



## Die-Cutout on External Panel

Up to two die-cutout holes can be placed in address or the non-address side panel

- ◆ No “through-holes” allowed

### Size:

- ◆ Circular or Oval - 2” max
- ◆ Rectangular\* - 1.5” x 2” max
  - ◆ ¼” radius corners

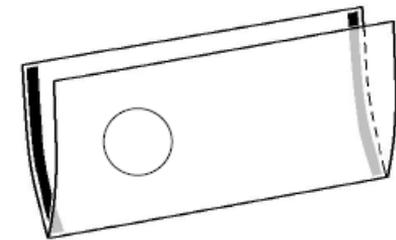
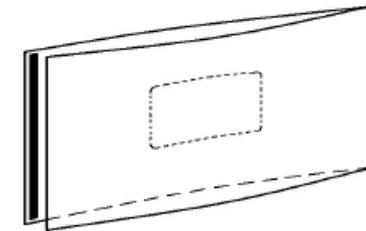
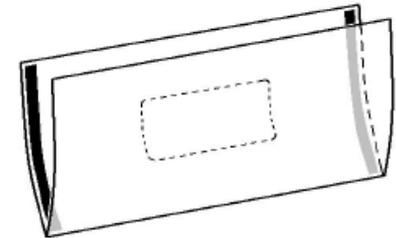
### Placement:

- ◆ 1.5” from all edges
  - ◆ 5” from lead edge on non-address side

### Thumb-notch:

- ◆ ½” max semi-circular die-cut at trail edge of address or non-address panel

Paper basis wgt: 100lb min under 1oz, 120 if over





# **UNENVELOPED MAILPIECES**

## **DMM 201.3.15**

**Effective January 05, 2013**



## “Open-Sleeve” Style Letter

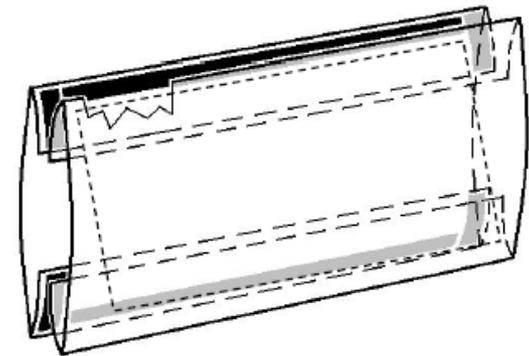
**Symmetrical panels joined together to form an Open-Sleeve style letter**

**Panels sealed along top and bottom edge using a 1/8”W continuous glue line**

**Optional inner flaps**

**Optional elements incorporated must comply with standards in 201.3.14.6-9**

**Paper basis weight minimum is 80lb, but must meet required basis weight for any optional element used according to DMM 201.3.14.5-9**





## Forms - Tear-Off Strip at Lead and/or Trail Edge

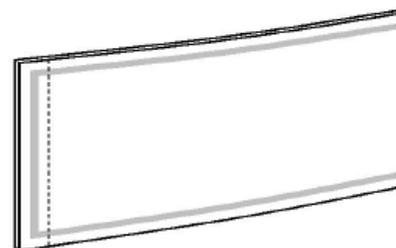
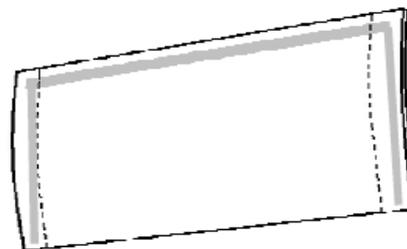
**Perforations are vertical lines no more than 9/16" from lead and/or trail edge**

**Cut-to-Tie ratio: recommended 1 to 1 (minimum); 1 to 2 if piece is over 1oz**

**Complete seal on all unfolded edges**

**May have a perforated horizontal line joining the lead / trail edge perforation**

**Paper basis weight is 60lb; if piece is over one ounce 80lb is recommended**



see FR Final language - DMM 201.3.15.2



## Basic elements

### Dimension

- Height: 6" max
- Length: 10.5" max

### Weight: up to 3oz max (closure method based on mailpiece weight)

### Paper Basis Weight: based on design/weight

- Book grade (Text/Offset) minimum 70lb and higher
- Newsprint min 55lb; only allowed with quarter-fold design

