

Bulk Mail Guidelines

Bulk Mail is mail that is processed and prepared in bulk to meet postal regulations in order to receive reduced postage rates. The preparation includes presorting, placing into containers by ZIP code, and delivering to the post office bulk-mail-entry unit, along with a manifest.

When you start a project it is helpful to your designer to know if it will be mailed. The design of your project and your mailing panel can affect the mailing options and cost. Below are things to keep in mind when designing your mail piece.

We are here to help assist you with decisions related to your mail panel in order to reduce your postage costs. We will always strive to obtain the best possible postage rates for your mailing project.

If you would like to set up a meeting for a personal consultation, please contact us at:
University of Oregon Printing Services

Toni Burnette
541-346-1689
UODistribution@uoregon.edu

Indicia Use

To use our permit 63 indicia there are minimum requirements set by the post office:

- All mail pieces using our indicia must have the words “University of Oregon” as the first line in the return address. (Please see sample below)
- The indicia must be placed on the front side of the mail piece in the upper right-hand corner of the mail panel
- All pieces must have domestic mailing addresses
- First Class Indicia (single piece) = 200 piece minimum
- First Class Presorted = 500 piece minimum
- Non-profit (bulk mail) = 200 piece minimum
- All pieces must weigh less than 16 oz
- All inserts must be identical in size, weight, and texture including paper:
 - Color
 - Shape
 - Thickness

All inserts must identify the material as U of O-related and U of O-sponsored, and must bear a U of O address. Only U of O may benefit from the mailing

Mail Panel – for Non-profit mailing

- There must be 4" of clear space measuring from the right side of the mail piece and 2.75" measuring from the bottom of the mail panel in order to include the barcode for the best postage rates. If this space is not provided we can still mail for you at non-profit rate however the rate will be slightly higher.
- In order to accommodate the barcode there needs to be 1/8" clear space on the left hand side of the barcode and the barcode needs to be no closer to the right hand side of the mail piece than 1/2" from the edge. The post office equipment reads from the bottom right side up to the upper left side. It is important that nothing is written in the provided mail panel.
- To receive the lowest postage rate, mail pieces are required to be bar coded.



LAKE COUNTY PARKS & RECREATION MASTER PLAN

O UNIVERSITY OF
OREGON
Community Planning Workshop
1209 University of Oregon
Eugene, Oregon 97403-1209

Nonprofit
Organization
U.S. Postage
PAID
Eugene OR
Permit No. 63

Lake County recognizes parks, recreation facilities, and programs as important assets for you and your community. The County has partnered with the University of Oregon's *Community Planning Workshop* to develop a comprehensive Lake County Parks & Recreation Master Plan.

TELL US WHAT YOU THINK ABOUT PARKS & RECREATION OPPORTUNITIES IN LAKE COUNTY

Your household has been selected to receive a Lake County Parks & Recreation Survey. Please take a few moments to complete the survey when it arrives in a few days.

—Thank you for your participation!



Special Notes:

Letters can be mailed at a non-profit, non-sorted rate. (Anything that would qualify as a non-profit letter including postcards up to 6" High and 11" long).

If a letter is taller than 6 1/8" it qualifies as a flat (regardless of how wide it is).

Non-Profit **FLATS MUST** be presorted sorted – **NO EXCEPTIONS.**

Non-Profit mailings can **NOT** contain a hand written personal note.

Non-Profit mail pieces may not contain any advertisements or logo's outside of university business.

Non-Profit mailings **MUST** be less than 16 oz. (If it is 16 oz or more – it automatically becomes a Priority Mail piece).

Largest size mailable is within the dimension range of 12x6x3 (*please contact us if your package is within this range so we can verify it will qualify).

Nonprofit postcards: Minimum: 5" in length and 3 1/2" high – and .007 inches thick
Maximum: 11 1/2" in length and 6 1/8" high

Nonprofit postcards over 4 1/4 x 6 must be .009 inches thick minimum.

Most commonly, the return address is placed at the top of the card to the left hand side of the indicia. Postcards need a return address if a return service is requested (which is automatically included for First Class Mail and optional for Marketing / Standard Mail). Costs approx. \$.64 cents for each returned piece of mail.

Folded Self Mailer

A folded self-mailer can be as small as 5" long x 3.5" high on 70# paper and no larger than 10.5" long x 6" high and up to .25" thick in order to qualify as a non-profit letter. Anything larger will be mailed as a flat.

