Designing Reply Mail — Contents

CONTENTS

Contents

1 — BASIC INFORMATION

2 — BUSINESS REPLY MAIL (BRM)

CONTENTS

3 — COURTESY REPLY MAIL (CRM)

APPENDIXES

Exhibits and Tables

Exhibits

Tables

1 — Basic Information

Using Reply Mail

If your business receives most of its orders and payments by mail, your business depends financially on its incoming mail. Orders and payments are usually a response to a mailing to customers, which is why these responses are called *reply mail*.

Naturally, you want to get as many responses as you can, as quickly as you can. And the Postal Service wants to help you do just that. By using special reply mail formats and features, you can increase responses and receive them sooner.

Choosing Reply Mail Type

Basic Types

There are two basic types of reply mail — *business reply mail (BRM)* and *courtesy reply mail (CRM)* — with several specialized varieties. Although BRM and CRM are similar, there is a significant difference.

Business Reply Mail

Business reply mail (BRM) requires postage to be paid by you (the sender) if your customer (the respondent) mails the reply back to you. BRM is appropriate when your customer needs a little extra inducement to reply — in other words, the response or its timing is not assured. This type of reply mail is frequently used by direct marketers seeking orders, researchers pursuing questionnaire responses, or magazine publishers soliciting subscriptions.

The extra inducement is provided by the fact that your customer does not pay the return postage, does not have to supply a postcard or envelope, and does not need to put an address on the mailpiece. Exhibit 1-1 shows a standard BRM piece in postcard, envelope, and label formats.

Courtesy Reply Mail

Courtesy reply mail (CRM) requires your customer (the respondent) to pay the postage before mailing the reply back to you (the sender). CRM is appropriate when the response is more or less assured, such as for billing.

Although the customer usually pays the return postage (unless you prepay it by a meter, as in meter reply mail), the preaddressed postcard or envelope adds convenience and ensures addressing accuracy. Exhibit 1-2 shows a standard CRM piece in postcard and envelope formats.

Exhibit 1-1
BRM Postcard, Envelope, and Label
(not drawn to scale)

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

BUSINESS REPLY LABEL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

**NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES**

ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

Exhibit 1-2
CRM Postcard and Envelope
(not drawn to scale)

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805
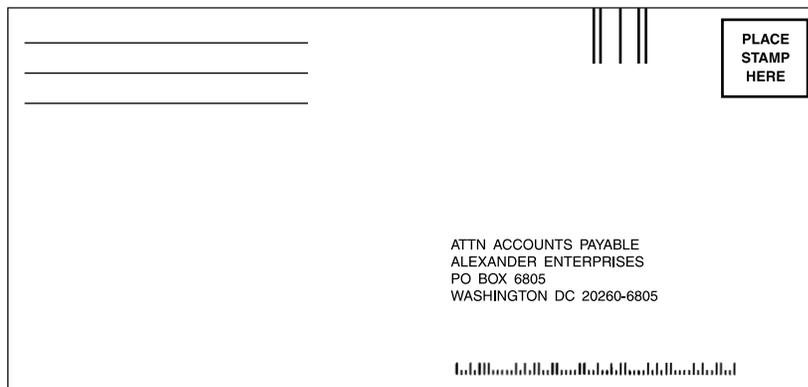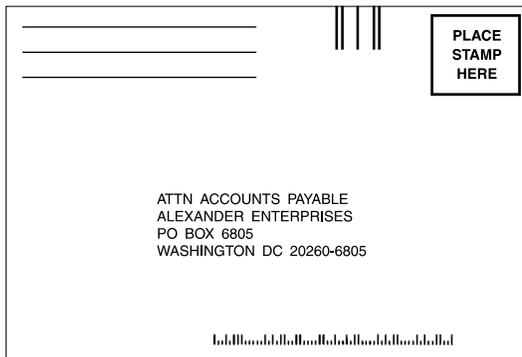
Benefiting From Reply Mail

Reply mail offers two major advantages — *faster response* and *more accurate delivery*.

The easier you make it for your customer to respond, the quicker the return will come. A preaddressed (and perhaps postage-paid) envelope containing the customer's order or check is easy to mail. Customers have positive attitudes about creditors, marketers, and fund-raisers who show foresight and consideration by providing reply mail cards, envelopes, or labels.

With BRM and CRM, your address is preprinted. Because there is no chance that your customer can misaddress the mail to you, you eliminate potential misdeliveries. By using POSTNET barcodes on the envelopes (explained later), you ensure that your reply mail receives the full benefit of Postal Service automated sorting equipment.

Meeting General Requirements

This publication shows you how to design envelopes or cards for reply mail. *Domestic Mail Manual* S922, Business Reply Mail (BRM), provides you with information on reply mail services and mailing procedures.

All BRM customers must have unique four-digit add-ons specific to BRM and unique for each category of BRM piece (such as postcard, 1-ounce letter, or 2-ounce letter). The following sections describe two important design elements:
■ Facing identification mark (FIM).
■ POSTNET barcode.

Selecting Facing Identification Marks

Description

The facing identification mark (FIM) is a pattern of vertical bars printed in the upper right portion of a mailpiece, to the left of the indicia or space for a postage stamp or metering. A FIM pattern is essentially a nine-bit code consisting of bars and no-bar place holders. The presence of a bar can be considered a binary "1" (one); the absence of a bar, a binary "0" (zero). The three FIM patterns currently used translate into these binary codes:
■ FIM A — 110010011.
■ FIM B — 101101101.
■ FIM C — 110101011.

Purpose

The FIM uses a code that tells automated processing equipment some of what it needs to know to do its job. The FIM allows automatic *facing* (orientation) of the mail for *cancellation* (postmarking). The FIM also identifies mail that bears preprinted barcodes. Barcoded mail is then routed to a high-speed barcode sorter, bypassing slower manual sorting or optical character reader (OCR) processing.

Use

Determine which FIM to use (see Exhibit 1-3) as follows:
■ FIM A is used for *prebarcoded CRM.*
■ FIM B is used for *nonbarcoded BRM.*
■ FIM C is used for *prebarcoded BRM*.

Exhibit 1-3
FIMs A, B, and C
(not drawn to scale)

FIM A   FIM B   FIM C

Understanding POSTNET Barcodes

Description

The POSTNET barcode (POSTal Numeric Encoding Technique), often just called barcode, is a series of tall and short bars printed in the lower right corner of a mailpiece. This barcode represents ZIP Code information on letter and flat mail that can be read by automated processing equipment.