### Closure method options - based on design/weight

- Continuous glue line or elongated glue lines, glue spots
- Tabs: 2 or 3 non-perforated tabs



## Basic elements

- ❑ **Fold style / orientation**
  - Horizontal or vertical
- ❑ **Panel is formed when sheet(s) of paper are folded**
  - Panel is final fold, bottom up to top on non-address side
  - Number of host piece panels determined by design
- ❑ **Flap (if used) is final fold used in closure of mailpiece**
  - External flap is final fold down from top on non-address side or from lead to trail edge
  - Die-cut shape allowed
    - ◆ must be sufficiently sealed to panel



### Optional creative elements

- ❑ Interior attachments / loose enclosures
  - Attachments secured to panel
  - Enclosures in pocket or other style containment method
- ❑ Die-cutout hole(s) - no through holes allowed
  - Placement, size, shape and amount defined
- ❑ Perforation elements: cut-to-tie vary by design / weight
  - Pull-open strip, pop-out or pop-open panes
- ❑ Exterior attachments based on current DMM standards
- ❑ Recommendations only, not required
  - Friction, static, coating



# Folded Self-Mailer Reference Material



National Customer Support Center

RIBBS

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Home Site Index A-Z Site Index by Topic Locators/ Lookups Contact Us

## Folded Self-Mailer

[Printable View](#)

Intelligent Mail® Services

Address Quality Products

Business Mail Acceptance

Certifications

Flats Sequencing Strategy

Move Update

MTAC

Major/Minor Release Schedule

### Folded Self-Mailer

In collaboration with the mailing industry, the Postal Service engaged in a mailpiece design study to revise Folded Self-Mailer (FSM) standards for automation letter-size formats. As a result of those learning's, the revised mailing standards introduce more creative mailpiece design options that better match with mail processing capabilities. These revised mailing standards were presented in a Federal Register Notice of Final rules published on December 01, 2011 and will become effective on January 05, 2013. You may access a copy of the Federal Register Final Rules document by clicking on [FR Final Rules](#) under the **Important Links**.

To further assist customers with understanding the revised rules, a document containing summarized information can be found by clicking on [Folded Self-Mailer Reference Material](#) under the **Important Links**. The reference guide was developed jointly with the mailing industry and includes supplemental information, with a few sample illustrations and finished mailpiece elements, prepared to comply with the proposed rules. Once the revised standards take effect, it is anticipated that these quick reference tools will be introduced in postal publications.

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Page updated: 3/19/2012

### Important Links

- [FR Final Rules](#)
- [Folded Self-Mailer Reference Material](#)
- [Business Mail Entry Locator](#)
- [Mailpiece Design Analyst Lookup](#)

## IMPORTANT UPDATES

### POSTNET Barcode Discontinuation Proposed

On March 2, 2012 the POSTNET™ Barcode Discontinuation proposed rule was posted on the *Federal Register* website. The proposed rule includes the basis for discontinuing use of POSTNET™ barcodes and allowing only Intelligent Mail® barcodes (IMb™) for automation price eligibility by January 2013. The Postal Service™ understands that many mailers currently use POSTNET barcodes and we are committed to providing information to and working with individual mailers and software providers to ensure that the use of an Intelligent Mail barcode is achievable for all mailing customers.

The Domestic Mail Manual (DMM®) is available on Postal Explorer (<http://pe.usps.com>). To subscribe to the DMM Advisory, send an e-mail to [dmmadvisory@usps.com](mailto:dmmadvisory@usps.com). Simply indicate "subscribe" in the subject line.

### New USPS business plan charts path to financial stability

The U.S. Postal Service has released an important update to its business plan for returning to profitability and long-term financial stability.

Click [here for news release](#).  
Click [here for plan details](#).

