful and measurable customer connections while maintaining a focus on efficiency and sustainability.

AI-Driven

Personalization is advancing through artificial intelligence and predictive analytics. In 2026, marketers will use AI to identify audiences, refine messaging, and predict timing for stronger engagement. These tools automate dynamic content, offers, imagery, and calls-to-action based on behavior, purchase history, and preferences. By allowing technology to learn from performance data, brands can deliver relevant experiences that increase engagement, efficiency, and measurable results.

Connected

In 2026, marketers will continue to integrate direct mail with digital touchpoints such as email, SMS, and social media to create a seamless and trackable customer journey. Enhanced use of QR codes and personalized URLs will make it easier to trigger digital follow-ups and measure engagement. This connected approach deepens relationships, strengthens brand recall, and delivers a unified experience across every channel.

Targeted

Smaller, more agile campaigns are complimenting mass sends. Data-driven automation enables marketers to reach the right audience with precision and efficiency, maximizing ROI while minimizing waste. In 2026, marketers will continue to elevate targeting by combining automation with real-time data to deliver mail that is timely, relevant, and measurable. Smarter segmentation and behavior-based triggers will enhance accuracy and ensure every piece reaches the right audience at the right moment.

AI generated image

Immersive

Tactile design, dimensional formats, and interactive elements continue to transform mail into memorable brand experiences. Direct mail stands out by engaging the senses and creating emotional connections. In 2026, this will expand into immersive sensory interactions. Marketers will incorporate finishes, textures, and interactive features such as pull-tabs, folds, and video components to capture attention and invite participation. These experiences turn mail into a lasting impression that strengthens engagement.

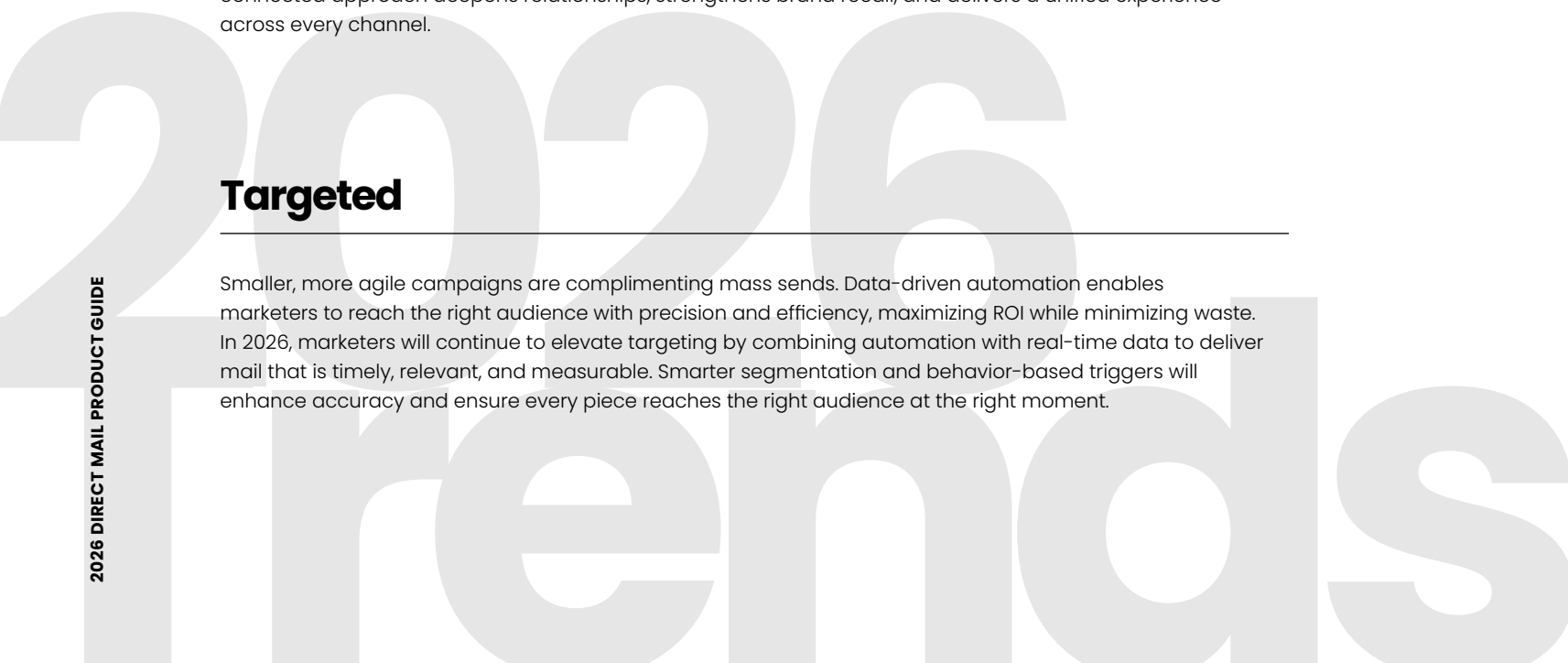
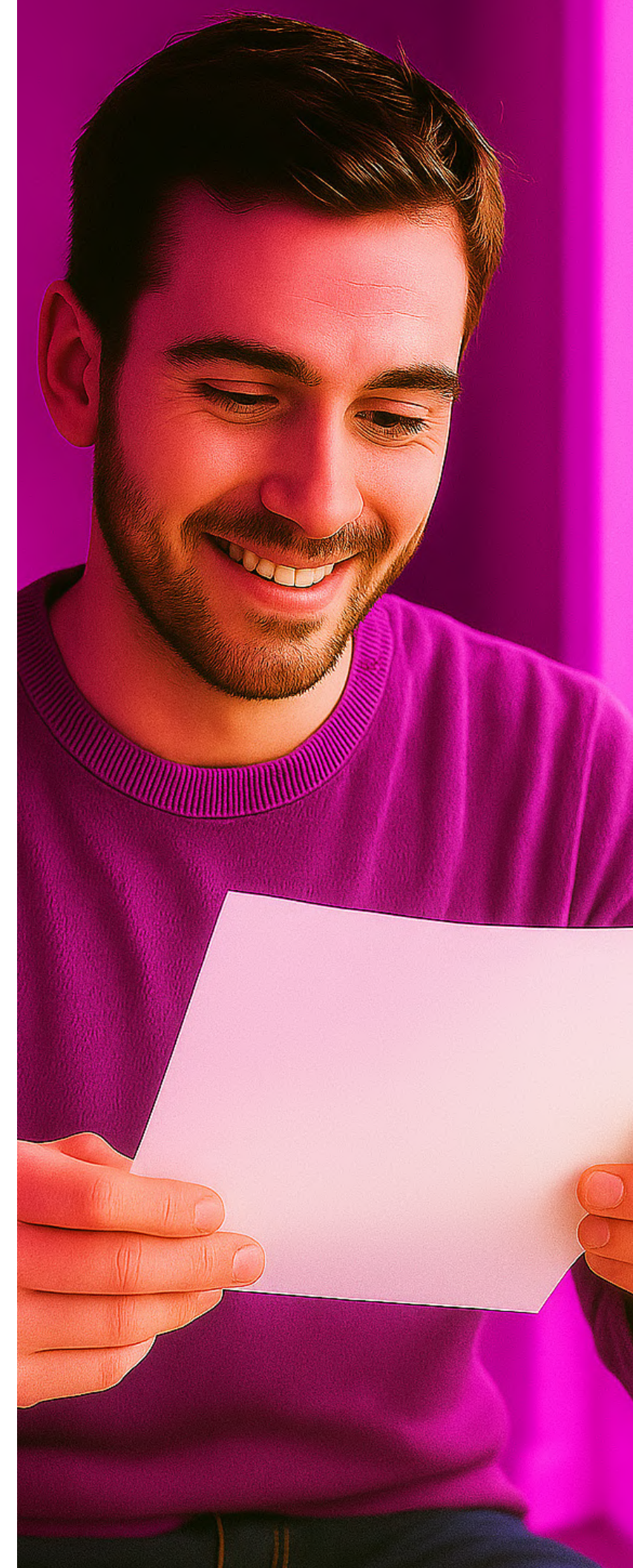
Resourceful

Sustainability meets strategy. In 2026, efficiency and environmental responsibility will continue to work hand in hand. Brands will adopt eco-friendly materials and streamlined production methods to reduce waste and conserve resources. Smarter data and precise targeting will help decrease waste while maintaining impact, allowing marketers to do more with less. This resourceful approach reduces environmental footprint, optimizes spend, and strengthens brand reputation through responsible action.



