



## BULK MAIL GENERAL INSTRUCTIONS USPS NON-AUTOMATED, MACHINABLE MAIL PIECES.

**MAGNET PLACEMENT:**

**A:** 1/2 inch space between the magnet and edge of postcard.

**B:** Imprint on postcard should be *about 1/4"* away from magnet placement (this includes any type of surrounding border, etc.).

**C:** Imprint under magnet should be at least 1/4" smaller than magnet on all four sides.

Magnet can be placed on either side of postcard, vertically or horizontally.

\* Please note: Magnet can shift up to 1/4" in any given direction.

**STAMP & METERED MAIL AREA:** Stamps and metered mail can **ONLY** be in the upper right hand corner of mail piece (not mail area), this includes empty boxes for stamp placement.

**INDICIA:**

- 1st class min qty 500, 3rd class or Non-Profit min qty 200 (Qty cannot be a combined copy change total - EACH copy change must meet the minimum requirement).
- Indicia should have approx. 1/8" space from surrounding type.
- Minimum font size is 4 pt. in all CAPS; INDICIA CONTENT CANNOT BE SMALLER THAN 1/2 X 1/2"
- No graphics behind indicia; must be solid area & can be in reverse.
- Printed indicia can be placed anywhere on the mail piece as long as it is ALWAYS in the upper right hand corner of the "mail area" and easily identified.
- Indicia needs to be easily found by post office; not lost in graphics.

STAMPS AND METERED MAIL CAN ONLY GO HERE IN THE UPPER RIGHT HAND CORNER OF "MAIL PIECE".

EXAMPLE OF MIN TYPE SIZE  
4 PT TYPE  
INDICIA "CONTENT" MUST BE AT LEAST  
1/2" X 1/2"  
BOX NOT REQUIRED

Return Name  
Return Address  
Return City, State Zip

Required for ALL non-profit indicia  
(must match form)

PRSR STD  
U.S. POSTAGE  
**PAID**  
GARDNER, KS  
PERMIT NO. 37

**INKJET ADDRESSES:**

Addresses can be inkjet over a ghosted graphic as long as there is a lot of contrast and address is easily read.

**4" min.**

**2" min.**

**BARCODE AREA\*:** (4" x 5/8") MUST BE PLAIN WHITE  
**ABSOLUTELY NO PRINTING IN THIS AREA PER USPS.**

**.625"**

**Effective Immediately**

**BULK MAIL FORMS (REQUIRED):** Forms must be filled out and returned by distributor before proofing and/or processing order.

- If Gardner 1st Class, 3rd Class (std), or Non-Profit is selected, we MUST have USPS NCOA Processing Acknowledgement Form (PAF) returned.
- "Or Current Resident" is an option when using indicia.
- Non-Profit (Ship from Gardner) - Must meet certain criteria: USPS form 3623 signed by Officer. Forms may be faxed or emailed.

**CUSTOM SIZE POSTCARDS:** Min. custom size is 4.25x5". Any size over 6.125 x 11.5 will be considered a "flat rate" instead of "letter rate". The mail side of flat rate items must be set up in a portrait orientation and with the mail area at the top of the piece.

**ALTERNATIVE ADDRESSING (POSTAL CUSTOMER, RESIDENTIAL CUSTOMER, BUSINESS CUSTOMER-ONLY THESE OPTIONS):**

We can print this on the postcard ONLY if the dist. is ALSO in the same city as the indicia that is being printed. Customer can ONLY use it if it is a Rural Route--only box sections w/o city delivery. We cannot use our indicia and ship somewhere else other than Gardner, KS. (USPS A040.1.5)