Code Elements

The basic elements of the POSTNET barcode are binary digits, represented as full bars and half bars (or tall and short bars). A full bar represents "1" (one) and a half bar represents "0" (zero). The geometry of the bars and their proper location on letter mail are covered in the following sections and exhibits.

Code Characters

Each code character is made up of five bars, which together represent a single numeric digit. Specific combinations of two full bars and three half bars represent the digits 0 through 9. Only the 10 combinations shown in Exhibit 1-4 are valid code characters — they represent all possible combinations of two full bars and three half bars.

These combinations are central to the error-recovery features of POSTNET because the system interprets as an error any combination of five bars containing other than two full and three half bars.

Bar Position Weights

Except for zero, the numeric value of each valid combination of five bars may be determined by adding the "weights" of the two positions occupied by the full bars ("1s"). From left to right, the bar positions are weighted 7, 4, 2, 1, and 0.

For example, the combination 01010 contains a full bar in the second position (weight 4) and the fourth position (weight 1). Adding 4 and 1 yields 5, which is the assigned value of this combination. The only exception to this rule is the combination 11000, which has a total weight of 11 but is assigned a value of zero (see Exhibit 1-4).

Exhibit 1-4
Bar Position Weights
(not drawn to scale)

Numeric Value	Binary Equivalent (74210)	Barcode Equivalent (74210)
1	00011	
2	00101	
3	00110	
4	01001	
5	01010	
6	01100	
7	10001	
8	10010	
9	10100	
0	11000	

Decoding POSTNET Barcodes

The first and last full bars in a barcode — the frame bars — do not count. Each digit (numeric value) of the ZIP Code or ZIP+4 is represented by five bars, but only the two full bars have values. Half bars have no value. The digit is the combination of the two full bars added together. The last five bars in the barcode make up the correction character. All barcodes, when added together, must equal a multiple of 10. Exhibit 1-5 shows a barcode decoded using the POSTNET code.

Exhibit 1-5
POSTNET Code for ZIP+4 20260-6805

Frame Bar | 2 0 2 6 0 | 6 8 0 5 | 1 | Frame Bar

5-digit ZIP Code | +4 code | Correction Character

Publication 353, *Designing Reply Mail* (July 1995)
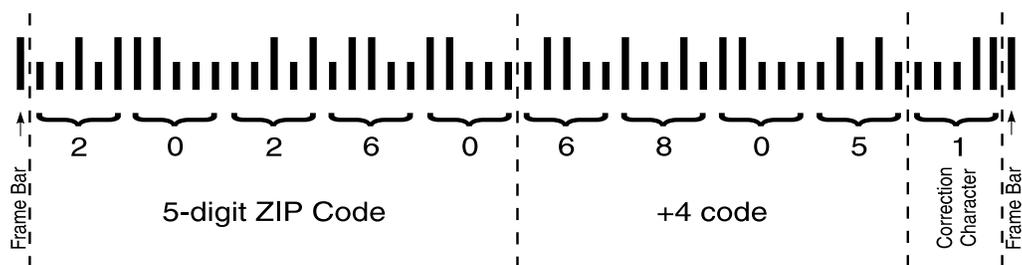
Obtaining FIMs and Barcodes

It is not necessary to design a FIM or a barcode yourself. The Postal Service provides at no charge camera-ready positives of the FIM that you need to use and a camera-ready print of the barcode representing the correct ZIP+4 code or specific delivery point for your reply mail address (see Exhibits 1-6 and 1-7). Do not reduce or enlarge these positives and prints.

Exhibit 1-6
BRM Camera-Ready FIM and Barcode
(not drawn to scale)

‖‖‖

```
ALIGN
WITH
UPPER
RIGHT
CORNER
```
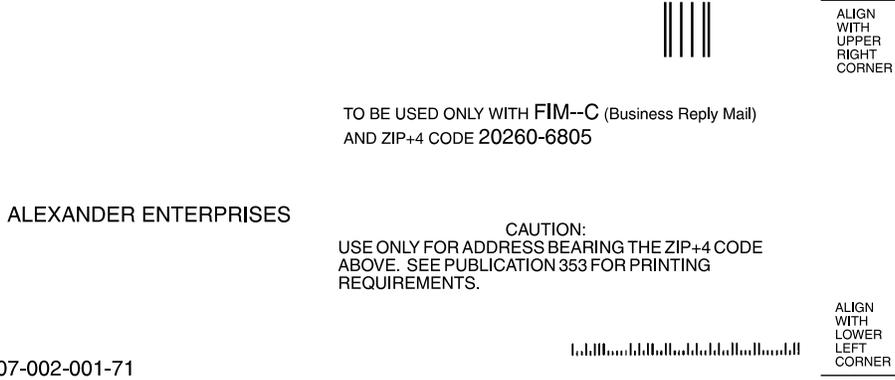
TO BE USED ONLY WITH FIM--C (Business Reply Mail)
AND ZIP+4 CODE 20260-6805

ALEXANDER ENTERPRISES

CAUTION:
USE ONLY FOR ADDRESS BEARING THE ZIP+4 CODE
ABOVE. SEE PUBLICATION 353 FOR PRINTING
REQUIREMENTS.

```
ALIGN
WITH
LOWER
LEFT
CORNER
```

QC 007-002-001-71

Exhibit 1-7
CRM Camera-Ready FIM and Barcode
(not drawn to scale)

‖ ‖

```
ALIGN
WITH
UPPER
RIGHT
CORNER
```
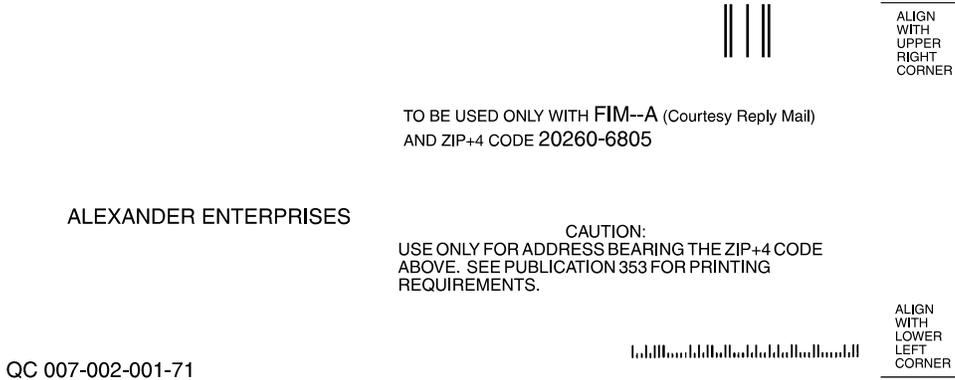
TO BE USED ONLY WITH FIM--A (Courtesy Reply Mail)
AND ZIP+4 CODE 20260-6805