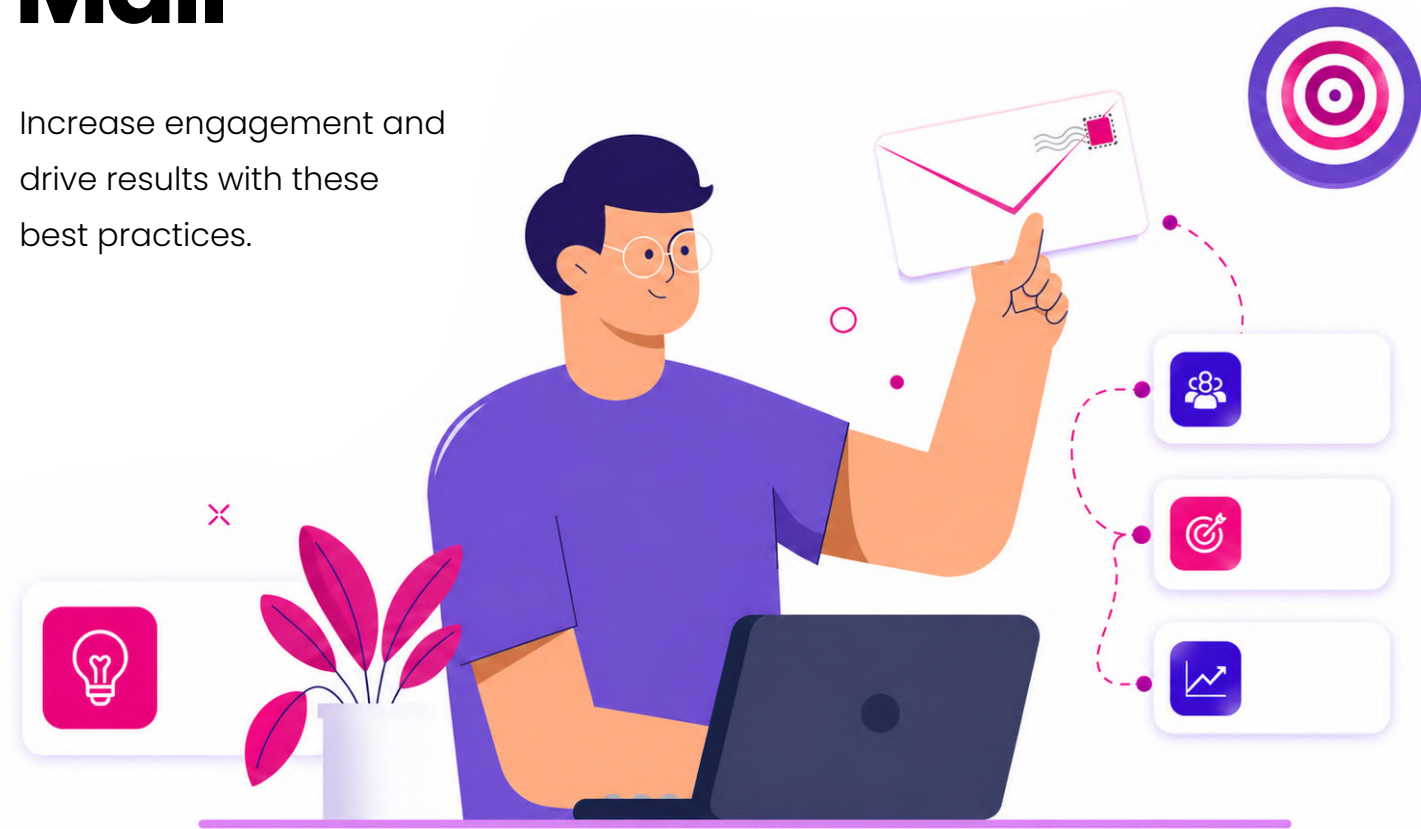
Want to stay ahead of the curve?

Explore PFL's [Direct Mail: Emerging Trends and Strategies](#) e-book for valuable insights and actionable ideas to power your 2026 marketing campaigns, available on [pfl.com](#).



Mastering Direct Mail

Increase engagement and drive results with these best practices.



#1 Know Your Audience

Understanding your audience is essential for delivering relevant direct mail campaigns. Segment your mailing list based on demographics, behavior, or purchase history to create tailored messages that address each group's specific needs. Utilize variable data printing (VDP) to personalize elements such as the recipient's name, location, or past purchases, enhancing engagement by making each piece feel relevant and personal.

#2 Use Personalized Content

Utilizing personalized content is crucial for creating impactful direct mail campaigns. By leveraging your data to tailor messaging, you can craft mail pieces that address recipients by name, reference recent purchases, or offer location-specific promotions. This approach enhances the relevance of your communications, making recipients feel valued and understood. Investing in personalization not only improves response rates but also fosters stronger relationships with customers, ultimately driving better results for your business.

#3 Include a Strong Call-to-Action

Don't leave the recipient guessing about the action you want them to take. Your call-to-action (CTA) should be clear, compelling, and tailored to your audience. Whether you're offering a free consultation, a demo of your services, or a limited-time discount for new clients, ensure the CTA is prominent and encourages immediate action. Use direct phrases like "Schedule your free consultation today" or "Claim your limited-time discount now" to drive urgency and engagement. Additionally, incorporating a deadline, such as "Offer expires in 10 days," can motivate prospects to act quickly and seize your offer.

#4 Leverage a Multi-Channel Approach

Maximize your campaign's impact by integrating direct mail with digital channels like email and social media. Use the mail piece to drive traffic to a personalized URL (PURL), landing page, or QR code. To evaluate your mail's effectiveness, include unique tracking codes or PURLs to measure responses and understand how recipients are interacting with your campaign.

#5 Design with Style

Visual appeal plays a crucial role in capturing attention. Invest in high-quality, professional design that utilizes visuals, brand-aligned colors, and engaging layouts tailored to your specific format. For top-of-funnel acquisition mailers like postcards, bold colors can help them stand out in a crowded inbox. In contrast, compliance-related materials should maintain a more professional appearance; using black ink on white paper may be the best choice for these types. Your message should be clear and concise, with your key value proposition easily identifiable. A well-placed, specific call-to-action (CTA) should encourage the recipient to take the next step, such as "Visit our website for a consultation" or "Contact us for a demo."

#6 Test and Optimize

Continual improvement is crucial for success. Conduct A/B testing on different versions of your mail pieces—experimenting with design, messaging, or offers—to determine what resonates best with your audience. Additionally, identify the optimal frequency for sending mail to keep your brand top-of-mind without overwhelming recipients.

#7 Follow Up

Direct mail is most effective as part of a comprehensive, multi-touch campaign. After sending your mail piece, follow up with an email, phone call, or other touchpoint to reinforce your message. Consider using online retargeting to display ads to those who engaged with your mail, keeping your brand fresh in their minds.

By incorporating these strategies, your direct mail campaigns will be more targeted, engaging, and successful.

Mailing Class 101

Navigating USPS mailing class regulations can be tricky, but we're here to help make mailing easier.

No mailing list? No problem.

If you don't have a mailing list, there are plenty of options available. PFL can help you procure a list tailored to your target demographic, or you can consider Every Door Direct Mail (EDDM®), a popular choice for local businesses looking to reach everyone in a specific area.



Every Door Direct Mail (EDDM®)

Every Door Direct Mail (EDDM®) allows businesses to send direct mail to specific geographic areas without needing a mailing list. Users can select targeted neighborhoods, postal routes, or ZIP codes for delivery. This service is particularly beneficial for local businesses aiming to reach nearby residents with promotional materials like flyers, postcards, or coupons. EDDM offers a cost-effective way to blanket an area with advertising while leveraging the convenience and reach of USPS delivery services.

It's important to note that EDDM mailings must meet specific size requirements. At PFL, we not only make the process seamless with our intuitive route selector tool but also provide USPS-approved templates to ensure your mailings are fully compliant and adhere to EDDM guidelines. A wide range of businesses, including dentists, local churches, and auto service providers, can benefit from EDDM. If your marketing message is geographically relevant, EDDM provides an efficient and impactful way to connect with your target audience effectively.

Min Quantity: 200 per ZIP Code

Estimated Delivery Time: 3-10 days *(Delivery times may be extended)*

Popular Mail Classes

Mailing Class

A mailing class is a category of mail service offered by the USPS (United States Postal Service) that determines delivery speed, service level, and postage rates for sending mail. Different mailing classes are designed to accommodate various needs, from standard delivery to expedited or priority service.

The options listed to the right are popular for organizations with a targeted mailing list or those planning to procure one. Remember, the best postage rates apply to mailings under one ounce, with postage increasing for heavier sends.

CAUTION

International Restrictions

USPS prohibits sending certain items internationally, including perishable foods, loose lithium batteries, hazardous materials (like flammable liquids or compressed gases), and prescription medications. Alcohol, live plants, firearms, and tobacco products are also restricted.

Marketing Mail

Commonly referred to as Bulk Mail

Marketing mail refers to large quantities of mail sent together in a single batch, mailed at the cheapest rates. USPS offers discounted postage rates for bulk mailings, making it cost-effective for businesses. However, longer delivery timelines are a drawback. Note: HIPAA mailings cannot be sent as bulk mail due to confidentiality requirements.

Min Quantity: 200

Estimated Delivery Time: 3-11 days

First-Class Mail



First-Class Mail provides fast and reliable delivery with features like forwarding services and return of undeliverable mail. This class is typically used for low quantity (as low as 1) mailings and for important or time-sensitive correspondence. It's also HIPAA compliant, ensuring the security and privacy of sensitive information.

