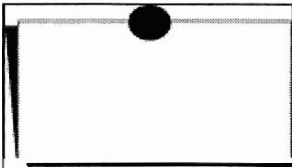
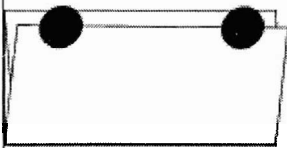


# Securing (tabbing) DOUBLE POSTCARDS, SELF-MAILERS & BOOKLETS for Auto and Machinable Pricing



### DOUBLE POSTCARD

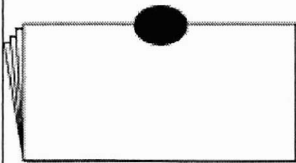
Tabs 1 (middle)  
 Folded Edge Top or Bottom (Right & left edges must be open)  
 Sheets Single  
**Basis Weight 75 lb.** - .007" min. thickness both cards



\* Indicates approximate paper thickness

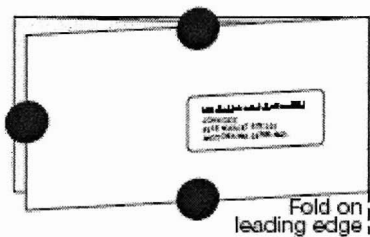
### FOLDED SELF-MAILER—20 lb. Paper (.0038" thick\*)

Tabs 2 (start  $\leq$  1 inch from edges)  
 Final Folded Edge Top or Bottom – prefer bottom  
 Sheets Single or Multiple  
**Min. Basis Weight 20 lb.** - min. .007" thickness.  
 Over 4.25" x 6" - .009" min. thickness for auto & machinable – a single sheet of 20, 24, and some 28 lb. bond paper, must be trifolded to get .009" thickness. **All self-mailers** with final fold on top need 2 tabs on bottom.



### FOLDED SELF-MAILER—24 lb.(.0048") or 28 (.0058")\*

Tabs 1 (middle)  
 Final Folded Edge Bottom  
 Sheets Multiple – at least two 8.5" x 11"  
**Min. Basis Weight 24 lb.** – min. .007" thickness. Over 4.25" x 6" - .009" min. thickness for auto & machinable  
**OR** Sheets Single  
**Min. Basis Weight 28 lb.** – min. .007" thickness. Over 4.25" x 6" - .009" min. thickness for auto & machinable



### FOLDED SELF-MAILER – FOLD ON RIGHT

Tabs 3 – all open edges  
 Final Folded Edge Right  
 Sheets Single or multiple  
**Min. Basis Weight 20 lb.** – min. .007" thickness. Over 4.25" x 6" - .009" min. thickness for auto & machinable

### Paper Basis Weight Conversion Table

#### NOTE:

Paper basis weight is based on weight of 500 sheets of:  
 25 x 38 inch sheets of book-grade paper,  
 17 x 22 inch bond-grade paper,  
 20 x 26 inch sheets of cover-grade paper,  
 24 x 36 inch sheets of newsprint.  
 For example, if 500 sheets of book-grade paper weigh 39 lbs., the paper is considered 39-pound book paper.

Book Wt.	Bond Wt.	Cover Wt.	Newsprint Wt.
39	15	21	35
40	16	22	36
50	20	27	45
55	22	30	50
60	24	33	55
70	28	40	64
75	30	41	68
80	31	44	73
90	36	50	82
100	40	56	91
110	44	60	100
128	50	70	116

### Maximum Weight, Machinable and Automation Letters and Cards

The following maximum weight limits apply:

- Booklets and folded self-mailers — 3 oz.
- Machinable enveloped letters & cards — 3.3 oz.
- Automation enveloped letters & cards — 3.5 oz.

### Tags, Tape, and Glue (effective 9-8-09-See DMM 201.3.11 for current regulations)

Tabs on booklets must be at least 1-1/2 inches in width. The tab placement standards are subject to 1/4" variance in either direction. Tabs may be made of opaque paper, translucent paper, vinyl or plastic, and must not contain perforations. Cellophane tape may also be used as a closure. The following standards also apply:

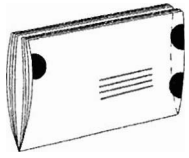
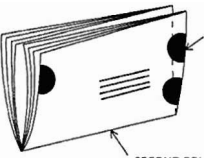
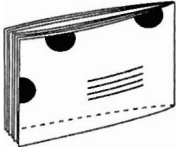

- Translucent paper tabs should be made of paper with a minimum of 40-pound basis weight.
- Opaque paper tabs should be made of a minimum of 60 lb. basis weight paper with a tear strength of at least 56 grams of force in the machine direction (MD) and 60 grams of force in the cross direction (CD).
- Tabs in the barcode clear zone must have a paper face meeting the standards for background reflectance and, if the barcode is not preprinted by the mailer, the standards for acceptance of water-based ink.
- Vinyl tabs and cellophane tape closures are not acceptable within the barcode clear zone.
- Tabs must be tight against the edge of mail. Maximum 1/16" overhang recommended.
- Glue spots may be used in lieu of tabs and must be placed within 3/4" of the open edges.

## Physical Standards for Booklets

Booklets must be:

- Height: not more than 6" or less than 3.5" high. (Until 9-8-09 max. is 6-1/8")
- Length: not more than 10.5" or less than 5" long. (Until 9-8-09 max. length is 11.5")
- Thickness: not more than 0.25" or less than 0.009" thick. (Until 9-8-09 min. thickness for piece 4.25" x 6" or less is .007")
- Weight: not more than 3 oz.
- Aspect ratio: within 1.3 to 2.5 (length divided by height).

**Booklet Design Exhibit effective 9-8-09. (See DMM 201.3.14.2 for current regulations.)**

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
 <p>Spine or fold on the bottom (longer) edge</p>	<p>5" to 9" long</p> <p>Over 9", up to 10.5" long</p>	<p>50-pound</p> <p>60-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
 <p>Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge</p>	<p>5" to 10.5" long</p>	<p>40-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Folded Booklet Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
 <p>Spine on the leading (shorter) edge</p>	<p>5" to 9" long</p> <p>Over 9", up to 10.5" long</p>	<p>60-pound</p> <p>70-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.</p>
 <p>Spine on bottom (longer) edge, non-perforated inner flap on top (upper) edge</p>	<p>5" to 9.5" long</p>	<p>80-pound</p>	<p>Continuous glue line or glue spots</p>	<p>Perfect bound or saddle stitched with continuous glue line along flap preferred, minimum 1 inch glue spots acceptable if placed within 3/4 inch of right and left edges.</p>