

CUSTOMER NOTICE

July 2, 2008



Re: Flat Addressing Requirements

Dear Customers,

In response to the new guidelines issued by the US Postal Service last month regarding addressing of Flat size mail and the questions generated at the most recent Mail Users Forum, I have put together this Customer Notice.

One of the questions brought up in the Mail User's Forum was the placement of the Delivery Address on Flat size mail. As per USPS instructions the Delivery address must be in the top half of the mail piece. The top half is shown below with the bound or folded edge being on the right-hand side. Postage must be in the upper right-hand corner in the same read direction as the Delivery Address. Also mentioned in the instructions is a recommendation for the Delivery Address to be as close to the top as possible with at least a 1/8" of clearance. The intent of this guideline is to encourage the customer to move the Delivery Address as far up the page as possible while still keeping the traditional triangular shape (Return Address upper-left, Delivery address lower-center and the Postage upper-right). It does not necessarily mean that all three are in a straight line.

This brought up the second question of where the Certified Barcode goes if the Return Address, Delivery Address and Postage are all on the very top of the mail piece. The preference of the USPS is that the Certified Barcode is placed below the Return Address and/or to the left of the Delivery Address block. This is not a rule but a preference, however, the rule does state the Certified Barcode be on the same side of the mail piece as the Delivery address and not blocking the Return Address, Delivery Address or Postage.

The official publication with some diagrams is attached to this Customer Notice for further review and clarification.

FLATS ADDRESS PLACEMENT

EFFECTIVE DATE: March 29, 2009

Reference: DMM 302

The Postal Service adopts new address placement and formatting requirements for Periodicals, Standard Mail®, Bound Printed Matter, Media Mail®, and Library Mail flat-size pieces sent at automation, presorted, or carrier route prices. We also adopt related revisions for automation and presorted First-Class Mail® flats.

The new standards require:

- The entire delivery address in the upper portion of all Periodicals, Standard Mail, Bound Printed Matter, Media Mail, and Library Mail flat-size pieces mailed at automation, presorted, or carrier route prices.
- The new standards define “upper portion” as the top half of a mailpiece; however, we encourage mailers to place the address as close to the top edge as possible (while still maintaining a 1/8-inch clearance from the edges).
- For enveloped or polywrapped flat mail, the upper or top half is either of the shorter edges of the mailpiece. For bound or folded flat mail, the bound or final folded edge must be vertical and on the right side, with an exception for Carrier Route (or Enhanced Carrier Route) saturation mail, where either of the shorter edges can be the top. If the delivery address is on an insert in a polywrapped flat, address must remain in the upper half throughout processing and delivery.
- Mailers may place the address parallel or perpendicular to the top edge within the upper portion of the mailpiece, but not upside down as read in relation to the top edge.
- If a vertical address does not fit in the upper half, address may pass midpoint if placed within 1” of the top edge.
- Mailers must also address ALL presorted, automation (this includes First-Class Mail in addition to the classes of mail mentioned above), and carrier route flat-size mailpieces using a minimum of 8-point type (.080” high), with our preference being all caps and using a sans serif font, or;
- If the mailpiece bears a POSTNET™ or Intelligent Mail® barcode with a delivery point routing code for automation pricing, the address may be a minimum of 6-point type (.065” high) in all capital letters.
- In addition, for ALL automation price pieces, the characters in the address must not overlap, the address lines must not touch or overlap, and each address element may be separated by no more than five blank character spaces.
- Postage and Delivery Address must be on the same side of the mailpiece. Postage must be in the top, right corner of the mailpiece or address area. Postage must have the same “read direction” as the Delivery Address. This does not apply to Periodicals that are not required to display postage.