## Folded Self-Mailer Standards - Decision Tree Design Matrix

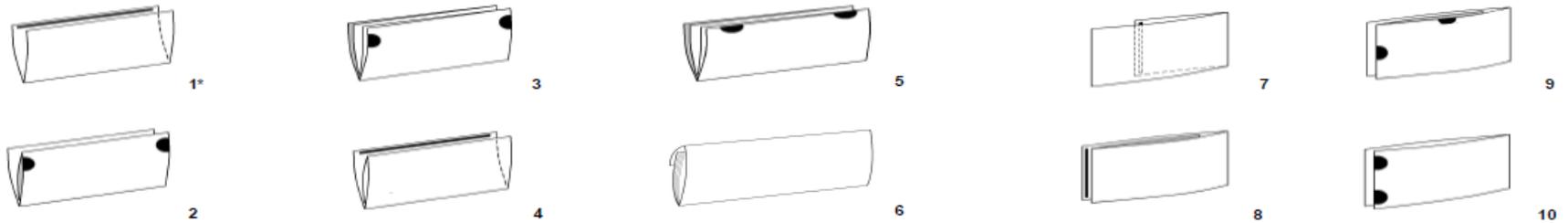
DMM 201.3.14-15 must be referenced for official FSM standards	Basic FSM	Optional Mailpiece Design Elements (per DMM 201.3.14*)				Tear-off Opening Device on Lead and/or Trail Edge (Unenveloped per DMM 201.3.15.2)
		Quarter-Fold	Interior Attachments or Loose Enclosures In Pocket	Perforations on Cover Non-Address Side Only	Die-Cutout Windows on Cover Address or Non-address Side	
<b>Paper Basis Weight Book Grade (min) (Text, Offset)</b>	70lb up to 1oz 80lb over 1oz	70lb up to 1oz 80lb over 1oz Newsprint - 55lb minimum and only allowed with the Quarter-fold design	80lb up to 1oz 100lb over 1oz	100lb up to 1oz 120lb over 1oz	100lb up to 1oz 120lb over 1oz	60lb min 80lb recommended if over 1oz or contains inserts
<b>Fold Style / Orientation</b>	Horizontal - final fold on bottom Full panels folded up to top on non-address side or External flap folded down from top of non-address side.  Vertical (Oblong) - final fold on Lead edge to non-address side Trail edge	Quarter-Fold - first fold at Lead edge; final fold on bottom edge	Same as Basic FSM or *Open-Gleeve (Unenveloped - 201.3.15.1) - two symmetrical horizontal panels sealed together along top & bottom using 1/8" continuous glue line. If flaps are used they must be 1.5" min inner flaps glued together.	Same as Basic FSM	Same as Basic FSM or *Open-Gleeve (Unenveloped - 201.3.15.1) - two symmetrical horizontal panels sealed together along top & bottom using 1/8" continuous glue line. If flaps are used they must be 1.5" min inner flaps glued together.	N/A
<b>Closure Method - Glue</b> (outermost spots or lines must be within 1/4" of edges)  Not applicable with nested sheets	Up to 1oz - 1/8" W continuous glue line or (3) 3/8" spots or (3) elongated glue lines 1/8" W x 1/2" L  Over 1oz - 1/8" W continuous glue line or (4) 3/8" spots or (4) elongated glue lines 1/8" W x 1" L or 1/4" x 1/2"	N/A Glue seal method cannot be used on this mailpiece	Up to 1oz - 1/8"W continuous glue line or (4) 3/8" spots or elongated glue lines 1/8" W x 1/2" L  Over 1oz - same as Basic FSM over 1oz standard	Up to 1oz - 1/8"W continuous glue line or (4) 3/8" spots or elongated glue lines 1/8" W x 1/2" L  Over 1oz - same as Basic FSM over 1oz standard	Up to 1oz - 1/8"W continuous glue line or (4) 3/8" spots or elongated glue lines 1/8" W x 1/2" L  Over 1oz - same as Basic FSM over 1oz standard	Complete seal along unfolded edges.  A perforated horizontal line joining the Lead and Trail edge perforation is allowed.
<b>Closure Method - Tabs</b>  (Non-Perforated)	Up to 1oz - (2) 1" tabs Over 1oz - (2) 1.5" tabs  Placement: Tabs can be placed on top within 1" of Lead/Trail edge or on Lead/Trail edge within 1" of top edge	Up to 1oz - (2) 1" tabs, Newsprint - (2) 1.5" tabs; Tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail edge within 1" of Top;  Over 1oz - (3) 1.5" tabs placed: (2) on Lead edge - one within 1" of Top, one 1/2" from bottom and 3rd tab on Trail edge within 1" of Top	Up to 1oz - (2) 1.5" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge;  Over 1oz - (2) 2" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge or (3) 1.5" tabs with (2) placed on Lead edge - one within 1" of top, one 1/2" from Bottom and 3rd tab on Trail edge within 1" of Top	Up to 1oz - (2) 1.5" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge;  Over 1oz - (2) 2" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge or (3) 1.5" tabs with (2) placed on Lead edge - one within 1" of top, one 1/2" from Bottom and 3rd tab on Trail edge within 1" of Top	Up to 1oz - (2) 1.5" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge;  Over 1oz - (2) 2" tabs placed either on Top within 1" of Lead/Trail edge or on Lead/Trail within 1" of Top edge or (3) 1.5" tabs with (2) placed on Lead edge - one within 1" of top, one 1/2" from Bottom and 3rd tab on Trail edge within 1" of Top	N/A Tabs are not used on this mailpiece