Min Quantity: 1

Estimated Delivery Time: 1-5 days

First-Class Presort Mail



First-Class Presort is a subset of First-Class Mail services offered by the USPS. It is utilized for sending time-sensitive correspondence and important information in large quantities and offers cost savings compared to regular First-Class Mail. Presorting involves organizing mail pieces by ZIP code and applying barcodes for automated processing, streamlining USPS handling and enhancing mail processing and delivery efficiency. Adherence to USPS requirements regarding volume, sorting, and barcoding is crucial for accessing these benefits. Additionally, it's HIPAA compliant, providing features like forwarding services and return of undeliverable mail.

Min Quantity: 500

Estimated Delivery Time: 1-5 days

First-Class Mail International

For international mailing, one of the most popular options is First-Class Mail International. It's ideal for sending letters, postcards, or small packages under 4 lbs. This service provides an affordable solution for lightweight items, although tracking and insurance are limited or unavailable in some cases.

Min Quantity: 1

Estimated Delivery Times: 7-21 days

(Delivery times vary by destination)

PII and HIPAA Compliance Mailing

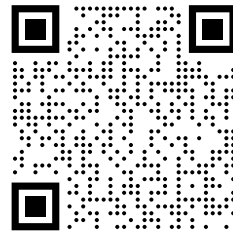
Your recipients' personal information is important and must be handled with extra care and discretion. First-Class and First-Class Presort are ideal for mailing items containing Personally Identifiable Information (PII), especially in compliance with HIPAA (Health Insurance Portability and Accountability Act). These options enhance security through standardized handling, and any mail containing HIPAA-related information must be returnable to the sender.

2026 USPS Promotions

The USPS 2026 Promotions and Incentives Program introduces expanded savings and new opportunities for marketers to enhance their mail strategies through creativity and innovation. This year's lineup features updated discounts, streamlined structures, and exciting additions designed to make direct mail more engaging and cost-effective. From tactile enhancements to integrated digital experiences and sustainability incentives, the 2026 promotions empower brands to strengthen customer connections while maximizing postal savings. Here's a quick look at what's available for 2026!

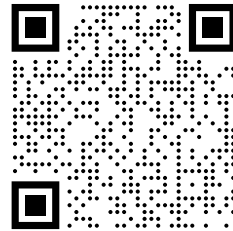
Integrated Technology

Experience mail like never before with cutting-edge digital innovations that engage and excite customers about your business or brand. Choose from eight interactive options, all offering a 5% discount: Artificial Intelligence, Augmented Reality, Mixed Reality, Virtual Reality, Integration with Voice Assistant, Video in Print, Near Field Communication, and Mobile Shopping. This promotion is easy to take advantage of by simply using AI to generate or edit images or copy for your direct mail piece, showing how technology can simplify and elevate mail design.



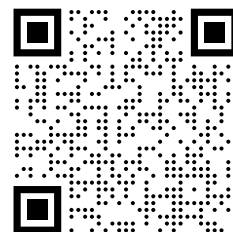
Tactile, Sensory & Interactivity

Engage your customers' senses like never before with the 2026 Tactile, Sensory, and Interactive (TSI) Promotion. This promotion encourages the use of specialty inks, textured papers, and interactive features that transform mailpieces into multisensory experiences. Qualifying techniques include peel-and-reveal elements and trailing-edge envelopes (featured later in this guide), both designed to capture attention and invite interaction. By combining creative design with tactile appeal, marketers can create memorable brand experiences that boost engagement while earning a 5% postage discount.



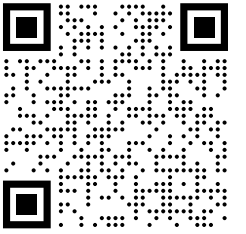
Continuous Contact

The 2026 Continuous Contact Promotion encourages marketers to create multiple, coordinated touchpoints that build on one another to drive stronger customer engagement. Participants receive a 5% discount for sending follow-up USPS Marketing Mail letters or flats that complement, but do not duplicate, their initial mailing. Each follow-up should expand on the original message through personalized offers, reminders, or new information that continues the conversation. This targeted, iterative approach helps brands stay top of mind, increase conversions, and maximize campaign performance throughout the year.



First-Class Mail Advertising

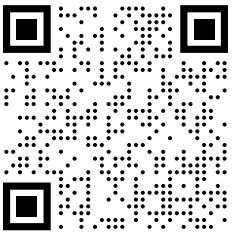
Unlock new marketing potential with the 2026 First-Class Mail Advertising Promotion. This program allows businesses to integrate advertising messages directly onto First-Class Mail to create a high-impact customer experience. Whether you include standalone advertisements or incorporate marketing messages into your existing mailpieces, this promotion offers the reliability and prestige of First-Class Mail paired with the effectiveness of direct advertising. Marketers receive a 5% discount on eligible letters, cards, and flats while increasing visibility, engagement, and response rates.



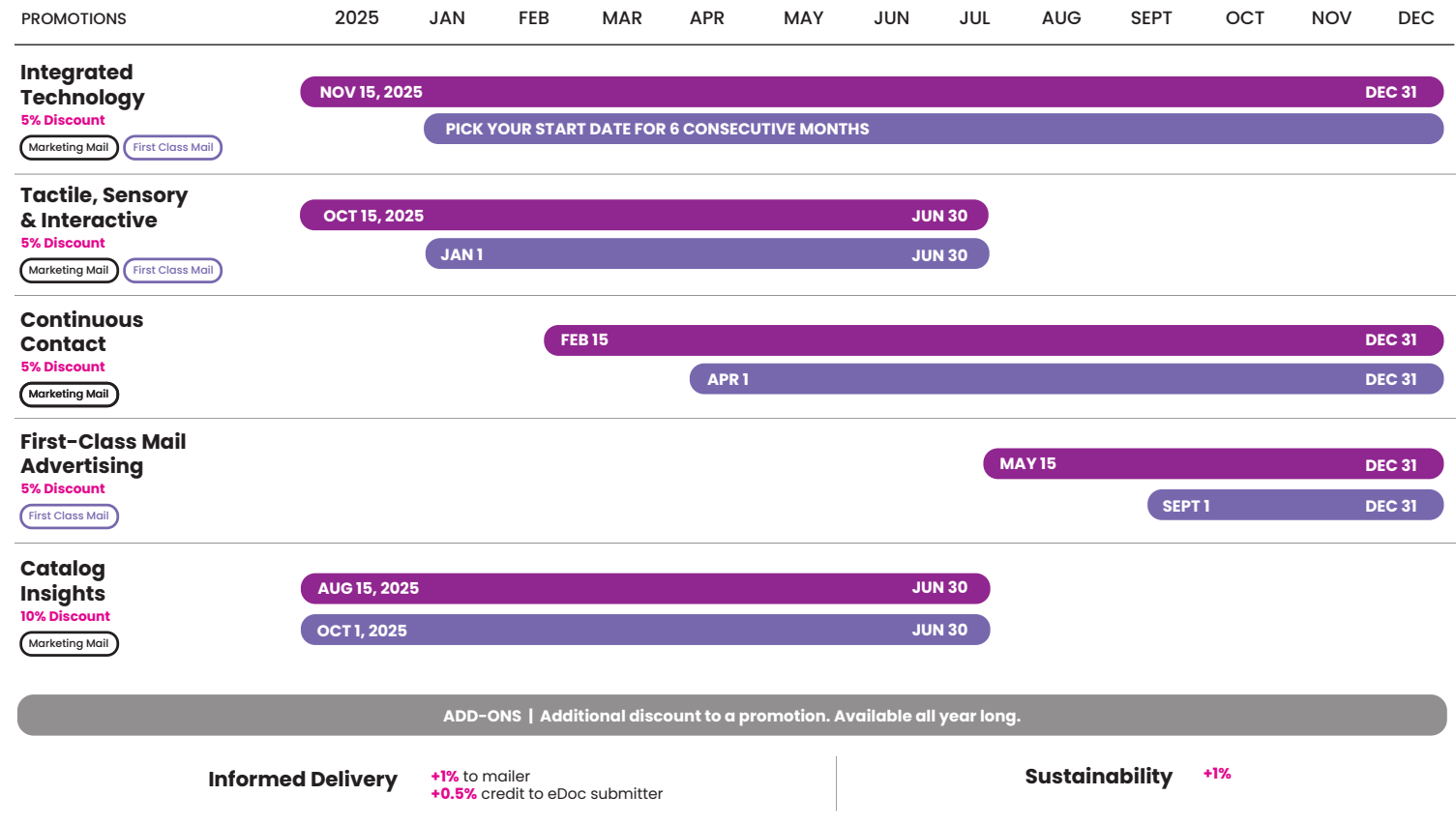
Catalog Insights

The Catalog Insights Promotion invites you to reimagine the power of print by putting product discovery back in your customers' hands. This new USPS initiative offers a generous 10% discount on qualifying catalog mailings that are bound and beautifully organized with at least 12 pages of products, visuals, and clear ordering details. Whether you are showcasing seasonal offerings or launching a new product line, catalogs create a tactile, immersive experience that builds brand trust and drives response. To make an even greater impact, pair your catalog with USPS-approved Add-Ons like Informed Delivery or Sustainability to increase visibility and unlock additional savings.

scan for promo details



2026 USPS Promotions Calendar



2026

Creative Trends In Direct Mail

In 2026, direct mail is defined by intentional design that earns attention through experience, not volume. Creative is no longer about adding more. It is about making every element work harder, guiding how a piece is seen, held, and remembered.

