



Print NW

**DIRECT
MAIL**



This guide will help you save money on postage and understand some of the fundamental rules of the USPS.

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IMPORTANT TIPS

- Send your data file mailing list via FTP or email to your CSR or Sales Representative.
- Data files should be structured in such a way we can process them through software. *See page 5 for details.*
- Follow the basic design elements to save money on postage and ensure your mail piece is USPS machinable. *See pages 6-9 for details.*
- Avoid vertical lines on card and postcard mailers.
- Choose light or white colored backgrounds on mailing panels. *See page 11 for details.*
- Choose letter sizes to save the most money. Flat sizes cost about double the postage in all rate categories.

MAIL TYPES	REGION	DIMENSIONS WEIGHT RATIO	STANDARD REGULAR 200 pieces or 50 lbs minimum	STANDARD NONPROFIT 200 pieces or 50 lbs minimum	PRESORTED 1ST CLASS 500 pieces minimum
LETTER & CARDS	PUGET SOUND	3.5" x 5" min 6.1" x 11.5" max 6" x 10.5" folded self mailer 3.5 oz max weight Aspect Ratio 1.3-3.5	\$0.37 Average \$0.35 - 0.39 3-5 day delivery	\$0.18 Average \$0.16 - 0.19 3-5 day delivery	\$0.63 Average \$0.59 - 0.67 2-4 day delivery
	NATIONAL	3.5" x 5" min 6.1" x 11.5" max 6" x 10.5" folded self mailer 3.5 oz max weight Aspect Ratio 1.3-3.5	\$0.39 Average \$0.37 - 0.43 Up to two weeks delivery	\$0.21 Average \$0.17 - 0.23 Up to two weeks delivery	\$0.63 Average \$0.59 - 0.67 2-4 day delivery
FLATS	PUGET SOUND	6.2" x 11.5" min 15" x 12" max 16 oz max weight No Aspect Ratio	\$0.90 Average (up to 4oz) \$0.73 - 1.06 3-5 day delivery	\$0.63 Average (up to 4oz) \$0.46 - 0.79 3-5 day delivery	\$1.23 Average (up to 1 oz) \$0.97 - 1.48 2-4 day delivery
	NATIONAL	6.2" x 11.5" min 15" x 12" max 16 oz max weight No Aspect Ratio	\$0.93 Average \$0.77 - 1.01 Up to two weeks delivery	\$0.71 Average \$0.53 - 0.91 Up to two weeks delivery	\$1.23 Average (up to 1 oz) \$0.97 - 1.48 2-4 day delivery
POSTCARDS	ALL	3.5" x 5" min 4.25" x 6" max (1 oz max weight) Aspect Ratio 1.3 to 2.5	N/A	N/A	\$0.40 Average \$0.38 - 0.41 2-3 day delivery

* Rates effective July 13, 2025. USPS may changes these rates at any time

FILE STRUCTURE

Your database file structure is important. Please send only the fields you need us to use for addressing. You may also include additional fields you want returned in the cleaned files after processing. These may be account numbers or other identifiers. Don't send more than 120 fields total.

It is important to separate each piece of the address into its own field (see examples below). We cannot properly import the address when the entire address is in a single field.

Please, do not include Social Security numbers in your files; we can't use or import files with this type of sensitive personal data.

SAMPLES

	A	B	C	D	E	F	G
1	NAME	TITLE	COMPANY	ADDRESS1	ADDRESS2	CITY ST ZIPCODE	COUNTRY
2	Jim Smith	Marketing Dir	Paper Mfg Inc	1255 Main St SW	Suite 16 Floor 2	Tacoma WA 98401	
3	Cora Jones	Column Writer	World News Paper	2555 Racing Dr SW	Suite 1 PMB 25	Tacoma WA 98402-2566	
4	Donald & Mary Ruby			36 NW Railroad Ln E		Johnsontown TX 75128-2555	
5	Albert Lee			PO Box 8055		Agassiz BC V0M 1A0	Canada
6	John Mark	Owner	Moving Express	23 Davis Brook Dr		Natick MA 01760-5460	
7	Kyle Stein			21040 Vederno			Italy
8							