<b>Host Piece Panels</b>	Up to 12	4 min to 12 panels max except Newsprint - 8 min to 24 panels max	Same as Basic FSM	Same as Basic FSM	Same as Basic FSM	N/A
<b>Interior Attachment / Loose Enclosure Thickness</b>	N/A	Internal attachment: .012 max, secured .5" from all edges  Reply envelope incorporated within first fold to prevent separation from mailpiece	.05" when total piece weight is up to 1oz .09" when total piece weight is over 1oz Attachment(s) must be secured .5" min from all edges. Loose enclosures (paper) must remain secure in pocket or other containment method (pocket does not count as a panel)	.05" when total piece weight is up to 1oz .09" when total piece weight is over 1oz Attachment(s) must be secured .5" min from all edges. Loose enclosures (paper) must remain secure in pocket or other containment method (pocket does not count as a panel)	.05" when total piece weight is up to 1oz .09" when total piece weight is over 1oz Attachment(s) must be secured .5" min from all edges. Loose enclosures (paper) must remain secure in pocket or other containment method (pocket does not count as a panel)	N/A
<b>Perforations</b>	N/A	N/A When newsprint paper is used on this mailpiece	Full-Open Vertical Strip: 5" clear zone (non-perf) from Lead edge and 2" from Trail edge -or - Full-Open Horizontal Strip in flap: 1" clear zone from Top edge Lead/Trail edge sealed to within 1" of Top  1mm Cut (max) to 1mm Tie (min) ratio or Dual line tear-strip - spaced 1/2" - 1" apart  *Pop-Out Pane - full perimeter perforation 4" max size 1" clear zone (non-perf) from all edges Multi-panels, must space 1" apart 1mm Cut (max) to 1mm Tie (min) ratio  *Pop-Open Pane - three sides perforated 4" max size 1" clear zone (non-perf) from all edges Multi-panels, must be spaced 1" apart 1mm Cut (max) to 1mm Tie (min) ratio  *Rectangle, Square, Circle, Oval shape	Full-Open Vertical Strip: 5" clear zone (non-perf) from Lead edge and 2" from Trail edge -or - Full-Open Horizontal Strip in flap: 1" clear zone from Top edge Lead/Trail edge sealed to within 1" of Top  1mm Cut (max) to 1mm Tie (min) ratio or Dual line tear-strip - spaced 1/2" - 1" apart  *Pop-Out Pane - full perimeter perforation 4" max size 1" clear zone (non-perf) from all edges Multi-panels, must space 1" apart 1mm Cut (max) to 1mm Tie (min) ratio  *Pop-Open Pane - three sides perforated 4" max size 1" clear zone (non-perf) from all edges Multi-panels, must be spaced 1" apart 1mm Cut (max) to 1mm Tie (min) ratio  *Rectangle, Square, Circle, Oval shape	N/A Die-cutout and perforation elements on exterior panel cannot be combined on this mailpiece	Tear-off strips 9/16" max width  Up to 1oz - 1mm Cut(max) to 1mm Tie(min) ratio recommended  Over 1oz - 1mm Cut(max) to 2mm Tie(min) ratio recommended
<b>Die-cutout</b>	N/A	N/A When newsprint paper is used	One Address window - up to 2"H x 4"L or (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5" apart - circular with a 2" max diameter - rectangular; 1.5" H x 2"L with .25" radius corners  Die-cut holes on non-address side must be at least 5" from Lead & 1.5" from other edges.	N/A Perforations and die-cutout elements on exterior panel cannot be combined on this mailpiece	One Address window - up to 2"H x 4"L or (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5" apart - circular with a 2" max diameter - rectangular; 1.5" H x 2"L with .25" radius corners  Die-cut holes on non-address side must be at least 5" from Lead & 1.5" from other edges.	N/A