#1

Tactile by Design

Texture is the first interaction.

Before a message is read, mail is felt. Subtle grain, soft touch finishes, and visible variation signal quality and care immediately. Tactile design invites handling, increases engagement, and creates a sensory experience that digital channels cannot replicate. When physical materials align with visual intent, the piece feels cohesive and considered from the first touch.

#2

Type That Stops the Sort

Clarity in seconds.

Mail competes in moments, not minutes. Oversized, confident typography ensures the message is understood at a glance, even from arm's length. Strong hierarchy and intentional spacing guide the eye quickly and effectively. If the message cannot be seen immediately, it will not be seen at all.

#3

Layered Storytelling

Design that unfolds.

Direct mail does not need to say everything at once. Layered visuals combine photography, illustration, typography, and texture to create depth and pacing. Each element reveals just enough to encourage interaction, turning a single message into a guided experience rather than a static read.

#4

Dimension Without Disruption

Depth without complexity.

Subtle three-dimensional elements add visual interest while maintaining clarity and efficiency. Soft shadows, stylized forms, and restrained dimensional details create depth without complicating production or delivery. Dimension enhances the message, but never competes with it.

#5.

Grounded Color Stories

Color that builds trust.

Color shapes perception before content is processed. Warm, balanced palettes create comfort and credibility, while confident color blocking helps pieces stand out without feeling overwhelming. The goal is not to shock, but to create recognition and reinforce brand trust.

#6

Celebrate Imperfection

Human by design.

Imperfection is intentional. Grain, distressed type, organic shapes, and irregular edges introduce warmth and authenticity. Inspired by the history of print, this approach creates pieces that feel tactile, expressive, and real. Imperfection slows the reader down and invites a closer look.

#7

Confident Maximalism

More, with purpose.

Maximalism returns with intention. Bold color, layered typography, and dense compositions create immersive experiences that stand apart in a restrained mailbox. The difference is control. Clear hierarchy ensures every element earns its place, resulting in richness that feels engaging rather than overwhelming.

The mailbox is a moment.

The brands that win are the ones that treat the mailbox as a moment, using creative to earn attention, build trust, and create something worth holding onto.

Creativity
in Direct Mail

trends

The Impact of Personalization

Personalizing direct mail can boost response rates by up to 50%. Variable printing, which allows customization of names, messages, and even images, plays a significant role in these higher response rates.



**EMMA,
YOU CAN
MAKE A
DIFFERENCE**

As little as \$25 goes a long way \$



Postcards are Ideal For

- Awareness
- Acquisition
- Events
- Cross-Sell / Up-Sell
- Program Updates
- Product Features
- Announcements
- Invitations

5.7%

Postcards Impact

Postcards are among the most cost-effective direct mail formats, achieving response rates as high as 5.7%.
(Source: Zipdo.co)

Postcards

Cost-effective, versatile, and efficient, self-mailing postcards remain one of the most effective tools for building brand awareness. For First-Class postage, smaller 4" x 6" postcards qualify for the lowest rates, while postcards larger than 4" x 6" and up to 6" x 9" mail at a slightly higher rate. When using First-Class Presort, postcards ranging from 4" x 6" to 6" x 9" mail at the same rate, offering flexibility without added cost.

The 6" x 9" format stands out as an exceptional value, combining high visibility with an attractive postage rate. For campaigns that demand even greater impact, the 6" x 11" postcard delivers maximum attention-grabbing power with its extra-large size. While it carries a higher postage rate, it remains a cost-effective option that ensures your message makes a bold impression.

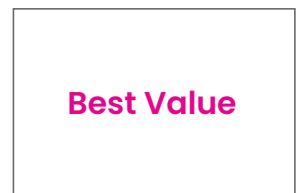
All of these postcard formats are ideal for campaigns ranging from large-scale sends of over a million pieces to small daily sends and are part of PFL's CoreMail Series. Whether you're running a personalized, data-driven campaign or executing a broad marketing send, PFL postcards deliver performance, precision, and impact at every scale.



Postcards are printed on 100# gloss cover stock in full color (4/4) and include variable data printing (VDP).



4" x 6"



6" x 9"



6" x 11"

Go Bold with Design

Different print formats call for varying creative approaches. Postcards are most effective when bold colors and dynamic visuals take center stage. Think of them as mini billboards. Use vibrant imagery and strong color contrasts to capture attention, and establish clear visual hierarchy through thoughtful layout and typography. Include a compelling call to action, and whenever possible, personalize your content to make each piece more relevant and engaging.



Looking for more inspiration?

[The Power of Direct Mail: Types & Benefits of Postcards](#), available on pfl.com.

Greeting Cards

Create memorable moments with custom self-mailing greeting cards! Personalize each card using your data to build a stronger connection with recipients. Our 5" x 7" greeting cards come in both landscape and portrait formats, printed on premium 100# uncoated cover stock. These bi-fold cards include white A7 envelopes with a full-color return address imprint. Perfect for delivering impactful messages, each card is crafted to leave a lasting impression.

Greeting Cards are Ideal For

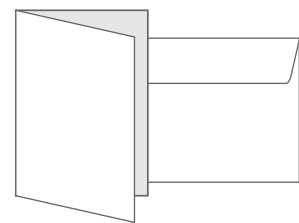
- Invitations
- Welcoming New Customers
- Customer Appreciation
- Employee Appreciation
- Events
- Holiday



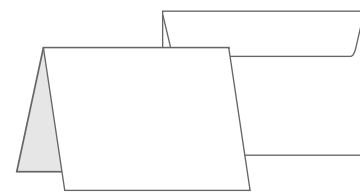
**50%
Personalization
Inspires**

Greeting cards that appear handwritten and personalized have been shown to inspire response rates of up to 50%.

(Source: Shutterstock)



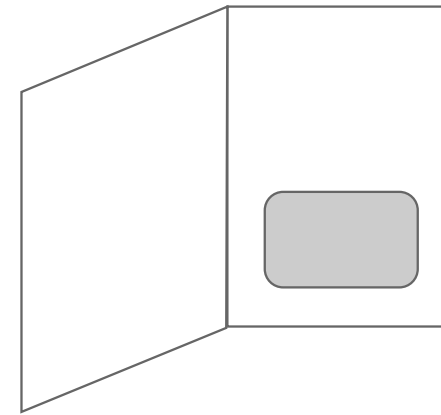
5" x 7" Bi-Fold Greeting Card with A7 Envelope
(Greeting Card: 10" x 7" flat)



7" x 5" Bi-Fold Greeting Card with A7 Envelope
(Greeting Card: 7" x 10" flat)

Popular Greeting Card Tip-Ons

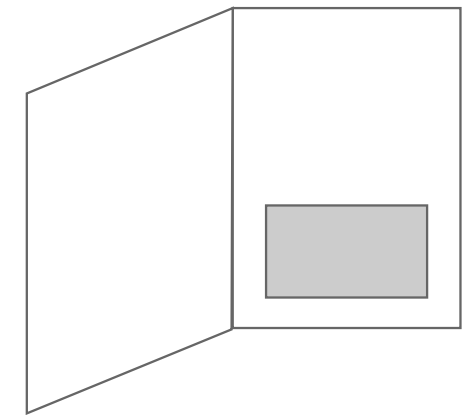
Enhance your greeting cards with a tip-on to add value and increase engagement. Pricing estimates for each tip-on option include the variable greeting card (4/4), a white A7 envelope with a return address imprint, the selected tip-on item, and assembly.



Plastic Card

3.375" x 2.125" (Credit Card Sized), 20mil Plastic, rounded corners, 4/4.

Plastic cards are available with either static imprinting or variable imprinting.



Magnet

3.5" x 2", Magnetic Stock, 4/0

Magnets are available with either static imprinting or variable imprinting.

Paper Card

3.375" x 2.125" (Credit Card Sized), 20pt C2S, rounded corners, 4/4

Paper cards are available with either static imprinting or variable imprinting.

Greeting cards are printed on 100# uncoated cover stock, 4/4 full-color, bi-folded, and include variable data personalization (VDP). Each card comes with a white A7 envelope featuring a full-color return address imprint.