Layout name-line only

	A	B	C	D	E	F	G	H	I
1	FIRST	LAST	COMPANY	ADDRESS1	ADDRESS2	CITY	STATE	ZIPCODE	COUNTRY
2	Jim	Smith	Paper Mfg Inc	1255 Main St SW	Suite 16 Floor 2	Seattle	WA	98102-2556	
3	Cora	Jones		2555 Racing Dr SW Suite 1 PMB 25	World News Paper	Tacoma	WA	98402-2566	
4	Donald & Mary	Ruby		36 NW Railroad Ln E	Upper Unit	Johnsontown	TX	75128-2555	
5	Albert & Susan	Lee		First Photography Partners	PO Box 8055	Agassiz	BC	V0M 1A0	Canada
6	John	Mark	Moving Express	23 Davis Brook Dr	Apt 23	Natick	MA	01760-5460	
7	Kyle	Stein		21040 Vederno		Rome			Italy
8									

First and last name field layout

	A	B	C	D	E	F	G	H
1	FIRST	LAST	ADDRESS1	ADDRESS2	CITY	STATE	ZIPCODE	COUNTRY
2	Jim	Smith	Paper Mfg Inc	1255 Main St SW Suite 16 Floor 2	Seattle	WA	98102-2556	
3	Cora	Jones	2555 Racing Dr SW Suite 1 PMB 25	World News Paper	Tacoma	WA	98402-2566	
4	Donald & Mary	Ruby	36 NW Railroad Ln E	Upper Unit	Johnsontown	TX	75128-2555	
5	Albert & Susan	Lee	First Photography Partners	PO Box 8055	Agassiz	BC	V0M 1A0	Canada
6	John	Mark	23 Davis Brook Dr #23	Moving Express	Natick	MA	01760-5460	
7	Kyle	Stein	21040 Vederno		Rome			Italy
8								

First and last name with no company field present. Company data is in Address2

PREFERRED DATA FILE TYPES

Please include all field names as the first row in your file.

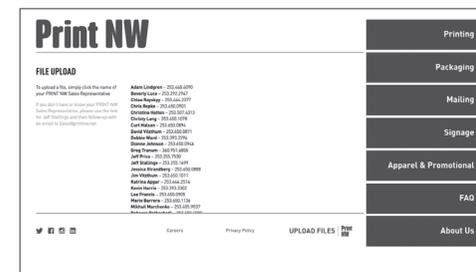
- ASCII text delimited, tab, comma, (*.ASC, *.CSV, *.TXT, *.TEX)
- ASCII table / fixed fields (*.TBL or *.TXT)
- Microsoft Access (*.MDB)
- Microsoft Excel (*.XLS OR XLSX)
- Dbase tables (*.DBF)

ADDRESS LABEL LAYOUT INSTRUCTIONS

Provide instructions indicating which fields you want printed on the address labels.

PREFERRED METHODS OF SENDING YOUR DATA FILE

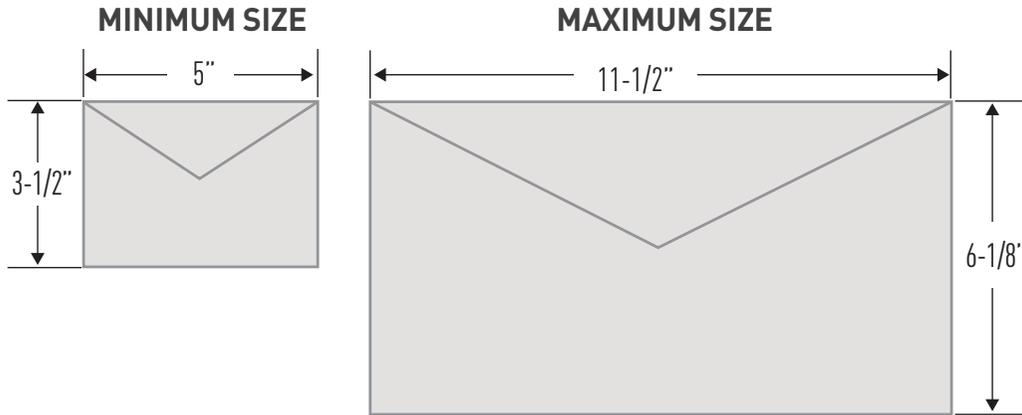
- Secure FTP Connection – go to <http://printnw.net/file-upload/> and select your Sales Rep and upload your file(s).
- Email your Sales or Customer Service Representative with your data file attached. Include the project name and job number in the subject line if you know it. This method is NOT 100% secure. If you need security use the FTP method.
- USB Flash Drive or Memory Stick



