



# Automated

# MAIL

# Guidelines

Automation Mail is mail that can be processed through USPS® automated equipment. Automated equipment processes mail more efficiently, allowing the Postal Service™ to maintain lower rates for those pieces.

To qualify for Automation Mail, mailpieces must meet certain criteria, including size, weight, shape, mail panel orientation, addressing and barcode placement standards.

Color Impressions will place the appropriate permit imprint indicia on your mailpieces. If you are a non-profit organization, please send proof of your approved status from your local post office to Color Impressions so the appropriate imprint indicia can be placed on your mailpieces.

Please use these guidelines when creating your next mail project to insure the best possible postal pricing. If you have any questions or concerns on your next mailing, please call us at the number below. Additional information can be found at [www.usps.com](http://www.usps.com). Your local post office can also supply you with a free Automation Template for placement reference, mailpiece dimensions and other key information.



**COLOR**  
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800.626.4421

[www.colorimpressions.biz](http://www.colorimpressions.biz)



## Letter Size

### Tri Fold



### Double Parallel Fold

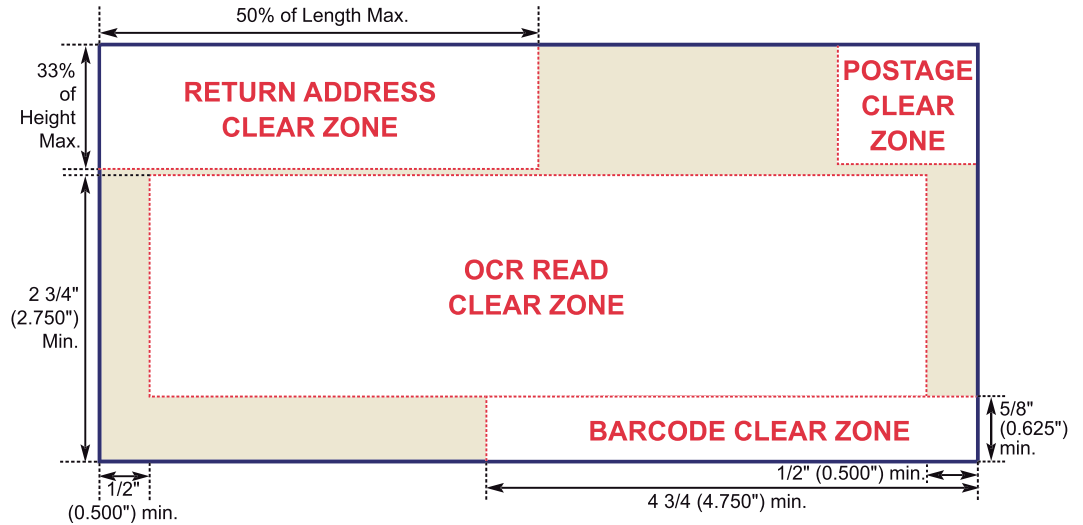
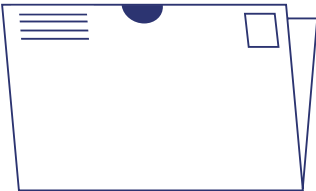


### Roll Fold



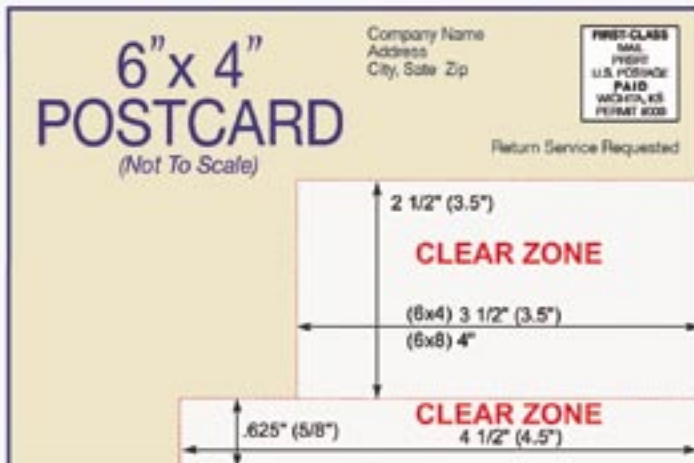
### Half Fold

(5 1/2" x 8 1/2" catalog)