The Mighty Greeting Card

Greeting cards are a highly effective marketing tool because they combine personalized engagement with high visibility. In today's digital-heavy world, receiving a physical card creates a memorable, tangible experience that helps brands stand out. Studies show that direct mail, including greeting cards, has a 4.4% response rate, significantly higher than email's average of 0.12%. Additionally, 70% of people report feeling more valued when receiving direct mail compared to digital communications. Greeting cards often have longevity, as they are frequently kept or displayed, providing ongoing brand exposure. They help build trust, demonstrate attention to detail, and can be tailored for specific occasions, increasing relevance and customer loyalty. This thoughtful, cost-effective marketing strategy fosters stronger relationships and enhances brand loyalty.

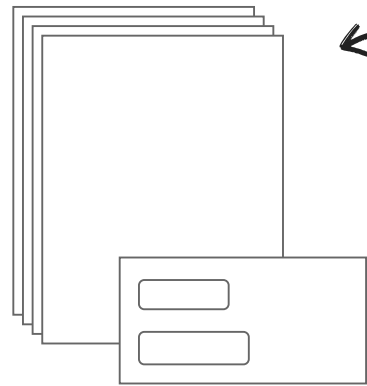


Standard Letters & Envelopes

Standard letters and #10 envelopes are HIPAA-compliant, making them an excellent choice for secure communications containing Personally Identifiable Information (PII). The 8.5" x 11" size is perfect for tri-folded letter-sized documents, ensuring privacy, a professional presentation, and efficient mailing. This widely recognized format is a trusted option for sensitive business and personal correspondence across various industries.

#10 Envelopes

#10 envelopes come in various styles, with the most popular being no window, single-window, and double-window. All three formats are HIPAA-compliant, ensuring secure communication. The double-window format is the most budget-friendly option, as it requires no imprint, allowing the letter's branding and addressing to be visible through the envelope windows.



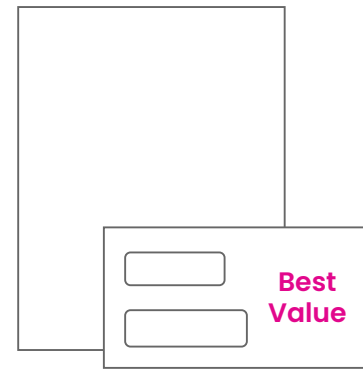
Additional Sheets

Additional 8.5" x 11" sheets are available at a reduced rate compared to the first sheet. This is because the largest fixed cost in any print run comes from setting up the machine to produce the order. This setup cost is only applied to the first sheet, making the cost of adding additional sheets minimal. Including more sheets is a cost-effective and efficient way to add more information to your send.

Please note: the maximum number of sheets that can be included in a #10 envelope is six.

Letters are Ideal For

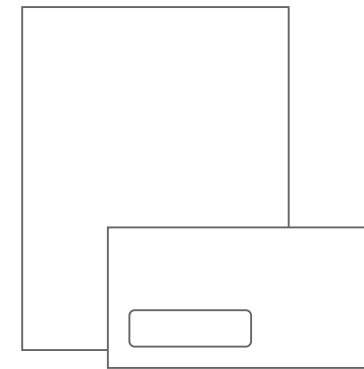
- Invoices
- Contracts
- Renewal Letters
- Welcome Letters
- Appointment Reminders
- Coverage Information
- Newsletters
- Tax Forms
- Invitations
- Disclosure Statements
- Credit Reminders
- Recruitment
- Employee Communication



most cost-effective

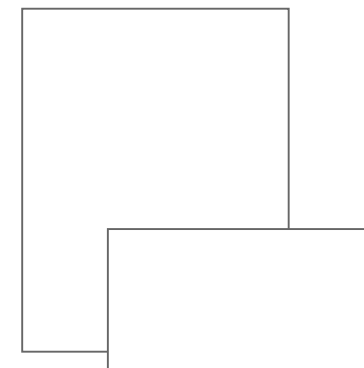
8.5" x 11" Letter with #10 Double-Window Envelope

Letter: 8.5 x 11, 60# uncoated text (white offset), bleeds, tri-folded, and inserted into an envelope included, 4/0 or 4/4. Envelope: #10 double window (fixed window location), 24# uncoated text (white wave), 0/0.



8.5" x 11" Letter with #10 Single-Window Envelope

(4/4 Letter, 4/0 Envelope)



8.5" x 11" Letter with #10 Envelope

(4/4 Letter, 4/0 Envelope)



**8.3%
Letters
Connect**

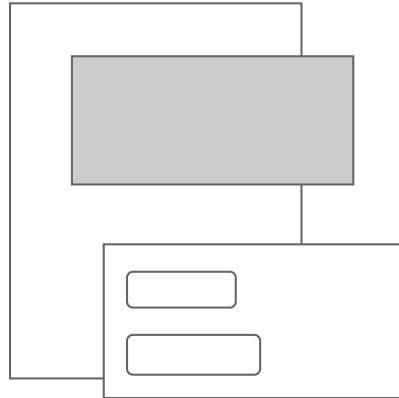
Letters and envelopes remain one of the most effective direct mail formats, with response rates achieving 8.3% (Source: Focus Digital)



Standard letters are 8.5" x 11", printed on 60# uncoated text (white offset) with several imprint options (1/0, 1/1, 4/0, or 4/4), and include variable data printing (VDP). They are tri-folded and inserted into #10 envelopes, which are available in no window (4/0), single-window (4/0), and double-window (0/0) on 24# uncoated text stock.

Letter & Envelope Add-Ons

Enhance your direct mail outreach by adding inserts to your letter and #10 envelopes. The #10 double-window envelope is both efficient and budget-friendly, helping you save on envelope costs while allowing a larger investment in impactful materials like brochures, buck slips, and more. Explore a range of popular add-on options, including some of our most effective configurations.



Buck Slips

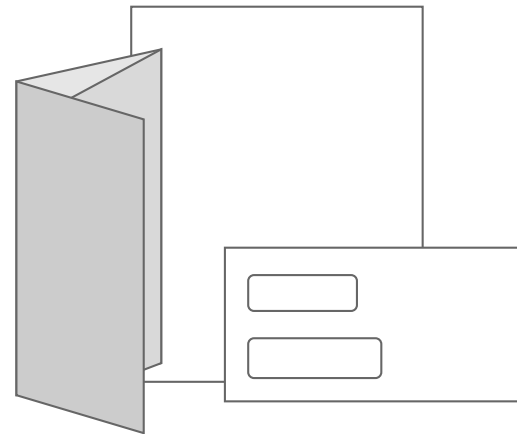
A buck slip is a cost-effective way to boost direct mail, driving engagement with targeted calls to action, cross-promotions, and memorable branding. Its versatility makes it a powerful tool for testing messages and increasing response rates.

Buck Slips are printed on 80# gloss text with 4/4 static imprint.

Tri-fold Brochures

A tri-fold brochure is a powerful direct mail tool, providing space to share detailed information, showcase products, or tell a brand story. With eye-catching visuals and multiple calls to action, it guides readers through key messages and inspires action, making it ideal for boosting response rates and brand recall.

Tri-fold brochures are printed on 80# gloss text with 4/4 static imprint.

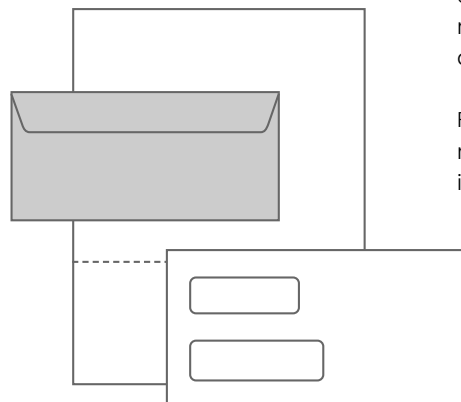


#9 Business Reply Envelopes (BRE)

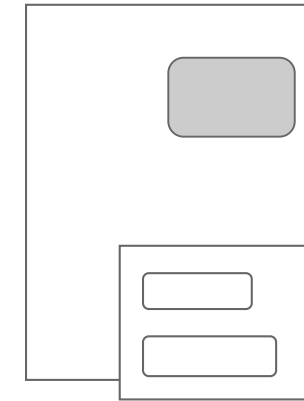
Including a #9 Business Reply Envelope (BRE) in your direct mail makes it easy for recipients to respond, whether by returning payment or submitting requested documentation. This added convenience encourages quick action, boosts response rates, and simplifies follow-up.

For billing letters, consider adding a perforated section for easy tear-off and return. This extra touch streamlines the payment process and can further improve response rates.

#9 Business Return Envelopes are printed on 24# uncoated text with 4/0 static imprint.



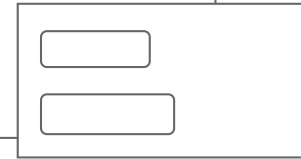
Popular Letter Tip-Ons



Plastic Card

3.375" x 2.125" (Credit Card Sized), 20mil Plastic, rounded corners, 4/4.