File Upload website screen

LETTER AND CARD DIMENSIONS

LETTER AND CARD ADDRESS PLACEMENT



	MINIMUM	MAXIMUM*
LENGTH	5 in	11-1/2 in
HEIGHT	3-1/2 in	6-1/8 in
THICKNESS	0.009 in	1/4 in

THICKNESS 0.009 in minimum 0.25" maximum

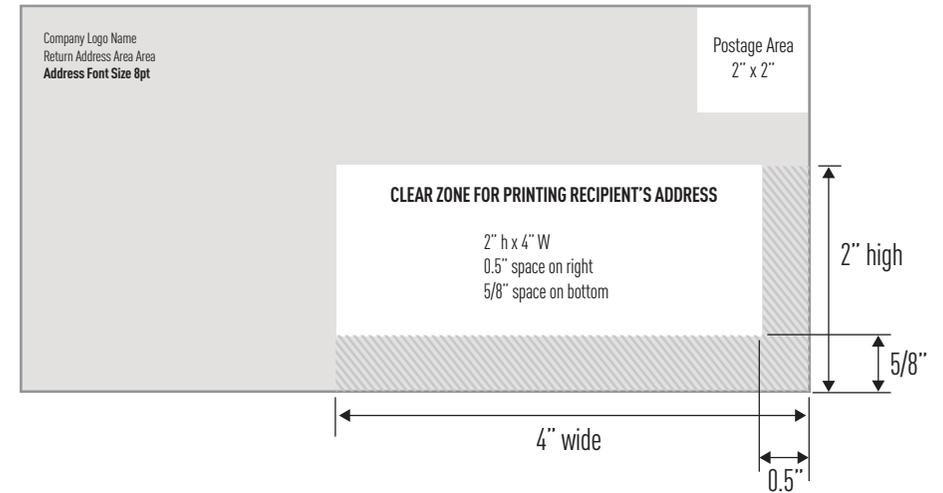
3.5 oz max weight • 3 oz max for folded self mailer

Aspect Ratio 1.3 to 2.5 (Length ÷ Height)

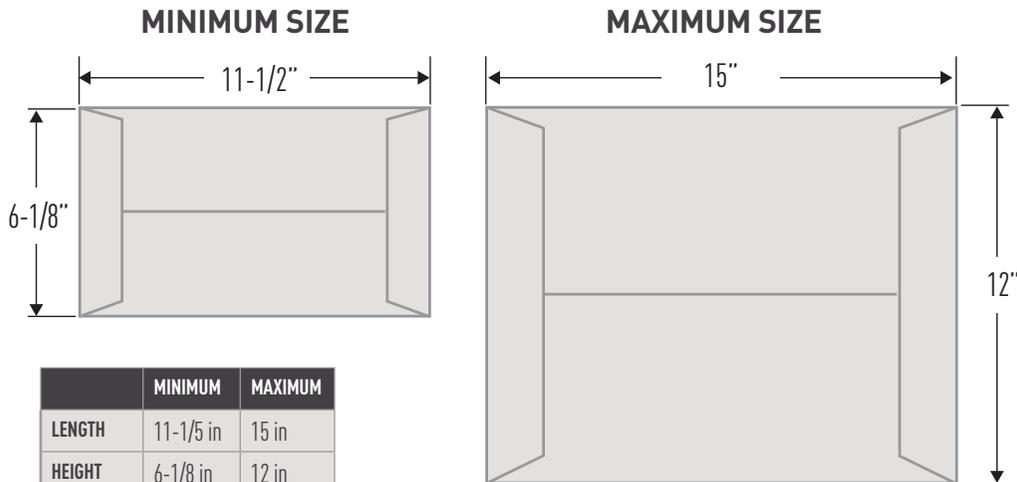
0.007" thick if no more than 4-1/4" high x 6" long

