

General

Although the effective date of these revisions is not until January 5, 2013, we encourage all customers who prepare folded self-mailers mailed at automation or machinable prices to begin conversion to these design concepts as soon as possible.

Definition

A folded self-mailer is formed of panels that are created when one or more **unbound** sheets of paper are folded together and sealed to make a **letter-size** mailpiece. The number of panels is determined by the number of sheets in the mailpiece and the number of times the sheets are folded.

Physical Characteristics

Height: A **minimum of 3 1/2 inches** and a **maximum of 6 inches**. (currently 6 1/8 inches)

Length: A **minimum of 5 inches** and a maximum of **10 1/2 inches**. (currently 11 1/2 inches)

Thickness: A minimum of 0.007 inch; (**0.009 inch** if the height exceeds 4 1/4 inches or if the length exceeds inches); the maximum thickness is **1/4 inch**.

Maximum Weight: **3 ounces**. (currently 3.3 ounces)

Maximum number of panels: **12** (exception: Quarter-folded self-mailers made of 55 pound or greater **newsprint** must have **at least 8 panels** and may contain **up to 24 panels**.)

Panels

Panels are created when a sheet of paper is folded. Each two-sided section (front and back) created by the fold is considered one panel. When a folded self-mailer is made of multiple sheets, multiply the number of sheets by the number of panels created when folding a single sheet to determine the total number of panels.

The following conditions apply:

The open edge of the back panel (non address side) must be at the top or within 1 inch of the top or trailing edge of the mailpiece.

The **final folded edge must be the bottom** of a folded self-mailer unless prepared as an oblong. The final folded edge of an oblong folded self-mailer must be the leading (right) edge.

Folding methods and the subsequent number of panels created when folding a single sheet of paper are:

1. Bi-fold: Folded once forming two panels.
2. Tri-fold: Folded twice forming three panels.
3. Oblong: Paper folded once to form two rectangular panels with one elongated dimension and parallel opposite sides. The final folded edge is on the leading (shorter) edge.
4. Quarter-fold: Folded twice with each fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter-folded creates four panels.

Sealing Methods

1. To seal folded self-mailers that weigh up to 3 ounces created in **bi-fold, tri-fold formats and quarter-fold** mailpieces that **weigh one ounce or less**, place **two nonperforated tabs on the top edge**, one within 1-inch from the leading and another within 1-inch from the trailing edge.

2. To seal **quarter-fold** mailpieces that weigh **more than 1 ounce up to 3 ounces**, affix **two tabs**, one on the **leading edge and one on the trailing edge** within 1 inch from the top, and affix a **third tab** on the **lower leading edge** 1/2 inch from the bottom.

3. To seal **oblong pieces** that weigh up to 3 ounces, **affix one tab in the center of the top edge and one tab in the center of the trailing edge** (preferred) or affix both tabs on the trailing edge within 1 inch of the top and bottom edges. **Tabs may not be placed on the bottom of an oblong piece.**