ILLUSTRATIONS

Exhibit 2.2 Delivery Address on Enveloped or Polywrapped Pieces

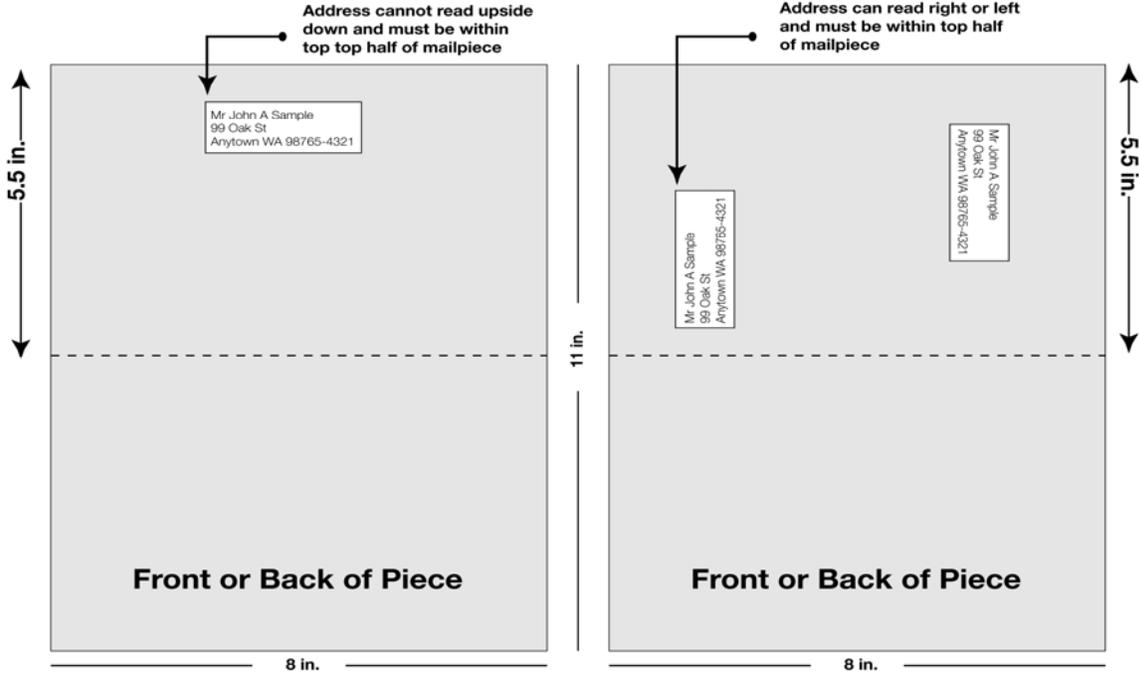
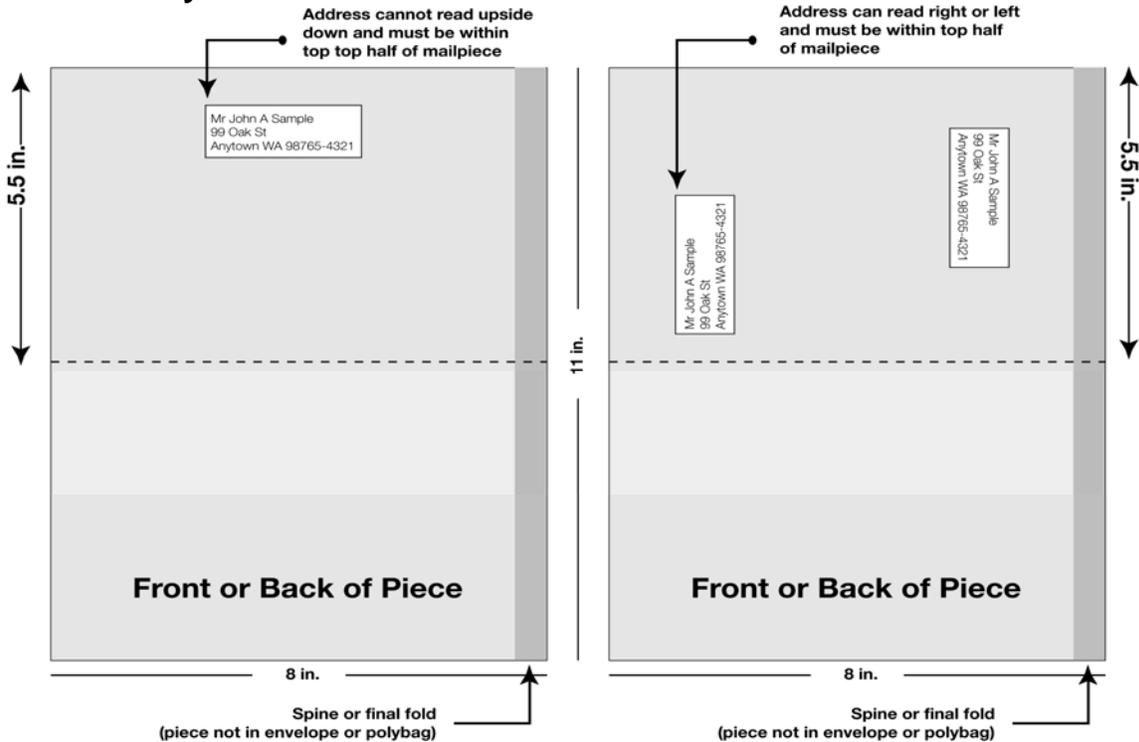