0.009" thick if more than 4-1/4" high or 6" long

LETTER OR LARGE CARD MAILER



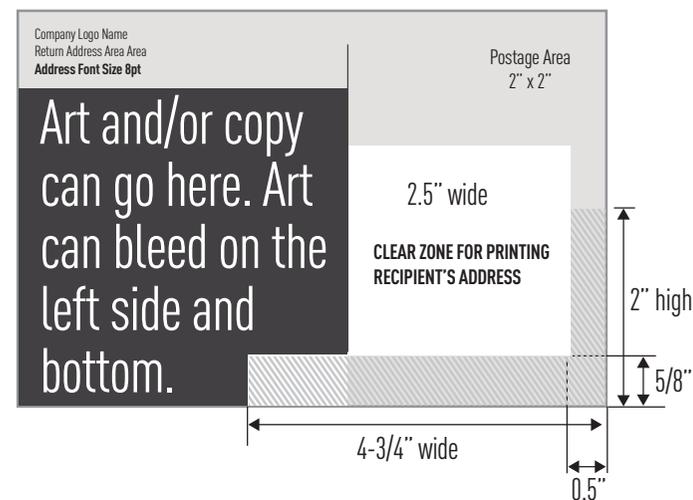
FLAT DIMENSION - ENVELOPES / LARGE CARDS



	MINIMUM	MAXIMUM
LENGTH	11-1/5 in	15 in
HEIGHT	6-1/8 in	12 in
THICKNESS	0.009 in	3/4 in

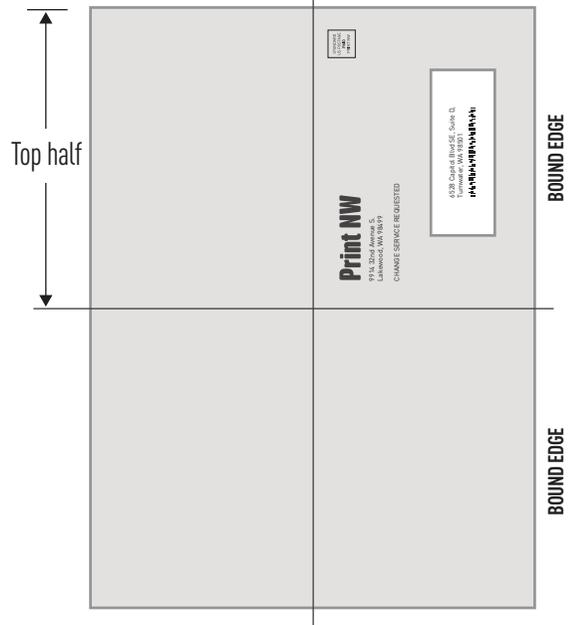
* Flats exceed at least one of these dimensions