ALEXANDER ENTERPRISES

CAUTION:
USE ONLY FOR ADDRESS BEARING THE ZIP+4 CODE
ABOVE. SEE PUBLICATION 353 FOR PRINTING
REQUIREMENTS.

```
ALIGN
WITH
LOWER
LEFT
CORNER
```

QC 007-002-001-71

Avoiding Sorting Errors

Although properly preparing reply mail benefits you and the Postal Service, an error in preparing BRM or CRM can negate those benefits. For example, printing the wrong barcode on a reply piece can direct your mail to the wrong post office. A wrong barcode delays delivery of your mail and adds extra processing steps for the Postal Service.

Even though barcodes representing different delivery points can look nearly identical, the correct barcode is essential. The barcode used for regular mail delivery may not be used for BRM. Different FIM patterns can also be confused with one another. Consequently, before formatting and printing reply mail, be sure that the barcode and FIM are correct for the particular application.

It is also important that you properly position the barcode and FIM on reply pieces for successful automated processing. If part of the barcode lies outside the read area, the barcode might not be accurately scanned. In such cases, your mail is rejected by the barcode sorter and must be sorted by hand or by slower machines.

Mailpiece design analysts are assigned to postal business centers throughout the country to help you design your reply mail. Provide samples of your BRM or CRM pieces to a mailpiece design analyst early in the design process, allowing for changes before printing, to ensure that the best quality BRM or CRM piece is achieved. See Appendix I for the postal business center nearest you.

Obtaining BRM Permits

This publication is a guide to designing reply mail. The *Domestic Mail Manual* explains all the mailing requirements (such as traying mail) and application procedures (such as obtaining BRM permits and submitting samples for approval). You can also ask your Postal Service account representative or postal business center for this information. To use BRM, you must have a valid BRM permit and pay all applicable fees.

Using Other Reply Services

This publication will acquaint you with other services, including accelerated reply mail (ARM), business reply labels, Business Reply Mail Accounting System (BRMAS), international business reply service (IBRS), and metered reply mail. Whichever type of reply mail that you use, you benefit from faster and easier returns of orders, inquiries, and payments.

2 — Business Reply Mail (BRM)

Receiving Customer Responses

Business reply mail (BRM) enables you to receive First-Class Mail back from customers, paying postage only on the pieces that your customers return. You may distribute cards, envelopes (letter-size and flat-size), self-mailers, cartons, and labels as BRM.

Following Design Formats

Required Elements

Exhibit 2-1 shows the six basic design elements required on a BRM piece. These elements are described and illustrated on the following pages. The back inside cover shows an enlarged BRM format.

Be sure that the format of your BRM pieces is correct before you print them. A Postal Service mailpiece design analyst can help you determine whether your BRM pieces meet requirements or recommendations.

Provide samples of your BRM piece design to the mailpiece design analyst early in the design process, allowing for changes before printing, to ensure that the best quality BRM piece is achieved. To contact an analyst, see Appendix I for the postal business center nearest you.

Exhibit 2-1
BRM Design Format
(not drawn to scale)

❸

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

❹

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

❶

❷

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

❺

❻

❶ Element 1—No Postage Necessary
Endorsement
❷ Element 2—Horizontal Bars
❸ Element 3—Facing Identification Mark

❹ Element 4—Business Reply Legend,
Permit Number, Postage Endorsement
❺ Element 5—Complete Delivery Address
❻ Element 6—Barcode Clear Zone

Element 1: No Postage Necessary Endorsement

You must print the endorsement "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" in the upper right corner on the face of your BRM piece (see Exhibit 2-2). The left edge of the endorsement must not extend more than 1-3/4 inches (1.750 inches) from the right edge of the piece. The endorsement must be inside lines forming a box. The top line of the box should be 1/2 inch (0.500 inch) below the top edge of the piece.

Exhibit 2-2
Element 1: No Postage Necessary Endorsement
(not drawn to scale)
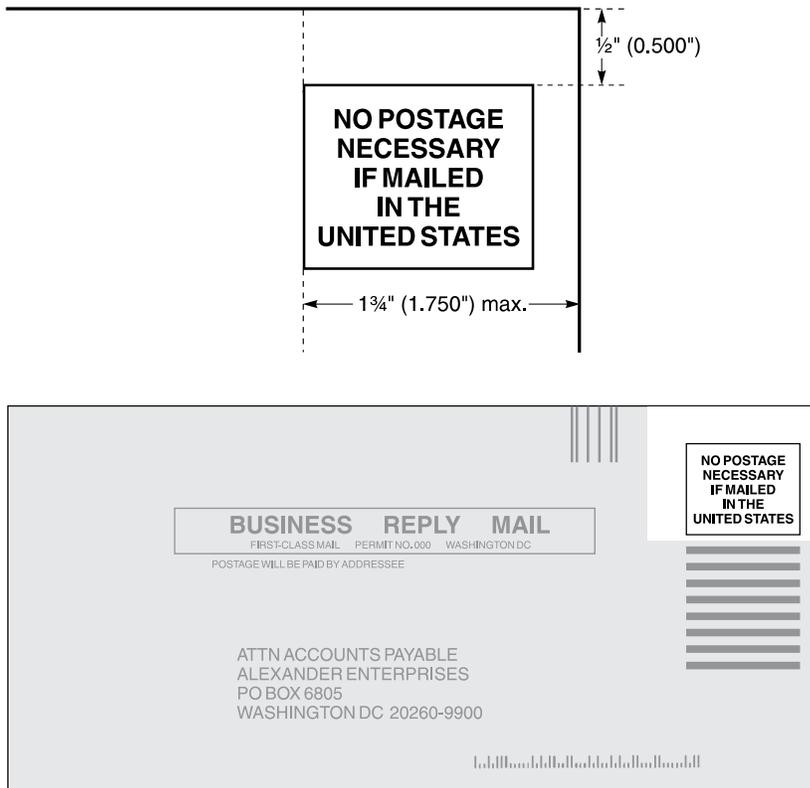
Element 2: Horizontal Bars

You must print a series of horizontal bars below the no postage necessary endorsement on your BRM piece. These bars must be uniform in length, thickness, and spacing. Each bar must be at least 1 inch long and 1/16 inch (0.0625 inch) to 3/16 inch (0.1875 inch) thick (see Exhibit 2-3).

