

# **SIGNATURE PRINTING GUIDE FOR NEW ADDRESS PLACEMENT REQUIREMENTS**

**EFFECTIVE DATE: March 29, 2009**

**Effective March 29, 2009, the Postal Service will implement new address placement and formatting requirements for flats. Although some exceptions apply, most flats are defined as having the following dimensions:**

**Minimum: 11.5" long x 6.125 high**

**Maximum: 15" long x 12" high and up to .75" thick**

**The most common size flats we handle at Signature are 8.5 x 11 booklets, 9 x 12 envelopes and folded tabloid size newsletters.**

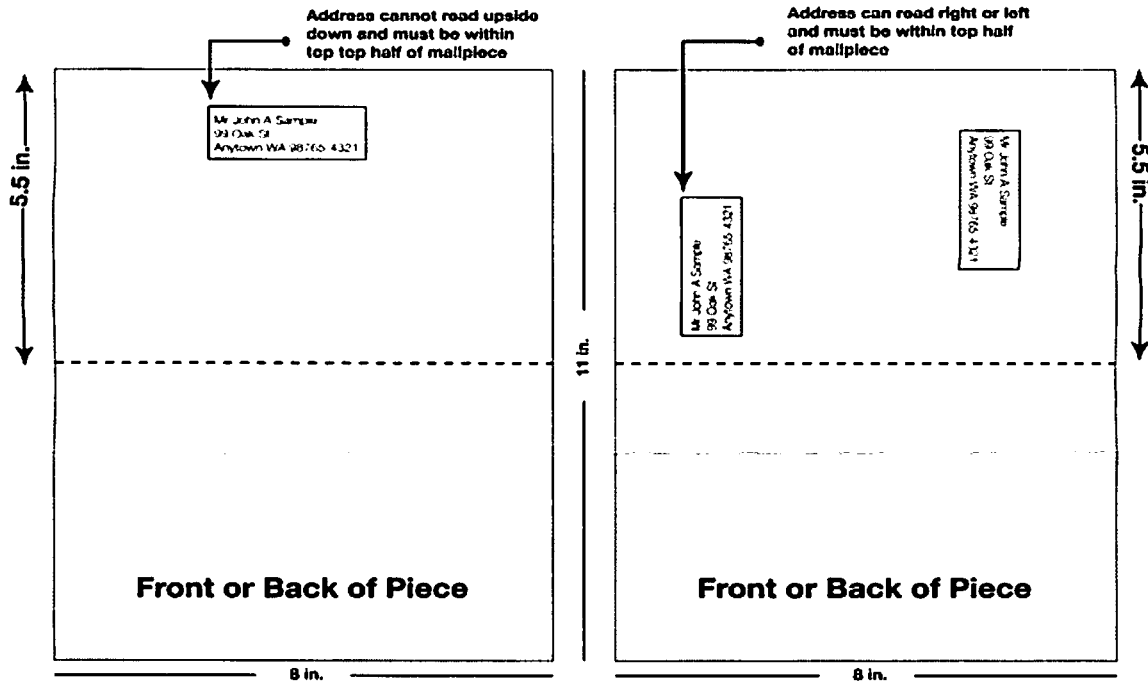
**Please review the following standards and illustrations carefully since the positioning of your address in the past may no longer allow you to receive automation and presorted rates after 3/29/09.**

**The new standards require:**

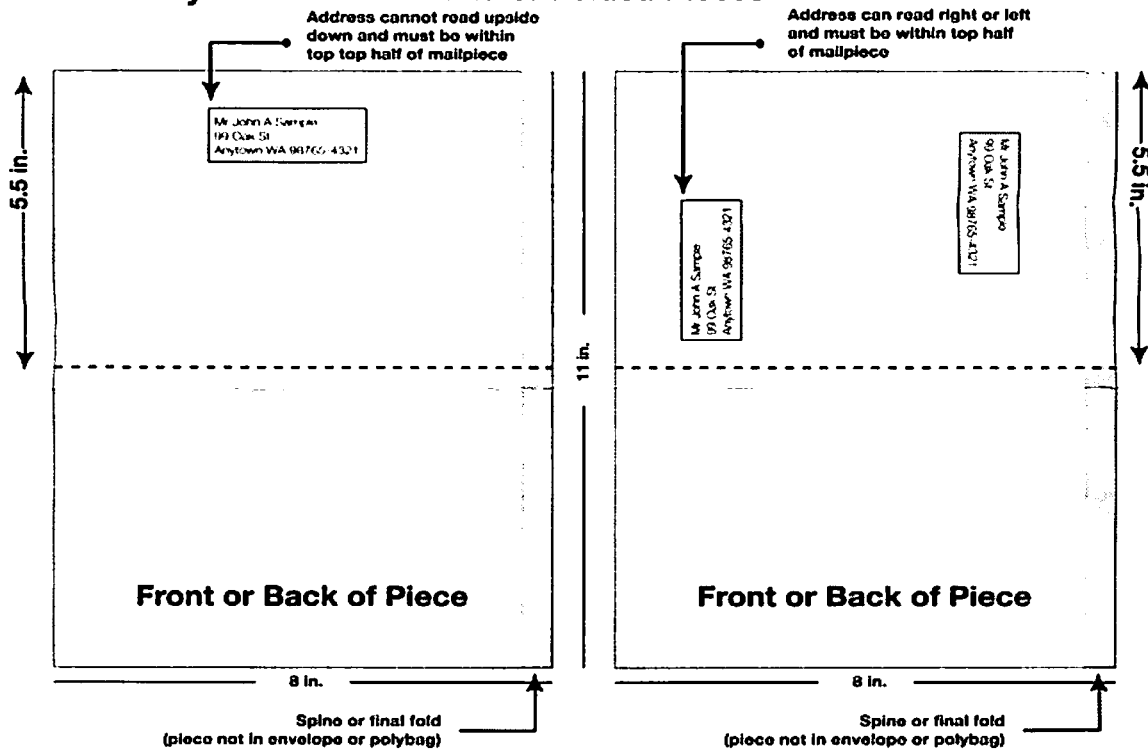
- **The entire delivery address in the upper portion of all flats. The new standards define "upper portion" as the top half of a mailpiece.**
- **For enveloped or polywrapped flat mail, the upper or top half is either of the shorter edges of the mailpiece. If the delivery address is on an insert in a polywrapped flat, the address must remain in the upper half throughout processing and delivery.**
- **Mailers may place the address parallel or perpendicular to the top edge within the upper portion of the mailpiece, but not upside down as read in relation to the top edge.**
- **If a vertical address does not fit in the upper half, the address may pass the midpoint if placed within 1" of the top edge.**
- **Postage and Delivery Address must be on the same side of the mailpiece. Postage must be in the top, right corner of the mailpiece or address area. Postage must have the same "read direction" as the Delivery Address.**