SMALL POSTCARD LAYOUT

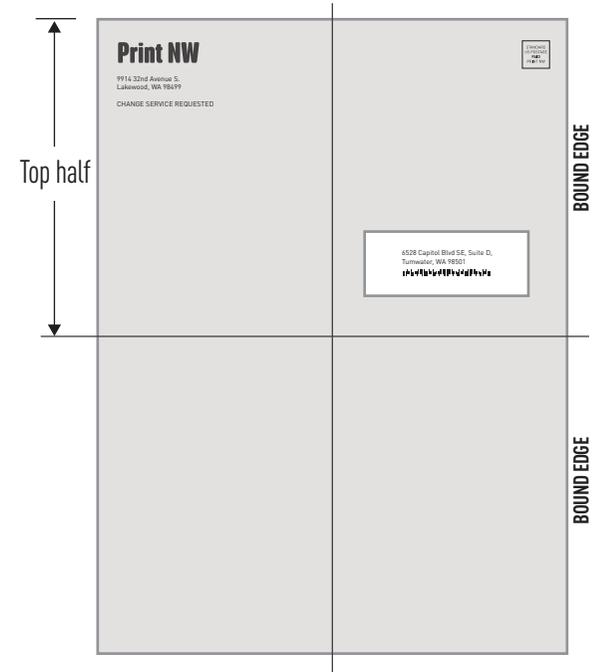


FLAT SIZE ADDRESS PLACEMENT

MAGAZINE OR CATALOG

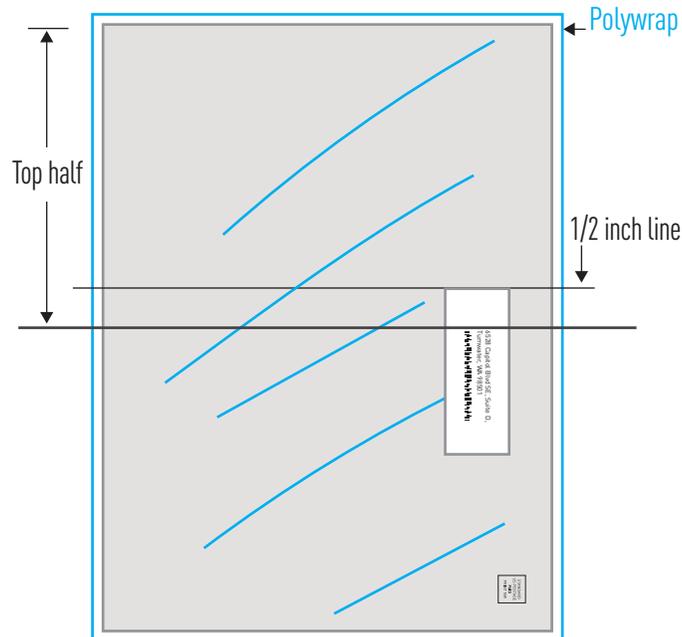


MAGAZINE OR CATALOG



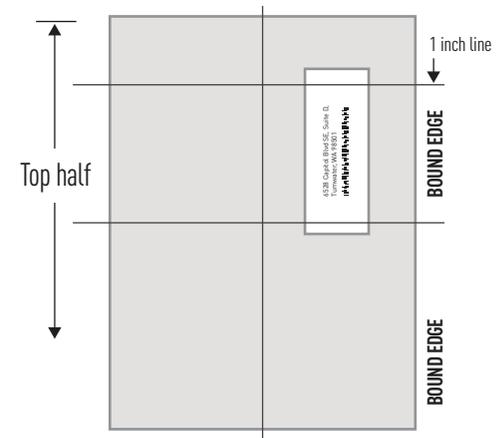
MAGAZINE OR CATALOG IN POLYWRAP

Addressed on loose enclosure



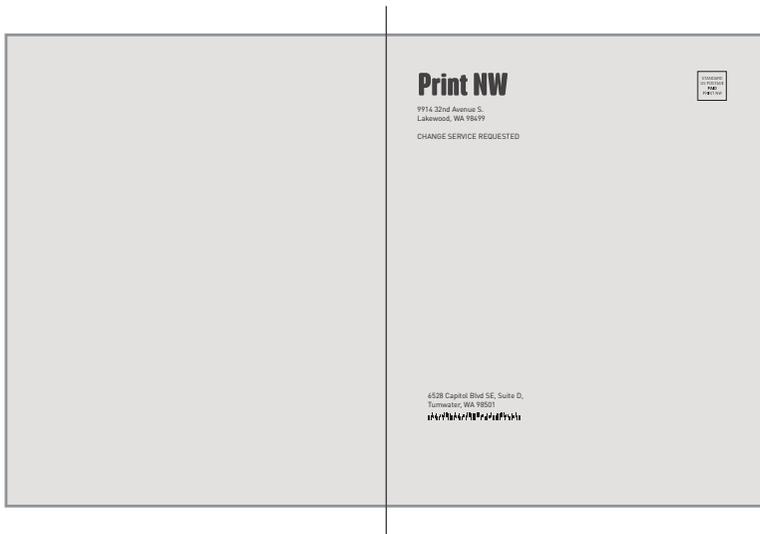
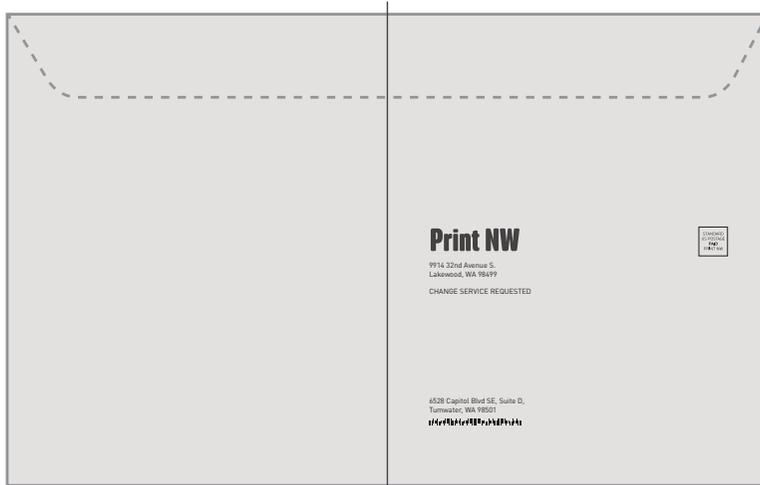
SMALL DIGEST

Vertical address may cross midpoint if it begins or ends within 1 inch of top edge



LARGE ENVELOPES

A horizontal format is ideal. Addresses must be aligned completely to the right or completely to the left of the midway point.