There must be at least a 1/2-inch (0.500-inch) clearance between the right edge of the ZIP Code in the delivery address and the left edge of the horizontal bars. The bottom bar in the series must be above (not on or below) the top of the delivery address line — the next-to-last line in the address, just above the line with the city, state, and ZIP Code (see Exhibit 2-7).

Exhibit 2-3
Element 2: Horizontal Bars
(not drawn to scale)
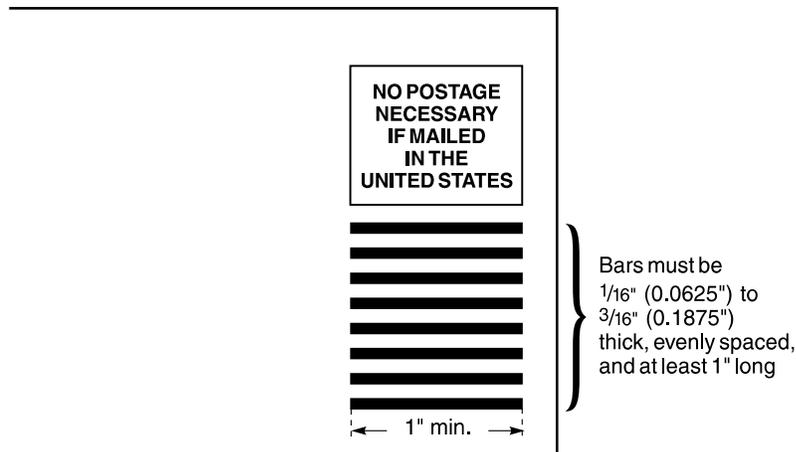
Element 3: Facing Identification Mark

You must print a facing identification mark (FIM) on all your letter-size BRM envelopes and cards and on business reply labels affixed to letter-size mail. Flat-size BRM does not require a FIM. Use FIM B for BRM, penalty mail, or franked mail *without* a preprinted barcode. Use FIM C for BRM, penalty mail, or franked mail *with* a preprinted barcode.

Penalty mail and franked mail are official mail used by U.S. Government agencies and Congress. Special requirements for this mail (including Postal Service mail) are in *Domestic Mail Manual* E050 and E060.

To use FIM B or FIM C, make sure that the FIM meets these requirements:
■ A FIM clear zone (see Exhibit 2-4) must be maintained that contains no printing other than the FIM pattern. Exhibit 2-4 shows the configuration of the clear zone and the correct location of the FIM.
■ The rightmost bar of the FIM must be 2 inches (±1/8 inch (±0.125 inch)) from the right edge of the BRM piece.
■ The FIM bars must be 5/8 inch (0.625 inch) (±1/8 inch (±0.125 inch)) high and 1/32 inch (0.03125 inch) (±0.008 inch) wide.
■ The tops of the FIM bars must be no lower than 1/8 inch (0.125 inch) from the top of the BRM piece. They may extend over the top edge to the back (flap) of an envelope.
■ The bottoms of the FIM bars should touch the bottom edge of the FIM clear zone but must not be more than 1/8 inch (0.125 inch) above or below this edge.

There must be at least a 30 percent print reflectance difference between the ink used for printing the FIM and the background material on which the FIM is printed in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment. Black ink on a white background generally satisfies this requirement and is recommended.

In addition to the preceding requirements, FIM B and FIM C bars must be printed within the dimensional tolerances shown in Exhibit 2-5. The bars must be within 5 degrees from perpendicular to the top edge of the BRM piece. Camera-ready positives of FIMs, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

Exhibit 2-4
Element 3: FIM Location
(not drawn to scale)

Bar tops must be within 1/8" (0.125") of envelope top edge and may extend to edge or over flap

3"

1¼" (1.250")   1¾" (1.750")

⁵⁄₈" (0.625")

2" ±1/8" (±0.125")

FIM clear zone within dotted lines

Bar bottoms should touch bottom edge of FIM clear zone but must not be more than 1/8" (0.125") above or below this edge

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

Exhibit 2-5
FIM B and FIM C Dimensions
(not drawn to scale)

FIM B

Business Reply Mail,
Penalty Mail, or
Franked Mail
Without POSTNET Barcode

½" (0.500")
³⁄₈" (0.375")
⁵⁄₁₆" (0.3125")
³⁄₁₆" (0.1875")
⅛" (0.125")

⅝" (0.625")
(± ⅛" (±0.125"))

¹⁄₃₂" (0.03125") ± 0.008"
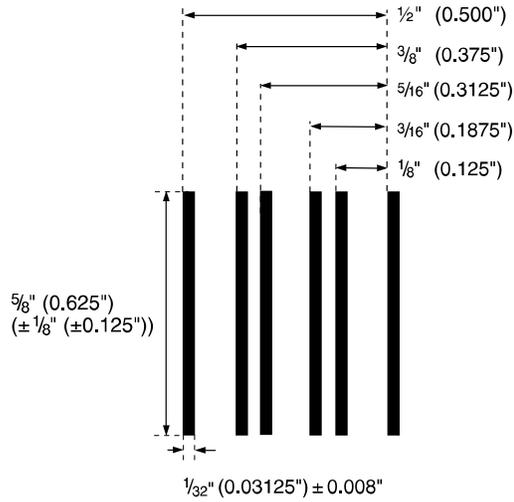
FIM C

Business Reply Mail,
Penalty Mail, or
Franked Mail
With POSTNET Barcode

½" (0.500")
⁷⁄₁₆" (0.4375")
⁵⁄₁₆" (0.3125")
³⁄₁₆" (0.1875")
¹⁄₁₆" (0.0625")

⅝" (0.625")
(± ⅛" (±0.125"))

¹⁄₃₂" (0.03125") ± 0.008"
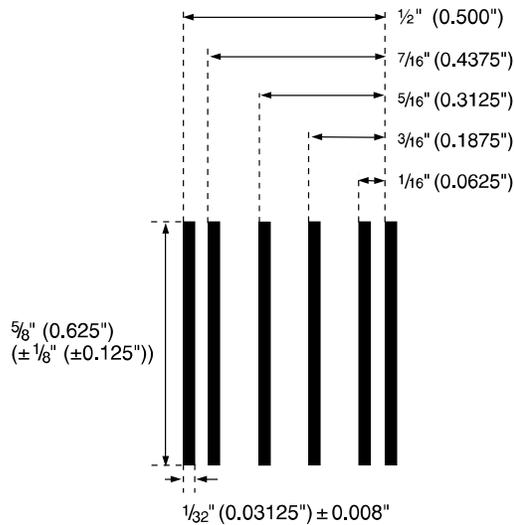
Element 4: Business Reply Legend, Permit Number, Postage Endorsement

