

RETURN ADDRESS AREA
Required on All Mailings

POSTAGE
STAMP OR
INDICIA

INK FREE ADDRESS AREA
4" w x 2.7" h

.625" BARCODE AREA

Fold Line - black dashed line

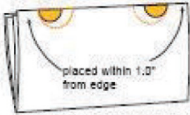
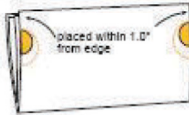
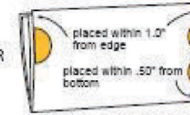
Fold Line - black dashed line

11" x 17" Half then Half Fold

11.25" x 17.25" Bleed Size
Outside edge. Design
should be this dimension

11" x 17" Trim Size
Black dotted line

10.75" x 16.75" Safe Zone
Blue solid line. Text, phone numbers
and web addresses inside this area

FOLDED SELF MAILERS (FSM) TAB SIZES & NUMBER TO USE		
Category	up to 1 oz	over 1 oz up to 3 oz
Basic FSM	(2) 1.0" tabs	(2) 1.50" tabs
FSM w/attachments, loose enclosures, OR Basic FSM with dies or perfs	(2) 1.50" tabs	(2) 2.0" tabs OR (3) 1.50" tabs, horizontal
Quarter Fold	(2) 1.0" tabs	(3) 1.50" tabs, horizontal (2) 1.50" tabs, oblong
Horizontal Tab Placement		
 placed within 1.0" from edge Use with full size outer panel only OR  placed within 1.0" from edge OR  placed within 1.0" from edge placed within .50" from bottom Use if over 1 oz, see above chart		
Oblong Tab Placement		
 Centered USPS Preferred OR  placed within 1.0" from top & bottom edge Address lead		