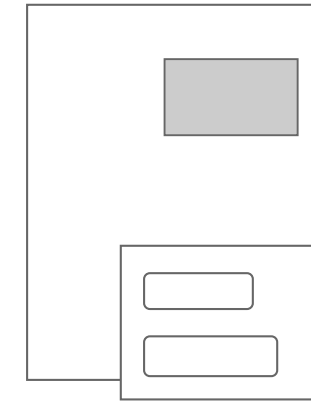
Plastic cards are available with either static imprinting or variable imprinting.



Paper Card

3.375" x 2.125" (Credit Card Sized), 20pt C2S, rounded corners, 4/4

Paper cards are available with either static imprinting or variable imprinting.



Magnet

3.5" x 2", Magnetic Stock, 4/0

Magnets are available with either static imprinting or variable imprinting.

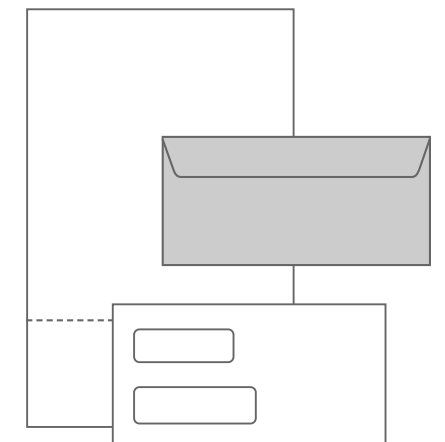
Important Guidelines for Letters & Envelopes



Letters and envelopes are available in a variety of configurations. You can combine any of the features shown, with the understanding that adding more features will increase pricing. For tip-ons, as depicted above, the specified location is required for automation. Pricing tiers are based on automated manufacturing processes. Altering the location of a tip-on or opting for lower quantity thresholds, which necessitate hand assembly, will significantly affect both pricing and timelines.

Legal-Sized Letters & Envelopes

Legal-sized letters are available in the same configurations as Standard Letters and Envelopes. Measuring 8.5" x 14", these letters provide extra space for more content. They are barrel roll folded and inserted into your choice of #10 envelope. Although slightly more expensive than standard letters, they typically fall within the same pricing tier as standard letter configurations.



Letters Connect

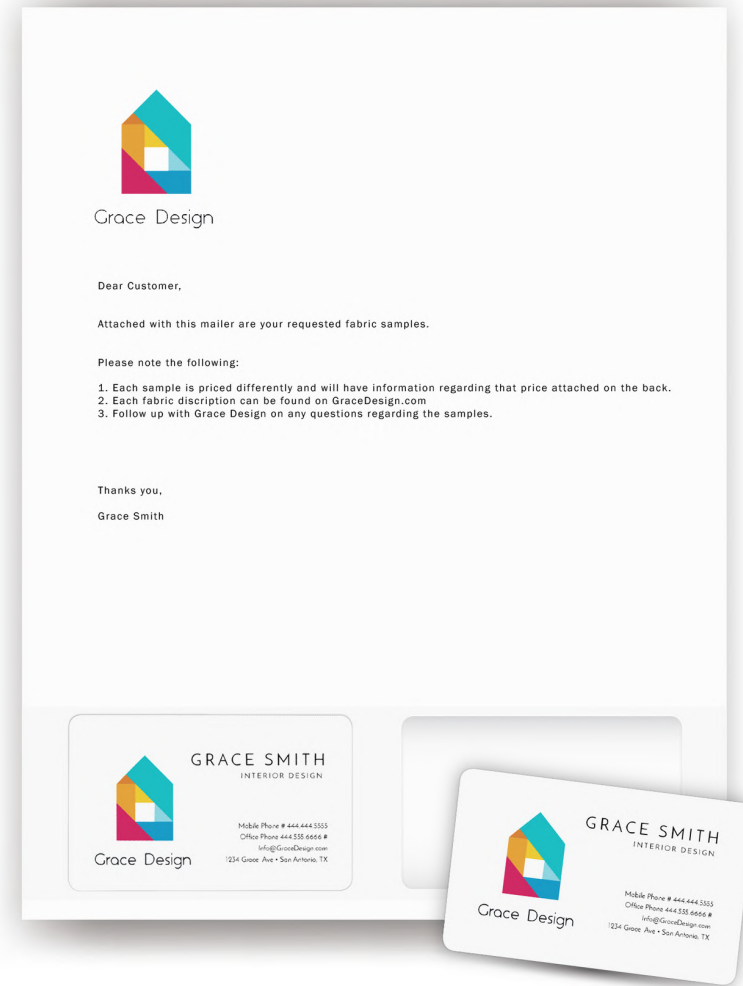
Letters and envelopes remain one of the most effective direct mail formats, with response rates achieving 8.3%

(Source: Focus Digital)

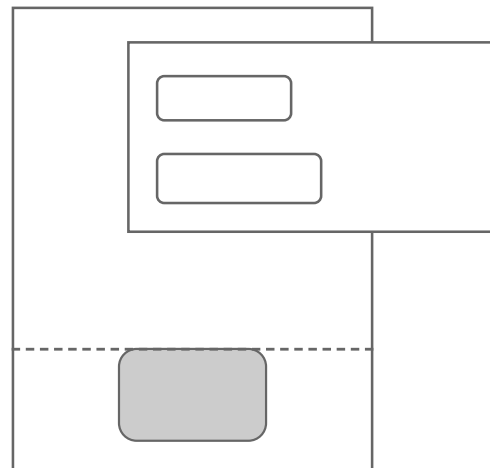
Integrated Card Stocks

Integrated stocks are an excellent option when quantities don't meet tip-on volume requirements. These stocks feature cards built directly into the paper shell, allowing membership and other types of cards to be seamlessly integrated into the sheet of paper. They function like standard letter paper stocks and are available in one- or two-card formats to meet various business needs. This eliminates the need for a tip-on, making them ideal for smaller batch runs or individual single-send triggered mailings.

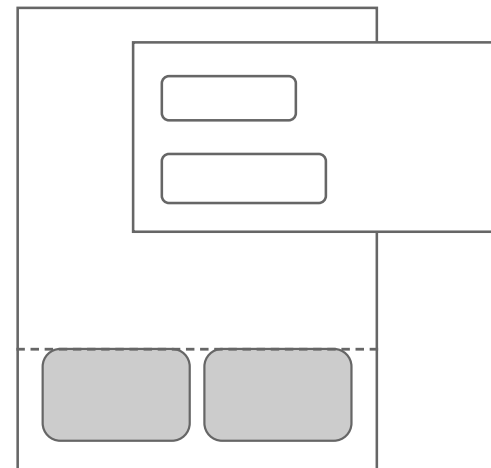
The stock includes a convenient perforation, ensuring that extracting the cards from the sheet is clean and easy. The cards feature light lamination on one side, making them best suited for light use, such as insurance cards, health cards, and other non-daily applications.



low volume tip-on alternative

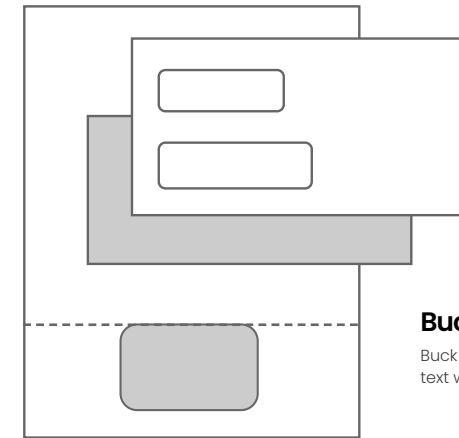


8.5" x 11" Integrated Letter (Single Card)



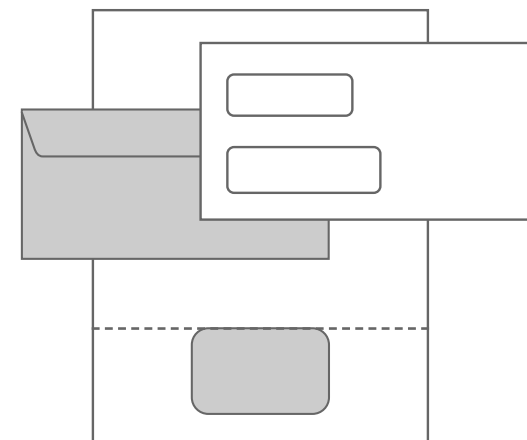
8.5" x 11" Integrated Letter (Double Card)

Integrated letter stocks measure 8.5" x 11" flat and are tri-folded to fit into your choice of #10 envelope. They use 100# text weight stock and include 4/4 variable data printing. Single or double-card integration is available, with cards placed in a fixed location and sized at 3.375" x 2.125" (credit card size).