You must print the business reply legend and associated lines on your BRM piece. For the business reply legend box (see Exhibit 2-6), follow these requirements:

- You must place in capital letters "BUSINESS REPLY MAIL" above the complete delivery address. The letters must be at least 3/16 inch (0.1875 inch) high. This line is called the business reply legend.
- Below the business reply legend, you must place in capital letters "FIRST-CLASS MAIL," "PERMIT NO." followed by your permit number, and the issuing post office name (city and state). This line is called the permit number line.
- You must enclose the business reply legend and permit number line inside rules forming a rectangular box.
- Under this box, you must place in capital letters "POSTAGE WILL BE PAID BY ADDRESSEE." This line is called the postage endorsement line.

Exhibit 2-6
Element 4: Business Reply Legend, Permit Number, Postage Endorsement
(not drawn to scale)
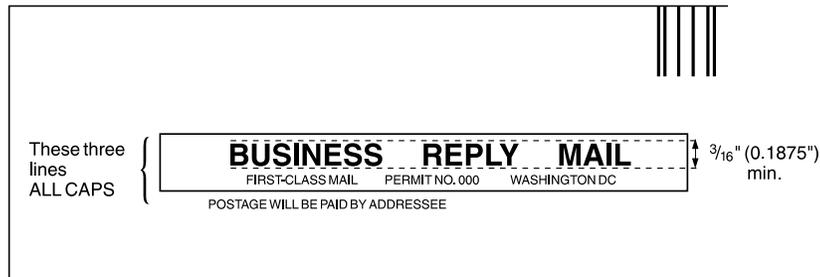
Element 5: Complete Delivery Address

You must print a complete delivery address on your BRM piece. This address includes the name of the BRM permit holder, street address or post office box number, city, state, and ZIP Code. For letter-size mail and for cards, the bottom line of the address must be between 5/8 inch (0.625 inch) and 2-1/4 inches (2.250 inches) from the bottom edge of the BRM piece.

For enveloped flats, the front center of the BRM piece is the address block location. Maintain a margin — clear of any printing except the horizontal bars — of at least 1 inch between the address and the left and right edges of the BRM piece. Keep at least a 1/2-inch (0.500-inch) clearance between the ZIP Code and the horizontal bars (see Exhibit 2-7).

The Postal Service assigns a unique ZIP+4 code specific to BRM and unique for each category of BRM piece (such as postcard, 1-ounce letter, 2-ounce letter). Unique ZIP Codes, unless assigned exclusively for BRM postage-due mail, must not be used. A unique four-digit add-on to denote BRM may not be used with a unique five-digit ZIP Code not specifically assigned to BRM.

The address on BRM must be that of the permit holder or of an affiliate authorized by the permit holder to use the BRM permit number. Contact your local post office for specific procedures about this process.

Exhibit 2-7
Element 5: Complete Delivery Address
(not drawn to scale)
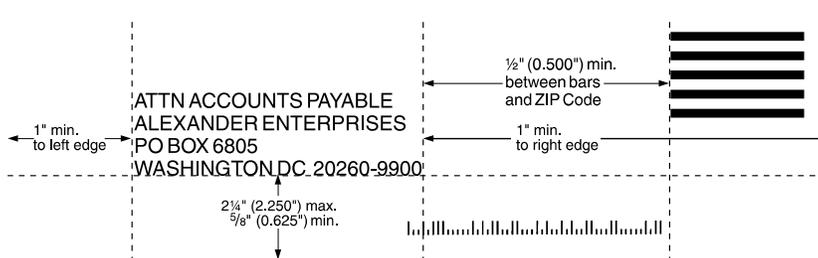
Element 6: Barcode Clear Zone

You must maintain a clear zone for barcodes on your BRM piece. This clear zone must measure 5/8 inch (0.625 inch) from the bottom edge and 4-1/2 inches (4.500 inches) from the right edge of the piece (see Exhibit 2-8). Delivery point barcoding of BRM pieces is not permitted.

Exhibit 2-8
Element 6: Barcode Clear Zone
(not drawn to scale)
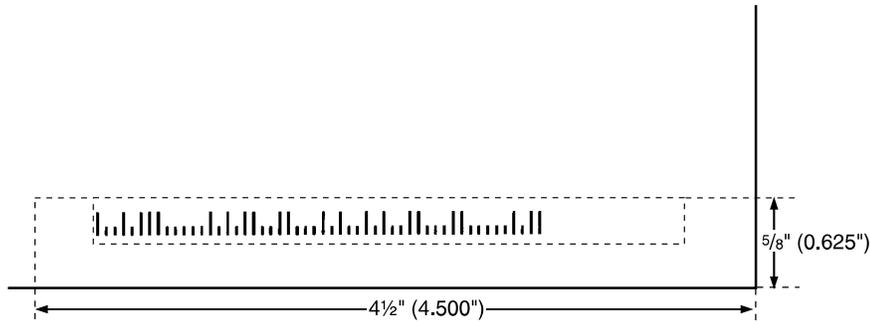
Other Requirements

Besides containing the six required design elements, your BRM piece must meet the criteria described in the following sections on size and printing.

Meeting Size Standards

Physical Characteristics

The physical characteristics of reply cards and envelopes determine whether a BRM piece can be processed automatically. For automated processing, your BRM piece must be rectangular, have straight edges, and be within the dimensions shown in Table 2-1.

Table 2-1
Standard BRM Dimensions

BRM Dimension	Card		Letter*	
	Minimum	Maximum	Minimum	Maximum
Height	3-1/2" (3.500")	4-1/4" (4.250")	3-1/2" (3.500")	6-1/8" (6.125")
Length	5"	6"	5"	11-1/2" (11.500")
Thickness	0.007"	0.0095"	0.007"	0.250"

*BRM letter pieces should not be less than 0.009 inch thick if it is more than 4-1/4 inches (4.250 inches) high or more than 6 inches long or if the mail exceeds both those dimensions. (The length of a mailpiece is the dimension that parallels the lines of the delivery address. The top and bottom also parallel the delivery address lines.)