# Representative Illustrations of Designs

These represent some of the variations for fold-style, closure method, and optional elements of a finished mailpiece.

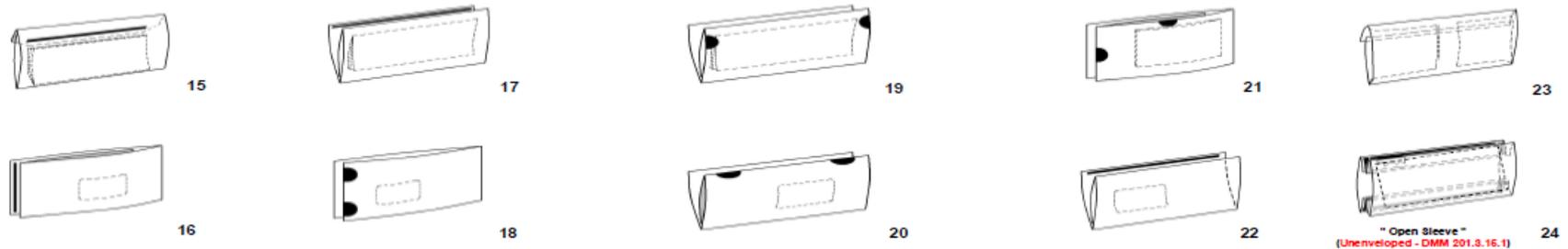
## Basic Folded Self-Mailer Styles



## Quarter-Fold Style

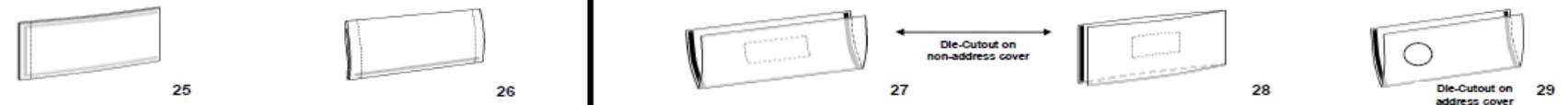


## Attachments or Loose Enclosures in Pocket (Internal)



## Perforated Tear-Off Devices on Lead or Trail Edge (Unenveloped - DMM 201.3.15.2)

## Die-Cutout



## Perforations on non-Address Side Panel



These illustrations are only intended to visually represent some of the potential variations of fold style / orientation, # panels, and closure methods. Designs are not restricted to these.\*

Horizontal folded pieces: 1-6, 11-15, 17, 19-20, 22-23, 26-27, 29-30, 33  
 Vertical folded pieces (Oblong): 7-10, 16, 18, 21, 25, 28, 31-32  
 Multi-sheet pieces: 3, 5, 25-26, \*11-14 are normally multi-sheet style

\* Glue spots or elongated glue lines may be used vs. continuous glue line; see information in General Standards - "Closure Method: Glue" section  
 \*Continuous or elongated glue line, or glue spots may be used on both Lead and Trail edge instead of across top edge to seal horizontal folded pieces.



- ❑ Published Federal Register proposal - August 13, 2011**
- ❑ Published Federal Register Final rules - Dec 01, 2011**
  - <http://www.gpo.gov/fdsys/pkg/FR-2011-12-01/html/2011-30879.htm>**
- ❑ Conduct internal training - ongoing**
- ❑ Issue extensive communications - ongoing**
- ❑ DMM standards required effective date – Jan 05, 2013**
  - Visit FSM home page at RIBBS to access documents**
    - ◆ <https://ribbs.usps.gov/index.cfm?page=fsm>**



# Questions