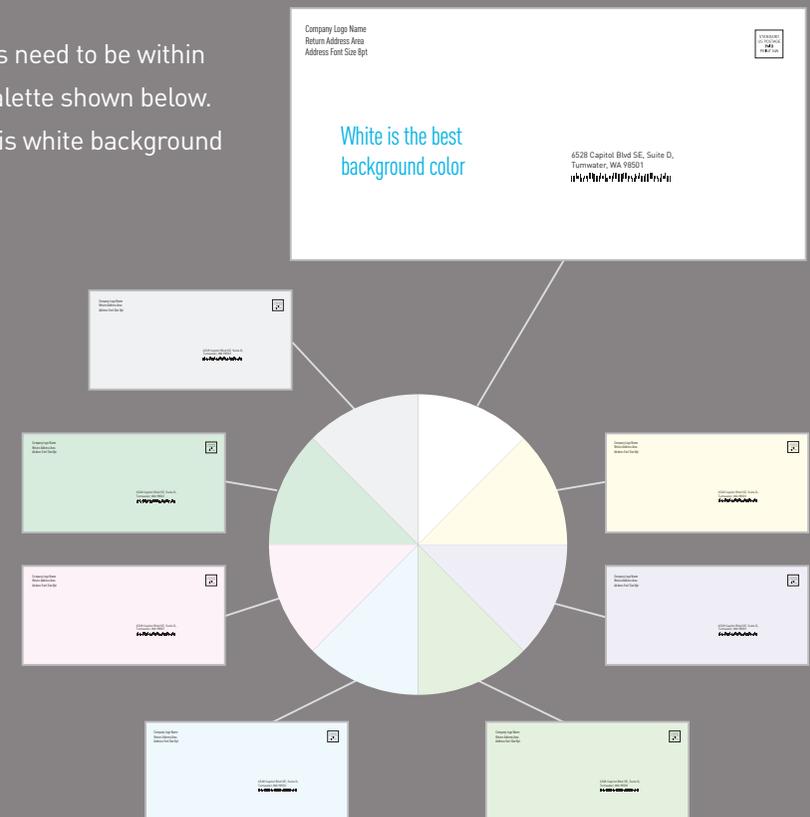
A USPS service to reach many people at lower rates by blanketing defined geographic regions.

Simplified Address - no names or addresses

- Must say Postal Customer, Residential Customer, Business Customer or Box Holder.
- All mail pieces must contain ECRWSS in the address area or within or below the Permit Indicia.
- Only flat sized pieces allowed except for below exemptions.
- Can be letter sized if mail owner is Government entity, such as School District, Library, or another City Departments.

REFLECTANCE/CONTRAST BACKGROUND

Background colors need to be within the pastel color palette shown below. The best contrast is white background and black text.



Ancillary Service Endorsements are a method of keeping address lists up-to-date. They are used in addition to the NCOA-National Change of Address service to request an addressee's new address and provide the USPS instructions on how to handle undeliverable mail. Reasons for undeliverable mail may include: incomplete or incorrect addresses; addressee not at the address, moved, deceased or unknown; or if mail was unclaimed or refused by recipient.

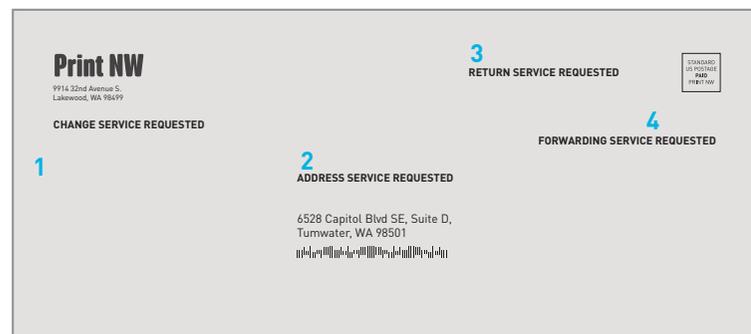
There are four ancillary service endorsements. These endorsements

are the same for all classes of mail, but the treatment of the mail piece and cost differ by class of mail. If you choose to use these endorsements you should consider material, labor, and postage costs of receiving the mail back, inserting the material into a new envelope, and placing new postage on the envelope, as well as the delay in delivery of the mail piece to the intended addressee.