Nonmailable Pieces

All pieces not meeting the minimum size standards in Table 2-1 are nonmailable.

Nonstandard Size

A piece of First-Class Mail weighing 1 ounce or less is nonstandard and subject to the applicable surcharge if its thickness exceeds 1/4 inch or if, based on the placement (orientation) of the address, its length exceeds 11-1/2 inches, its height exceeds 6-1/8 inches, or its length divided by its height—the aspect ratio—is less than 1.3 or more than 2.5. Letter-size pieces outside this aspect ratio range are not eligible for mailing under the Business Reply Mail Accounting System (BRMAS).

Printing Your Mail

Paper Weight

For envelopes, you must use paper stock with a basis weight of at least 20 pounds (17 inches by 22 inches by 500 sheets). Nonpaper envelopes must be approved by Postal Service Engineering. You should send samples of such envelopes to Postal Service Engineering (contact your local postal business center for the address).

For cards, you should use card stock with a basis weight of at least 75 pounds (25 inches by 38 inches by 500 sheets). It is recommended that you use or plan to use cards of a weight and thickness greater than the current minimum. For BRM cards sent through the Business Reply Mail Accounting System (BRMAS), this basis weight is a minimum requirement.

Paper Grain

You should orient the paper grain in cards parallel to the long dimension of the card. Long-grain cards are damaged less often than cards with the grain parallel to the short dimension of the card.

Dark Fibers

If your BRM piece contains dark fibers, make sure that the print contrast ratio between the fibers and the material is 15 percent or less in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment.

Legibility

You may use any legible printing process and typeface. Handwriting, typewriting, or hand-stamping may not be used for BRM lettering. For acceptable type styles, see Publication 25, *Designing Letter Mail.*

Printed Borders

You may not use printed borders on BRM letters and cards. You may, however, use borders on labels, cartons, and envelopes larger than 6-1/8 inches (6.125 inches) high, or 11-1/2 inches (11.500 inches) long, or 1/4 inch (0.250 inch) thick.

Print Reflectance

You may use any color ink if there is at least a 30 percent print reflectance difference (PRD) between the ink and the background material of the BRM piece in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment.

Black ink on a white background generally satisfies this PRD requirement and is recommended. Pantone® Matching System (PMS) ink colors with a minimum of 1-part black are acceptable for printing FIM and barcodes.

Background Reflectance

You must make sure that the material used for your BRM piece produces a background reflectance of at least 50 percent in the red portion and 45 percent in the green portion of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment.

Material must have a phosphorescence of no more than 4.0 phosphor meter units. Fluorescent colors generally do not meet this requirement. Fluorescent colors should be tested and approved by Postal Service Engineering.

Halftone Screens and Background Patterns

If material on which the delivery address is to appear is printed in a halftone screen, the halftone must not contain fewer than 200 lines per inch (dot size) or be printed with less than a 20 percent screen.

Providing Sealing

You may prepare envelopes for sealing with a variety of glues and gums that can withstand processing through Postal Service equipment. You must not, however, prepare envelopes for sealing with wax, clasps, string, staples, or buttons.

Preparing Reply Cards

When preparing BRM cards, remember these standards:
■   Cards should be constructed of card stock with a basis weight of 75 pounds or greater (25 inches by 38 inches by 500 sheets). For BRMAS, this 75-pound basis weight is a minimum requirement.
■   Cards should be constructed of stock free from groundwood unless coated with a substance to help the stock resist bending.
■   Cards must be between 0.007 inch and 0.0095 inch thick.
■   Cards are mailable but are charged at the regular First-Class rate for letters if they exceed any of these dimensions:
　　— More than 4-1/4 inches (4.250 inches) high.
　　— More than 6 inches long.
　　— More than 0.0095 inch thick.

Using Window Envelopes

General Requirement

Exhibit 2-9 shows a BRM envelope designed so that the delivery address is printed on an insert appearing through an open or covered window. Such an envelope must meet the specifications in this section.

Exhibit 2-9
BRM Window Envelope
(not drawn to scale)
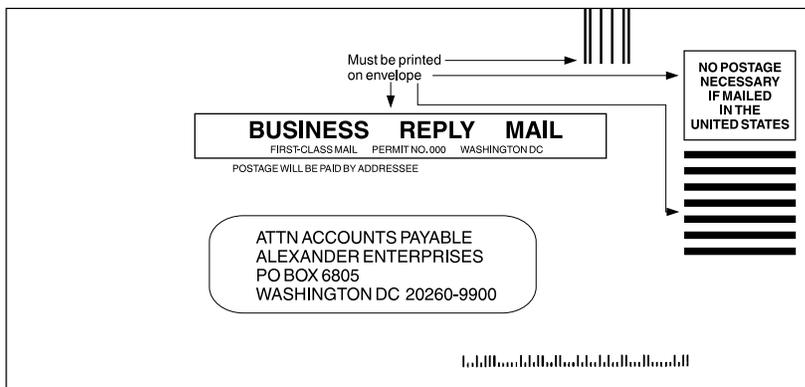
Format

You must print directly onto the address side of the envelope the no postage necessary endorsement, the horizontal bars, the FIM, and the business reply mail legend. You may print the other required BRM elements (complete delivery address and barcode clear zone) either on the enclosure in the window or on the envelope.

Address Visibility

Regardless of how much the insert containing the address shifts inside the envelope, the entire address must show through the window with at least an 1/8-inch (0.125-inch) clearance. No printing other than the address may be visible through the window. The address must be readable through any window-covering material. There must be at least 1 inch between the address and the left and right edges of the BRM piece (see Exhibit 2-10).

Exhibit 2-10
Address Clearance
(not drawn to scale)

Address Clearance in Window

1/8" (0.125") min. clearance

1" min. to left edge

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

1" min. to right edge

1/8" (0.125") min. clearance

1/8" (0.125") min. clearance

1/8" (0.125") min. clearance

Excessive Insert Shift

N ACCOUNTS PAYABLE
XANDER ENTERPRISES
BOX 6805
HINGTON DC 20260-9900

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO, 000   WASHINGTON DC
POSTAGE TO BE PAID BY ADDRESSEE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

Window Placement

The address window must not cut into the barcode clear zone. The bottom edge of the window must be at least 5/8 inch (0.625 inch) from the bottom of the envelope. The address must be that of the permit holder or authorized agent or dealer (see Exhibit 2-11).

