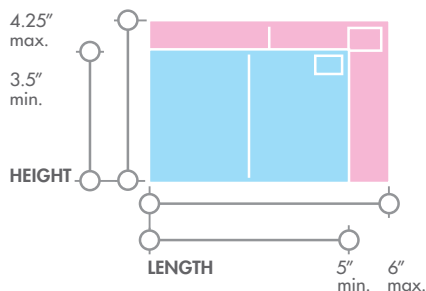


# KEEPING IT SIMPLE.

We know mailing can be confusing to even the most knowledgeable mail professionals. Our goal with this brochure is to simplify the mail process by providing you with the most common mail categories and USPS rate classifications. The rates will provide a range of postage costs so that your budgeting process for mail campaigns can be quick and simple. We have even included mail tips to keep your direct mail campaigns as cost effective as possible. With Roberts Printing, you too, can mail. It's easy!

## What Am I? Physical Characteristics of your mail piece.

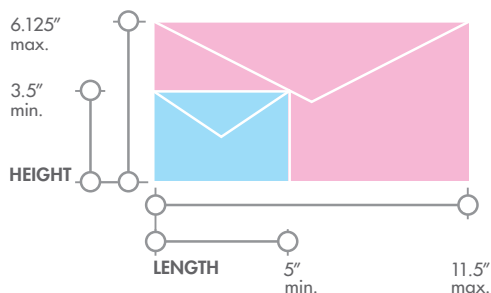
### CARD DIMENSIONS



|            | Minimum    | Maximum     |
|------------|------------|-------------|
| Length:    | 5 inches   | 6 inches    |
| Height:    | 3.5 inches | 4.25 inches |
| Thickness: | 0.007 inch | 0.016 inch  |

- Pieces exceeding 4.25" high or 6" long are charged as letter rates.
- Length divided by height must be no less than 1.3 and no greater than 2.5 for automation rates.

### LETTER DIMENSIONS



#### GENERAL LETTER

|            | Minimum    | Maximum      |
|------------|------------|--------------|
| Length:    | 5 inches   | 11.5 inches  |
| Height:    | 3.5 inches | 6.125 inches |
| Thickness: | 0.007 inch | 0.25 inch    |

- **First-Class**  
Maximum Weight  
3.5 oz. Machinable Presort  
3.5 oz. Automation
- **Standard Presort**  
Maximum Weight  
3.5 oz. Nonautomation  
3.5 oz. Automation
- *General letters exceeding 3.5 ounces are charged as flats.*
- *Pieces exceeding 4.25" high or 6" long or both, must be at least .009 caliper.*

#### FOLDED SELF MAILER

|            | Minimum    | Maximum     |
|------------|------------|-------------|
| Length:    | 5 inches   | 10.5 inches |
| Height:    | 3.5 inches | 6 inches    |
| Thickness: | 0.007 inch | 0.25 inch   |

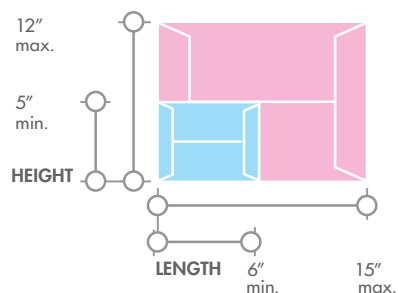
- Will require 2 to 3 1-1/2 inch Tabs depending on design
- *Length divided by height must be no less than 1.3 and no greater than 2.5 for automation rates.*
- *Maximum weight Booklets and Folded Self Mailers 3 oz.*

#### LETTER SIZE BOOKLETS-STITCHED OR BOUND

|            | Minimum    | Maximum     |
|------------|------------|-------------|
| Length:    | 5 inches   | 10.5 inches |
| Height:    | 3.5 inches | 6.0 inches  |
| Thickness: | 0.009 inch | 0.25 inch   |

- Will require 3 1-1/2 inch Non Perforated Tabs

### FLAT DIMENSIONS



|            | Minimum    | Maximum   |
|------------|------------|-----------|
| Length:    | 6 inches   | 15 inches |
| Height:    | 5 inches   | 12 inches |
| Thickness: | 0.009 inch | 0.75 inch |

- Pieces that exceed the flat size dimension are charged as parcels.
- Flats that are not flexible, not rectangular and not uniform in thickness are charged as parcels.

#### Maximum Weight

- First-Class Mail – 13 ounces
- Standard Mail – less than 16 ounces
- Periodicals/Bound Printed Matter – 20 ounces