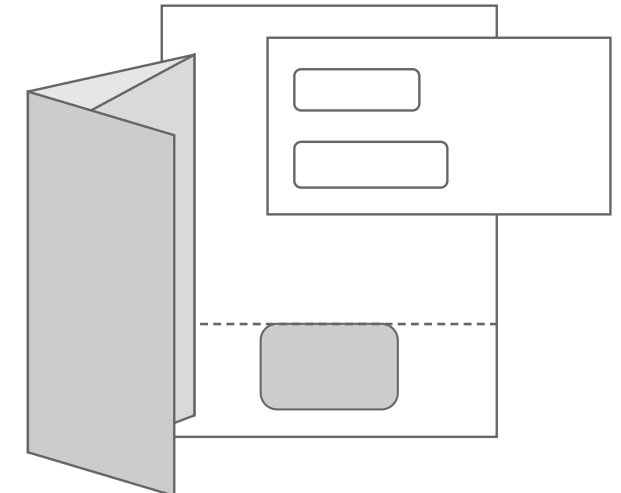
Buck Slip

Buck Slips are printed on 80# gloss text with 4/4 static imprint.



#9 Business Return Envelope (BRE)

#9 Business Return Envelopes are printed on 24# uncoated text with 4/0 static imprint.



Tri-Fold Brochure

Tri-fold brochures are printed on 80# gloss text with 4/4 static imprint.

Integrated Card Stocks are Ideal For

- Identification Cards
- Insurance Cards
- Membership Cards
- Information Cards
- Healthcare Cards
- Loyalty Cards
- VIP Access Cards
- Gift Cards
- Coupon Cards
- Event Passes

Efficient and Cost-Effective



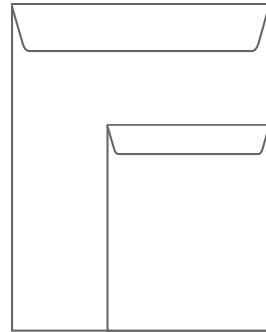
Integrated stocks are available in all the same configurations as standard letters and envelopes. You can choose any of the add-ons listed in the standard letters and envelopes section. While the pricing for integrated stocks is higher than for standard letters, they remain significantly more affordable than tip-on options for lower quantities. They offer a streamlined solution that reduces handling and provides a professional, efficient way to deliver cards alongside correspondence.

Specialty Envelopes

Specialty envelopes elevate your mail, standing out in the mailbox with unique colors, textures, and designs. They enhance brand perception, capture attention, and drive engagement. With versatile customization options for any campaign, they make your message truly memorable. Explore some of our most popular formats below.

Booklet Envelopes

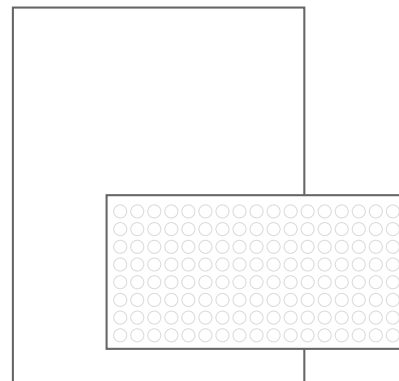
The 6" x 9.5" and 9" x 12" envelopes are HIPAA-compliant, making them perfect for securely mailing sensitive information. Their spacious design accommodates brochures, booklets, and other large folded materials with ease. Additionally, their larger size stands out in the mail, drawing attention and ensuring your communications leave a professional impression while maintaining the security and privacy of their contents.



Our 6" x 9.5" and 9" x 12" envelopes, made from durable 60# white text paper, are pre-converted for convenience and fast manufacturing timelines. Choose full-color or black-only imprint without bleed. The extra-strong Glue-Seal adhesive ensure your documents stay secure.

#10 Bubble Emboss Envelopes

the acquisition stage. With the option to print directly on them, they offer a unique way to enhance engagement and stand out in the mailbox.

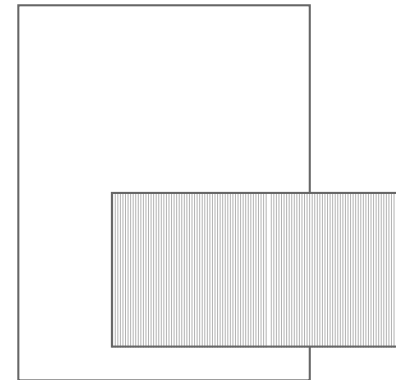


Specialty Envelopes are Ideal For

- Awareness
- Acquisition
- Events
- Cross-Sell / Up-Sell
- Program Updates
- Product Features
- Announcements
- Renewal Letters
- Welcome Letters
- Invitations
- Recruitment

#10 Grooved Emboss Envelopes

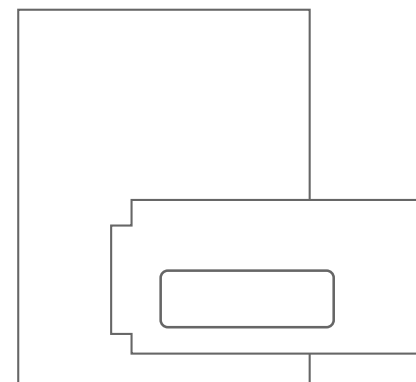
Similar to #10 bubble envelopes, #10 grooved emboss envelopes add a tactile element that captures attention. Their ribbed pattern makes them versatile for both acquisition campaigns and more formal outreach efforts, such as donation requests. Their refined texture and custom printing options create a polished presentation that leaves a lasting impression.



#10 Trailing Edge Envelopes with Single-Window

Trailing edge envelopes are distinctive due to the extra "tab" located on the trailing edge of the envelope. This design ensures smooth processing through USPS sorting equipment without catching or causing delays. The trailing tab not only makes these envelopes stand out in the mail but also provides additional space for messaging and creative design elements.

These envelopes are particularly effective during the acquisition stage or whenever you want to highlight your offer or call-to-action in a unique and eye-catching way.



Interactive Entices

Letters and envelopes remain one of the incorporating interactive and tactile features, such as foil, peel-and-reveal, and embossing, can lead to a 20-30% increase in overall response rates.

(Source: DMCG Results)



Looking for more inspiration?

The Power of Direct Mail—Singing the Praises of Letters, available on pfl.com.

Boost Open Rates

Snap packs, also known as pressure-sealed mailers, are an effective tool in direct mail marketing due to their official appearance and secure design. With open rates of up to 95%, they significantly outperform traditional mailers.

Their professional look often leads to increased response rates, with some campaigns reporting up to a 100% improvement compared to standard mail pieces. Additionally, snap packs are cost-effective, eliminating the need for separate envelopes and reducing manual processing, making them a practical and impactful choice for businesses.



Snap Packs are Ideal For

- Acquisition
- Invoices
- Contracts
- Renewal Letters
- Welcome Letters
- Credit Reminders
- Coverage Information
- Disclosure Statements
- Tax Forms

95%

Snap Packs Drive Attention

Snap pack mailers are highly effective in direct mail campaigns, boasting open rates as high as 95% due to their official appearance.

(Source: Snappack Mail)

Snap Packs

Snap Packs offer an official and professional appearance, making them ideal for conveying important information. These pressure-sealed forms consist of a single page that is half-folded and sealed on all sides. Three edges feature perforations for easy opening, ensuring a smooth recipient experience. This self-mailer format accommodates variable data and is HIPAA-compliant, making it an excellent choice for securely handling sensitive information.

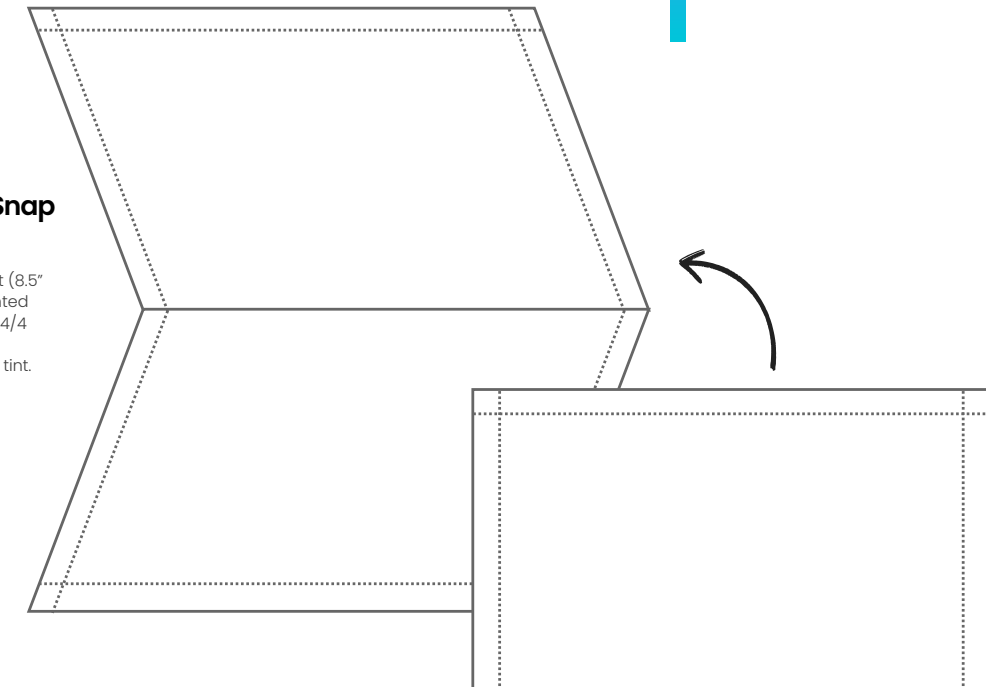
Drive Attention

Snap pack mailers are highly effective in direct mail campaigns, boasting open rates as high as 95% due to their official appearance.