Exhibit 2-11
Window Placement
(not drawn to scale)
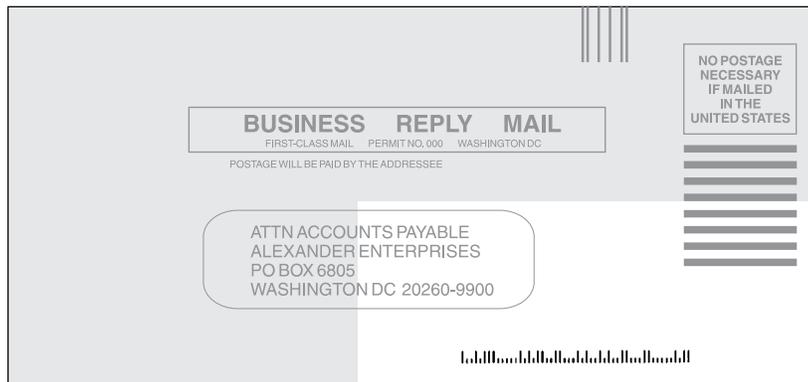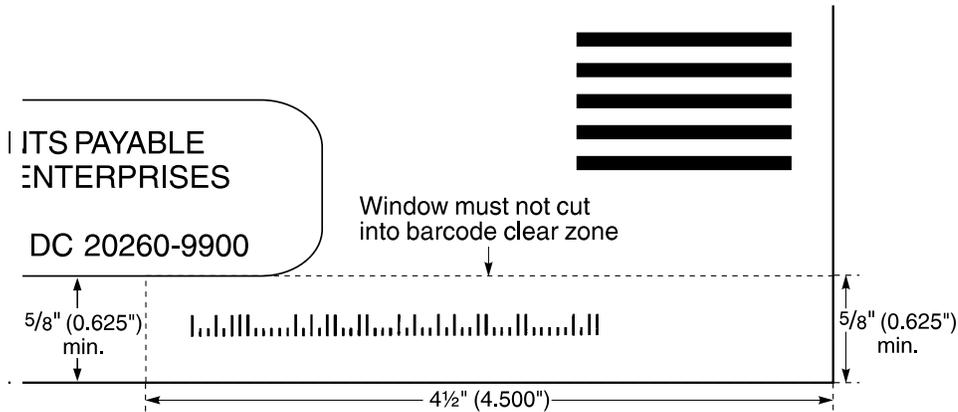
Preparing Self-Mailers

If you prepare self-mailers (envelopes used for mailing, then reused for mailing back a reply), they must be rectangular and at least 0.007 inch thick. Self-mailers must also include instructions for folding and sealing.

To ensure compatibility with automated equipment, you should tab or glue your self-mailer midway along both the leading and trailing edges of the mailpiece, and you should place the fold at the bottom of the mailpiece. Stapling of self-mailers is not permitted. In fact, self-mailers are nonmailable when sealed with wax, clasps, string, staples, or buttons and when they do not have straight edges (see Exhibit 2-12 and *Domestic Mail Manual* C810).

Exhibit 2-12
Self-Mailer Fold and Sealing Positions

may be more than 1"
1" max.
Tab

may be more than 1" but must
not interfere with FIM
1" max.
Tab

Postage

Suggested Position of Tabs, Wafer Seals, and Glue Spots

Envelope
Tabs, Glue	None (folded/sealed edges)
Fold/Spine	N/A
Sheets	N/A
Basis Weight	16 lb.

Booklet
Tabs	2 (start ≤ 1 inch from edges)
Fold/Spine	Bottom
Sheets	Multiple with cover
Basis Weight	20 lb. (cover only)

Double Card
Tabs, Glue	1 (middle)
Fold	Top or bottom
Sheets	Single
Basis Weight	75 lb.
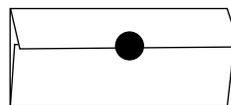
Invitation Fold
Tabs, Glue	1 (in center of overlap)
Fold	Top and bottom
Sheets	Multiple or single
Basis Weight	20 lb.
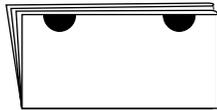
Folded Self-Mailer
Tabs	2 (start ≤ 1 inch from edges)
Fold/Spine	Top or bottom
Sheets	Single sheet with multiple folds
Basis Weight	20 lb.

Accordion Fold
Tabs, Glue	4 (2 top and 2 bottom start ≤ 1 inch from edges)
Fold/Spine	Open edge top and bottom
Sheets	Multiple or single
Basis Weight	20 lb.

Folded Self-Mailer
Tabs	1 (middle)
Fold/Spine	Bottom
Sheets	Multiple
Basis Weight	24 lb.

Continuous Gum Strip
Glue Strip	Top edge
Fold/Spine	Bottom
Sheets	Single
Basis Weight	20 lb.

may be more than 1"
1" max.
Glue Spot

may be more than 1"
1" max.
Glue Spot
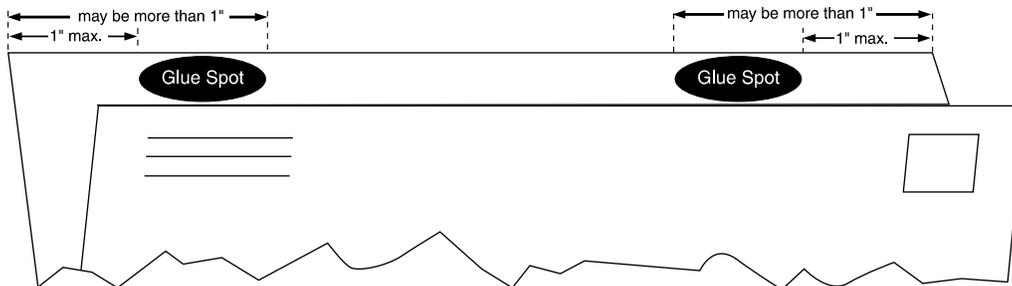
Prebarcoding Your Mail

Purpose

Prebarcoding is highly recommended for all reply mail. It is mandatory for BRM pieces imprinted with FIM C or accepted under the Business Reply Mail Accounting System (BRMAS). If your aim is to receive reply mail as quickly as possible, prebarcoding allows the Postal Service to help you achieve this aim. When you design BRM, you should benefit from barcoding at the same time. Barcoded BRM must meet the requirements in the following sections.