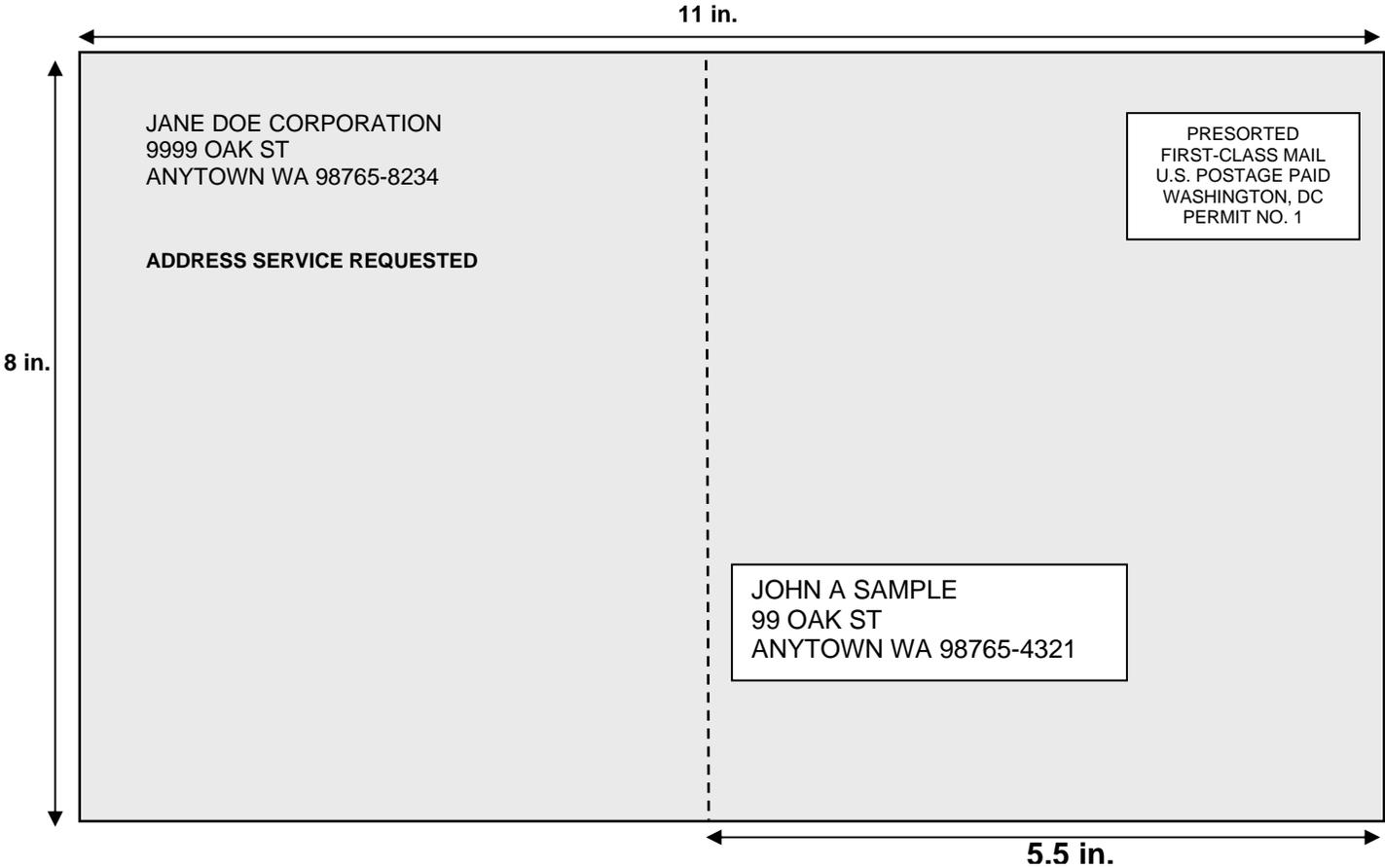
Exhibit 2.3 Delivery Address on Bound or Folded Pieces



ILLUSTRATION

Delivery Address on Enveloped or Polywrapped Pieces in Landscape Orientation

It is possible to mail an envelope that is addressed to be viewed in Landscape Orientation and still be in compliance with the rules. Our preference would be to position the Delivery Address on the right half of the envelope. Remember, postage must be in upper right corner of mailpiece or upper right corner of addressing area when orientated to read the address and postage.



When this envelope is turned and viewed vertically in a Portrait Orientation, you can see that this area is still in the upper half of the mailpiece. This design will comply with the Flats Address Placement rules.