You must have a US domestic return address on your piece to use an ancillary service endorsement.

ANCILLARY SERVICE ENDORSEMENTS RULES

- All CAPITAL letters preferred, but not required
- No reverse type
- 8-pt type minimum
- 1/4" space all around text
- Return address and endorsement must read in the same direction
- Four placement locations:
 - 1 Directly below return address
 - 2 Directly above delivery address
 - 3 Directly left of the postage area
 - 4 Directly below postage area



Note that additional postage charges apply when using this address update service. Postage will be charged by the USPS

Each of the four different ANCILLARY SERVICE ENDORSEMENTS may be placed in any of these four positions (see image on the left). These four are only shown as examples, but do not represent a specific location for any specific endorsement.

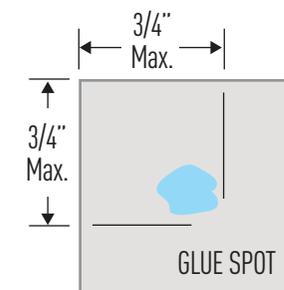
BOOKLET DESIGN

- All stitched / bound edge booklets must have three tabs
- Min paper weight of 70# book text (80# if over an ounce)



GLUE INSTRUCTIONS

Any piece with glue dots must have the glue applied within the given dimensions shown on the right.



FOLDED SELF-MAILERS

- No more than 12 panels after it's all folded down
- All self-mailers must have two tabs

The final folded panel creates the non-address side of the mail piece by folding from bottom to top, or lead to trail edge, as shown in the following illustrations.

For trifold self-mailers, the mailing address must be on the middle panel, with the final fold creating the non-address side.

	LENGTH	HEIGHT	WEIGHT
MINIMUM	3-1/2 in	5 in	70# book text (80# if over one ounce)
MAXIMUM	10-1/2 in	6 in	3.0 ounces

TRIFOLD CORRECT



3-Panel Folded Self-Mailer

TRIFOLD INCORRECT

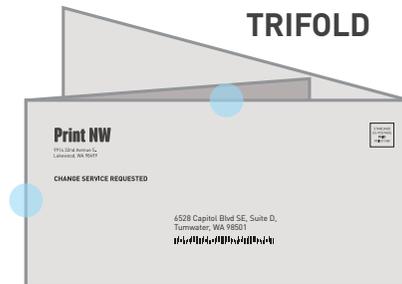


HALF FOLD



2-Panel Folded Self-Mailer

TRIFOLD



3-Panel Folded Self-Mailer

QUARTER FOLD CORRECT



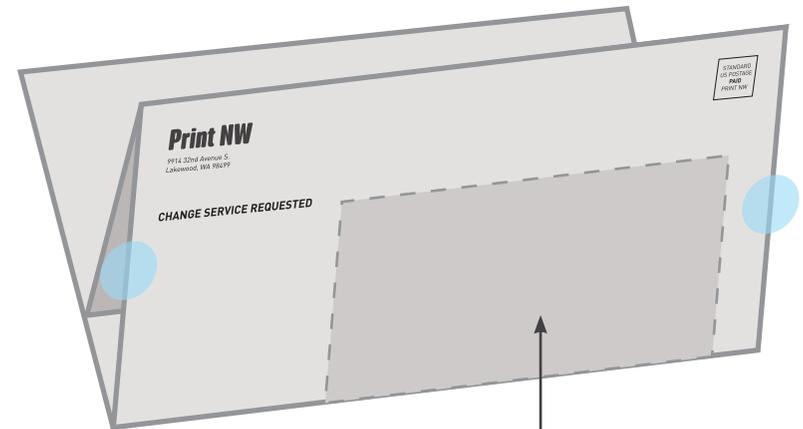
4-Panel Folded Self-Mailer

QUARTER FOLD INCORRECT



For quarter panel folded self-mailers, the secondary fold must be to the right of the address, and the final fold must be underneath the address.

TRIFOLD WITH INSERT



3-Panel Folded Self-Mailer

Insert secured inside

FOLDED SELF-MAILERS

Paper Goods, Signage, and Branded Gear

ALL IN ONE PLACE

Now that your direct mail campaign is all taken care of, why not outfit your team with some top-notch polos, jackets, or caps, branded with your logo? Or let us help you find the perfect high-quality giveaway item for your next trade show or appreciation campaign? We can help with all of it!

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We can make yours.**