# ILLUSTRATIONS

## Exhibit 2.2 Delivery Address on Enveloped or Polywrapped Pieces



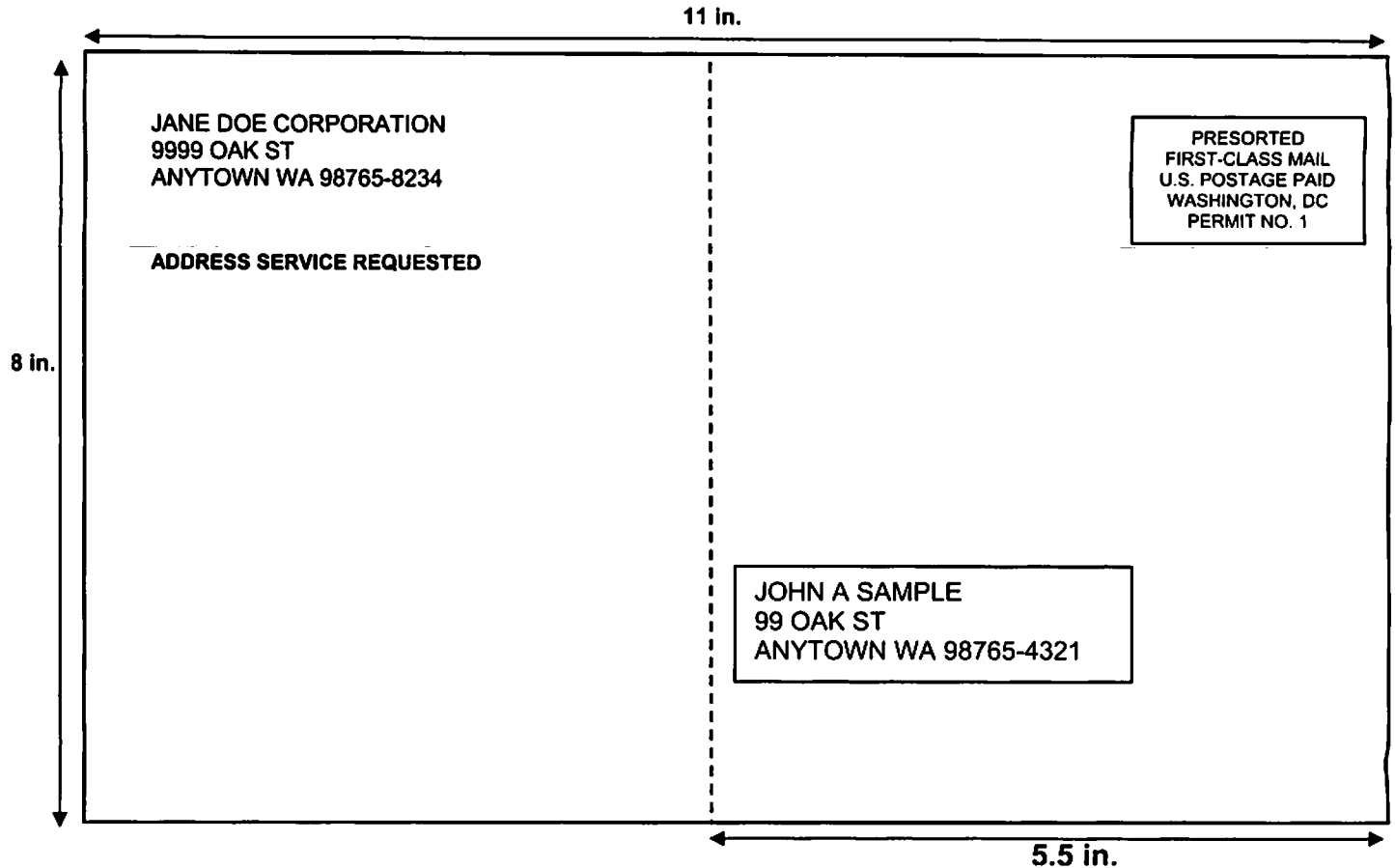
## Exhibit 2.3 Delivery Address on Bound or Folded Pieces



# ILLUSTRATION

## Delivery Address on Enveloped or Polywrapped Pieces in Landscape Orientation

It is possible to mail an envelope that is addressed to be viewed in Landscape Orientation and still be in compliance with the rules. Our preference would be to position the Delivery Address on the right half of the envelope. Remember, postage must be in upper right corner of mailpiece or upper right corner of addressing area when orientated to read the address and postage.



When this envelope is turned and viewed vertically in a Portrait Orientation, you can see that this area is still in the upper half of the mailpiece. This design will comply with the Flats Address Placement rules.