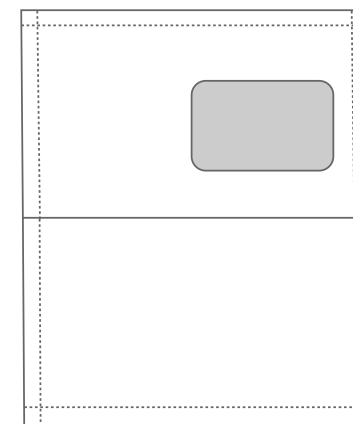
(Source: Snappack Mail)

8.5" x 11" Bi-Fold Snap Pack

Snap Packs are 8.5" x 11" Flat (8.5" x 5.5" Finished) digitally printed on 60# uncoated text with 4/4 variable imprint, bi-fold, no bleed, and include security tint.



Popular Snap Pack Tip-Ons



Plastic Card

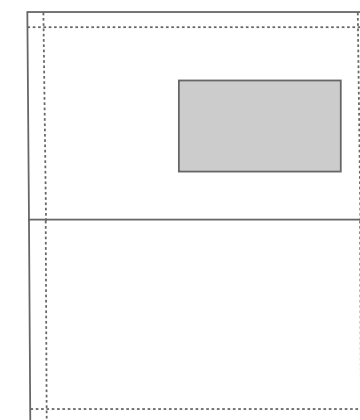
3.375" x 2.125" (Credit Card Sized), 20mil Plastic, rounded corners, 4/4.

Plastic cards are available with either static imprinting or variable imprinting.

Paper Card

3.375" x 2.125" (Credit Card Sized), 20pt C2S, rounded corners, 4/4.

Paper cards are available with either static imprinting or variable imprinting.



Magnet

3.5" x 2", Magnetic Stock, 4/0.

Magnets are available with either static imprinting or variable imprinting.

Brochures

Brochures offer varying amounts of “real estate” for content depending on the format, allowing you to tailor your message to the needs of your audience. Tri-fold brochures provide six panels of content (three on each side), offering ample space for detailed information while maintaining a compact, easy-to-carry size. They are ideal for organizing content into clear sections such as services, product features, or contact details. Bi-fold brochures, with four larger panels (two on each side), provide a broader canvas for impactful visuals and in-depth storytelling, making them an excellent choice for premium or visually-driven messaging. Half Tri-fold brochures expand on this with twelve smaller panels, perfect for step-by-step guides, detailed instructions, segmented content, newsletters, and more. Each format strikes a unique balance between space and structure, helping you communicate your message effectively and professionally.

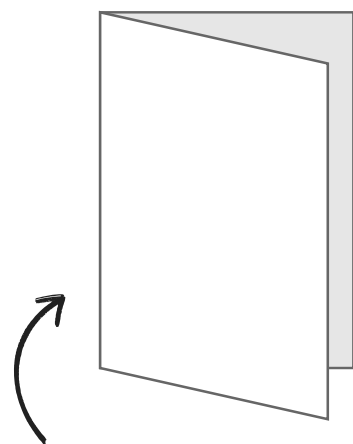
Crafting the Perfect Brochure



Designing an effective brochure begins with a clean layout that naturally guides the reader. Incorporate high-quality images and consistent branding for a professional impact. Use legible fonts, highlight key points with a clear hierarchy, and stick to a cohesive color palette. Balance text with white space to avoid clutter, and ensure essential details like a call-to-action and contact information stand out. Tailor the content to fit the panels seamlessly, leaving space for a mailing panel. PFL provides templates with mailing panel guidelines to simplify the process. Need design help? Contact your customer success manager about PFL’s Creative Services!

Brochures are Ideal For

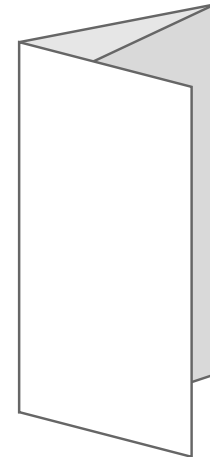
- Awareness
- Acquisition
- Events
- Cross-Sell / Up-Sell
- Program Updates
- Product Features
- Announcements
- Employee Communication
- Recruitment
- Newsletters
- Invitations



6" x 9" Bi-Fold Brochure



6" x 9" Bi-Fold
12 x 9 Flat (6 x 9 Finished),
80# gloss cover, 4/4,
bleed, clear wafer seal
tabbing for self-mailing.

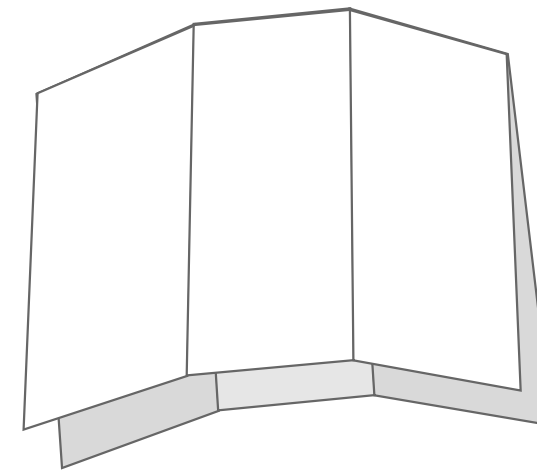


8.5" x 11" Tri-Fold Brochure

(Finished Size: 3.67" x 8.5")

6" x 9" Tri-Fold Brochure

(Flat Size: 12" x 9")



11" x 17" Half Tri-Fold Brochure

Half tri-fold brochures are printed on 100# gloss text with a 4/4 imprint, available in both variable and static options. For self-mailing, they include light tack glue or clear wafer seal tabbing, with the closure method determined by the quantity.

This CoreMail Series product is ideal for campaigns ranging from large-scale sends of over a million pieces to small daily sends.

Tri-fold brochures are printed on 80# gloss cover with a 4/4 imprint, available in both variable and static options. For self-mailing, they are secured with light tack glue or clear wafer seal tabbing, with the closure method determined by the quantity.

ideal for low-volume triggered sends



Brochures with Promotional Add-Ons

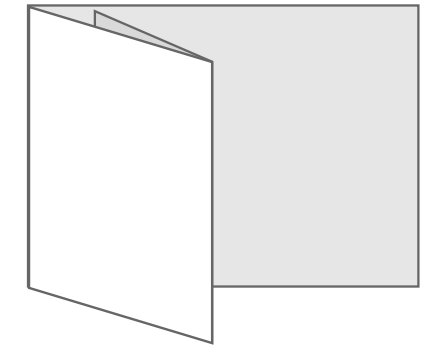
Promotional add-ons are an excellent way to enhance the print mailer experience. These add-ons require hand-assembly and are non-machinable. Rest assured, all products featured in this section are PFL pre-tested and approved for mailing as USPS flat.



Revive
Emergen-C Packet



pfl tested and postal approved



6" x 9" Offset Tri-Fold with Promotional Tip-On

Offset tri-fold brochures are finished at 6" x 9" (18" x 6" flat), printed on 100# gloss cover with 4/4 variable data printing (VDP), and include a tri-fold format, clear envelope, and a promotional tip-on. All products in this section are PFL pre-engineered, rigorously tested, and USPS-approved for mailing as a USPS flat when nested within our 6" x 9" offset tri-fold and enclosed in a clear envelope.

Pre-Tested Promotional Add-Ons

Relax

Equal Exchange Tea Packet



Calm

Soothie Stress Relieving Textured Patch



Energize

Starbucks Via Coffee Singles



Refresh

Crystal Light Lemonade Packet



Warmth

Alpine Spiced Apple Cider Packet



Stick Around


Sticker Sheets



Brochures with Promo Add-Ons are Ideal For

- Awareness
- Acquisition
- Nurture
- Events
- Webinars
- Pipeline Acceleration

Create More Memorable Moments



We've looked at what's tried and true and what's new and emerging. Now it's up to you to put these product formats and principles to work.

Move through direct mail with ease and confidence. PFL is here to be your trusted partner along the way.

The mailbox is a moment.

Make it count.

Start with intention

Know your audience, define your goal, and build your message with purpose

Design for the moment

Make it easy to understand at a glance and worth holding onto

Use personalization strategically

Relevance drives response. Use your data to create connection, not just variation

Choose the right format

Let the format support the message, not complicate it

Connect your channels

Direct mail works best when it's part of a coordinated experience

Test, learn, and refine

Small adjustments drive meaningful performance gains over time



Create something worth holding onto.



About PFL

PFL, a leading direct mail technology company, increases engagement for brands with their key audiences, using data to automate direct mail and create more authentic human experiences at infinite scale. PFL delivers personalized direct mail programs that are measurable and relevant so organizations can earn attention and amplify growth.

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