- The final closed fold should be at the bottom of the address area to allow for a single tab at the top of the mailing. If the opening is at the bottom, or if the piece is too thin, the piece will require extra tabs for automation. Extra tabs will raise the cost of the piece not only to pay for the tabs, but they will add weight to your piece and possibly increase the cost of postage.
- A return address should be in the left uppermost corner of the mailpiece. It should not exceed 33% of the height, nor 50% of the length of the piece.
- The address area must be white, with no ink coverage and is to be a minimum of 2 1/2" tall by 4" wide. Letter size mail will have 1/2" margins on the left and right of the piece that are to be completely free of printing.
- The indicia area should be no less than 1/2" x 1/2" plus a 3/8" clear zone on all sides.

All mailpieces will have a clear zone 5/8" high as measured from the bottom of the piece and 4 3/4" in length as measured from the right hand side of the piece for the barcode area.



All **First-Class** presort postcards and letters require a move update **"Return Service Requested"** to be placed below the return address, above the delivery address or preferably directly below the indicia. (Return Address Mandatory)



## Postcards

6"x4" postcards are normally sent at the **First Class** rate and all other mailpieces are normally sent at the lower **Presort Standard** rate. However, you determine which rate your mailpiece will be sent at. **First Class** mail is received by your customers faster but costs more. If you can allow an extra 7 to 10 days for delivery, **Presort Standard** is a more economical option. Note: Mail with personalized (handwritten message, smiley faces) information (either postcard or enclosed letters in envelopes) must be sent at First Class rates. Written signature only is accepted as non-personalized information.





**Catalog**  
(8 1/2" x 11" catalog)



When held with the bound or folded edge to the right, the address will be placed on the bottom section of the mailpiece. The address area should be no less than 2<sup>3</sup>/<sub>4</sub>" in height as measured from the bottom edge of the catalog and must be white, free of any images or ink coverage.



Database files should be PC compatible and either **dBase II-IV Format (.dbf extension)** or **ASCII Comma Delimited (.csv or .txt extension)**. We can also convert your database from Excel, Access and other spreadsheet programs.

How do you want your database mapped? When we import a database into our system we need to know what fields will be placed in the appropriate spots. If you have consistently placed your customer's "company name" in field #1, we need to know that. The attached form has been provided for you to "fill in the blanks" for us.

**Things to remember when setting up your database**

- City, State, and Zip Codes must be in individual fields.
- Address Line 1 field should be for main street address only. The Address line 2 field should be for apartment and suite #s only. Do not include more than one deliverable address.
- If you are providing a Zip Code +4, all digits must be in the same field. 9 digit zip codes are optional and 5 digit Zip Codes are acceptable. There must be a dash between the 5 digit zip and the plus 4, i.e. 67200-0000.
- Required fields are: **Address, City, State, and Zip**

**Examples**



COMPANY	FIRST NAME	LAST NAME	ADDRESS 1	ADDRESS 2	CITY	STATE	ZIP CODE
ABC DAYCARE	SONDRA	KIBBET	50505 BAY DR.	SUITE 212	FLOUNDER	PA	77520
GLOBAL EXPORTS	FRANKLIN	O'HARA	255 VETSON AVE.	APT 23	HARRIS	GA	66998
MAGAZINES GALORE	LOUIS	PETERSON	PO BOX 7789		BARTON	IL	56321
FIELD #1	FIELD #2	FIELD #3	FIELD #4	FIELD #5	FIELD #6	FIELD #7	FIELD #8