The paper weight for a folded self-mailer for under 1 oz needs to be a 70 lb, over 1 oz needs to be 80 lb.

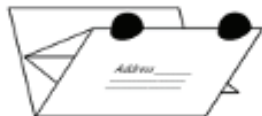
The US Postal Service has rules for Folded Self Mailers (FSM). If a FSM is not folded correctly it will mail at a non-machinable rate. Tabs are used on folded self-mailers to meet postal mailing regulations. These standards increase mail processing efficiency. Use the examples below to make sure your mail piece complies with tabbing standards. Addresses must appear as shown in the examples, and accordion folds (z-folds) do not self-mail. Tabs will be placed within 1" of each edge.



Double Gate Fold



4-Panel Double Parallel Fold



4-Panel Roll Fold



4-Page Refold



3-Panel Parallel Fold



4-Page

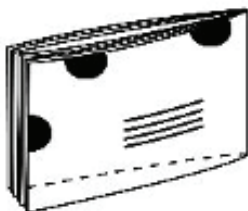


Folded Flap



All Accordion Folds

If your mail piece has a spine (staples) it will need to be tabbed as the sample below.



Place two 1.5" non-perforated tabs on the top edge and one tab on trailing edge. Position top tabs 1-inch from left and right edges. Position one 1.5" non-perforated tab in the middle of the trailing edge.

Some self-mailers have flaps, which are created when the last panel is folded over and attached to the unaddressed side of the piece. Below are some basic standards and requirements for flaps:

- The flap must be at least 1-1/2 inches when measured from the top of the mail piece.
- The flap's folded edge must be in line with the top of the mail piece and finish 1 inch or more above the bottom edge. However, there are exceptions (see section 3.14. of the Postal Explorer).
- All flaps must be secured by tabs or glue spots/lines.
- Die-cut shapes should be secured with tabs or glue spots/lines.

Quarter fold:

The paper is folded twice with each fold at a right angle to the previous fold. This is one sheet of paper quarter-folded to create four panels. This is also called a right-angle-fold mail piece. The spine edge or folded edge **MUST ALWAYS** be the lead edge of the mail piece to qualify for non-profit (the lead edge is the right hand side of the mail panel). The final fold (long edge after folding) will always be the bottom.

When using tabs on quarter fold self-mailers the following applies:

- Mailing pieces up to 1 ounce require two tabs at 1-inch diameter (see figure a)
- Mailing pieces over 1 ounce require three tabs at 1-1/2 inch diameter (see figure b)

See images below for tab positioning:

1. Placement of 1" tabs:

For mailing pieces up to 1oz within 1" of lead/trail edge



2. Placement of 1" tabs:

For mailing pieces up to 1oz on lead/trail edge within 1" of top edge



Business Reply Mail (BRM)

Business Reply Mail (BRM) service enables a permit holder to receive First-Class Mail back from customers and pay postage and a per piece fee for only the pieces returned. When designing a BRM mail piece, the piece must conform to a specific format to qualify as BRM including a unique ZIP+4 code.

The Dimensions of a BRM can be between of a 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for the post card price, cards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches and between must be at least 0.007 " and not more than 0.016 " in thickness. Larger card sizes are mailable, but they are charged at First-Class Mail letter price.

Not all colors of paper and/or ink and type styles are compatible with automated equipment at the post office. In order to be compliant we use white stock and black ink.

First Class Mailings

Postcards

- Can be as small as 5" in length x 3 1/2" in height
- Can be as large as 6" in length x 4 1/4" in height
- Minimum thickness must be at least 0.007 " and not more than 0.016 " in thickness to qualify for postcard rate
- Anything larger will be charged at letter rate

Envelopes

- Can be as small as 5" in length x 3 1/2" in height
- Can be as large as 11 1/2" in length x 6 1/8 " in height
- With a maximum thickness of .25"
- An envelope outside these perimeters will be charged as a flat

Flats

- Can be as small as 11 5/8" in length x 6 1/4" in height
- As large as 15" in length x 12" in height
- With a maximum thickness of .75"

If your mail piece is not within aspect ratio there will be an additional charge of \$.22 cents each piece. To find your aspect ratio take your length and divide by height. This number needs to be between 1.3 and 2.5.