**INCORRECT** *Separate fields for City, State, and Zip Code are required.*

COMPANY	FIRST NAME	LAST NAME	ADDRESS 1	ADDRESS 2	CITY, STATE, ZIP CODE
ABC DAYCARE	SONDRA	KIBBET	50505 BAY DR.	SUITE 212	FLOUNDER, PA 77520
GLOBAL EXPORTS	FRANKLIN	O'HARA	255 VETSON AVE.	APT. 23	HARRIS, GA 66998
MAGAZINES GALORE	LOUIS	PETERSON	PO BOX 7789		BARTON, IL 56321
FIELD #1	FIELD #2	FIELD #3	FIELD #4	FIELD #5	FIELD #6



**INCORRECT** *Cannot deliver to two addresses. Address 2 should be Apt. & Suite #s Only.*

COMPANY	FIRST NAME	LAST NAME	ADDRESS 1	ADDRESS 2	CITY	STATE	ZIP CODE
ABC DAYCARE	SONDRA	KIBBET	50505 BAY DR.	PO BOX 559	FLOUNDER	PA	77520
GLOBAL EXPORTS	FRANKLIN	O'HARA	255 VETSON AVE.	PO BOX 8967	HARRIS	GA	66998
MAGAZINES GALORE	LOUIS	PETERSON	PO BOX 7789		BARTON	IL	56321
FIELD #1	FIELD #2	FIELD #3	FIELD #4	FIELD #5	FIELD #6	FIELD #7	FIELD #8

# Database Export and Mail Authorization Form

Use the (number) to tell us what data is in which field on your database.

- |                |               |                                     |                  |           |                   |
|----------------|---------------|-------------------------------------|------------------|-----------|-------------------|
| (1) First Name | (2) Last Name | (3) Full Name                       | (4) Company Name | (5) Title | (6) Suite/Apt/Lot |
| (7) Address 1  | (8) Address 2 | (9) City                            | (10) State       | (11) Zip  | (12) County       |
| (13) Country   | (14) PMB      | (15) Other (please specify on line) |                  |           |                   |

Field #1 is consistently \_\_\_\_\_ Field #2 is consistently \_\_\_\_\_

Field #3 is consistently \_\_\_\_\_ Field #4 is consistently \_\_\_\_\_

Field #5 is consistently \_\_\_\_\_ Field #6 is consistently \_\_\_\_\_

Field #7 is consistently \_\_\_\_\_ Field #8 is consistently \_\_\_\_\_

Field #9 is consistently \_\_\_\_\_ Field #10 is consistently \_\_\_\_\_

**PLEASE NOTE:** Postcards and some mail pieces have a limited amount of space for addressing. Only map the fields you want to be printed in the address for mailing. If you specify a certain field for mapping, we will follow your directions when importing your file. The customer is responsible for providing a good readable database, and for accurately providing the mapping information above. **Color Impressions is not liable for returned mail if caused by inaccurately provided mapping information (form above) or by an improperly formatted or inaccurate database.**

**I have accurately shown how my database is mapped above. Please map my data as shown. I understand Color Impressions is not liable in the event of any returned mail.**

SIGNATURE \_\_\_\_\_ DATE \_\_\_\_\_

In order for Color Impressions to mail your printed materials you must acknowledge that you have read the attached mailing instructions and you are aware of the following additional requirements:

- Mailing disks should arrive at Color Impressions no later than five (5) working days before your job is scheduled to mail.
- The **print quantity ordered** must be at least **10% higher** than the quantity of addresses used on your mailing list.
- Color Impressions will use your mailing disks to determine your actual postage cost and will notify you of the postage cost once all the factors have been determined.
- Prior to mailing your order, you will need to send a cashiers check, certified check, or money order in the amount of the postage cost made payable to the **U.S. POSTMASTER.**
- Color Impressions will print the appropriate Wichita, Kansas indicia on my mailing order.
  - First Class Presort Indicia
  - Presort Standard Indicia
  - Non-Profit Indicia\*

*\*If requesting non-profit indicia, please provide proof of status from your local post office.*

**I understand and acknowledge that I can and will meet the Color Impressions mailing requirements.**



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\_\_\_\_\_  
SIGNATURE

\_\_\_\_\_  
DATE