FIM C

You must use FIM C. A camera-ready positive of the FIM and barcode, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

Barcode

Address block barcoding of BRM pieces is not permitted. You must place the barcode on the address side of the BRM piece and follow these standards:

- The leftmost bar must be between 3-1/4 inches (3.250 inches) and 4 inches from the right edge of the piece.
- The bottom of the bars must be 1/4 inch (0.250 inch) (±1/16 inch (±0.0625 inch)) from the bottom edge of the piece.
- The top of the longest bars must be 7/16 inch (0.4375 inch) maximum from the bottom edge of the BRM piece (see Exhibit 2-13).
- The barcode must be completely within the barcode clear zone — *not in the address block* — and the clear zone must have nothing but the barcode in it.

Exhibit 2-13
Barcode Placement
(not drawn to scale)
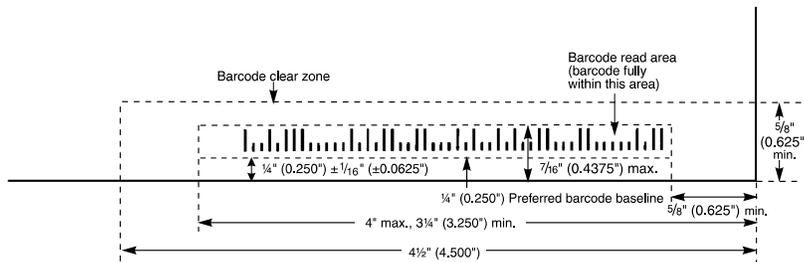
Delivery Point Barcode

Delivery point barcodes are not permitted on BRM. Their use is not necessary because the assigned ZIP+4 code and the barcode representing it are unique. You may, however, provide an expanded barcode clear zone extending 4-3/4 inches (4.750 inches) from the right edge of your BRM piece to be consistent with automation requirements for non-BRM pieces.

Barcode Dimensions

You must make sure that the barcode meets these dimension standards:
- A full bar must be 0.125 inch high (±0.010 inch).
- A half bar must be 0.050 inch high (±0.010 inch).
- All bars must be 0.020 inch wide (±0.005 inch).
- Horizontal spacing of the bars must be 22 bars per inch (±2 bars).
- The clear vertical space between bars must be between 0.012 inch and 0.040 inch.

Print Reflectance

You must make sure that there is a print reflectance difference of at least 30 percent between the background material and the barcode in the red and the green portions of the optical spectrum, measured by Postal Service or Postal Service-licensed equipment.

Skew

When total bar tilt is measured with respect to a perpendicular from the bottom edge of the BRM piece, the combined effects of pattern skew and bar rotation must be limited to a maximum tilt of ±5 degrees. The bottoms of the bars must be aligned vertically within ±0.015 inch when measured from the baseline (bottom of the barcode).

Print Contrast

You must make sure that the material in the barcode clear zone does not contain dark fibers, background patterns, or extraneous ink that produces a print contrast ratio of more than 15 percent in the red and the green portions of the optical spectrum, measured by Postal Service or Postal Service-licensed equipment.

A camera-ready positive representing the appropriate ZIP+4 code, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

Inserts and Windows

If the barcode is printed on an insert appearing through a window in the lower right (see Exhibit 2-14), you must meet the standards in the following sections.

Window Coverings

For window coverings, you must do the following:
- Cover windows with a nontinted, transparent material with all its edges securely glued to the envelope.
- Make sure that the barcode, as viewed through the window material, has a print reflectance difference of at least 30 percent between the BRM piece material and the barcode in the red and the green portions of the optical spectrum, measured by Postal Service or Postal Service-licensed equipment.
- Use envelopes with barcode windows only if the ZIP+4 barcode is visible through the window.

Window Dimensions

For the window openings, you must make sure that they meet these dimension standards:
- The top edge of the window must be at least 5/8 inch (0.625 inch) from the bottom of the BRM piece.
- The window must be of wraparound construction, its bottom edge forming part of the bottom edge of the envelope.
- The right edge of the barcode window must be at least 1/4 inch (0.250 inch) and the left edge at least 4-1/2 inches (4.500 inches) from the right edge of the envelope.

Barcode Location

For barcodes, you must make sure that they meet these placement standards:
- Regardless of how much the insert containing the barcode shifts, there must be a clear space of at least:
  — 1/8 inch (0.125 inch) between the barcode and the left and right edges of the window.
  — 1/25 inch (0.040 inch) between the top of the barcode and the top edge of the window.
  — 3/16 inch (0.1875 inch) between the bottom of the barcode and the bottom edge of the window.
- The leftmost bar must be 3-1/4 inches (3.250 inches) from the right edge of the BRM piece.
- The bottom of the bars must be 1/4 inch (0.250 inch) ±1/16 inch (±0.0625 inch) from the bottom edge of the BRM piece.
- The top of the bars (full bars) should be a maximum of 7/16 inch (0.4375 inch) from the bottom edge of the BRM piece.
- No printing other than the ZIP+4 barcode is permitted in the barcode clear zone.

Exhibit 2-14
Barcode Window
(not drawn to scale)

S PAYABLE
ENTERPRISES

C 20260-9900

5/8"
(0.625")
min.

1/8"
(0.125")
min.

¹⁄₂₅" (0.040") min.

¼" (0.250") ±1/16" (±0.0625")

⅛" (0.125") min.

⁷⁄₁₆" (0.4375") max.

¼" (0.250") min.

3¼" (3.250")

4½" (4.500")

BUSINESS   REPLY   MAIL

FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900
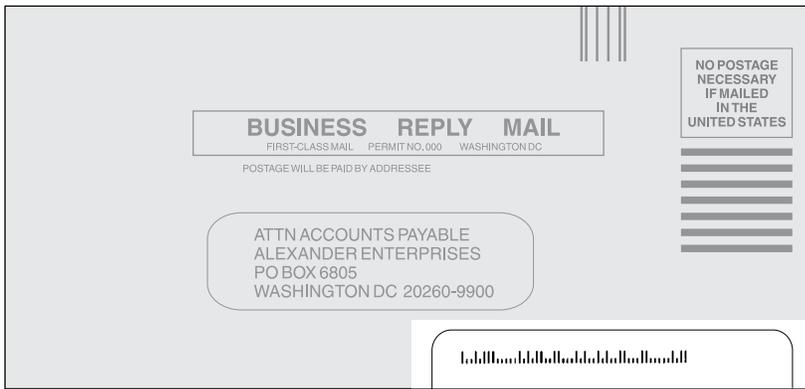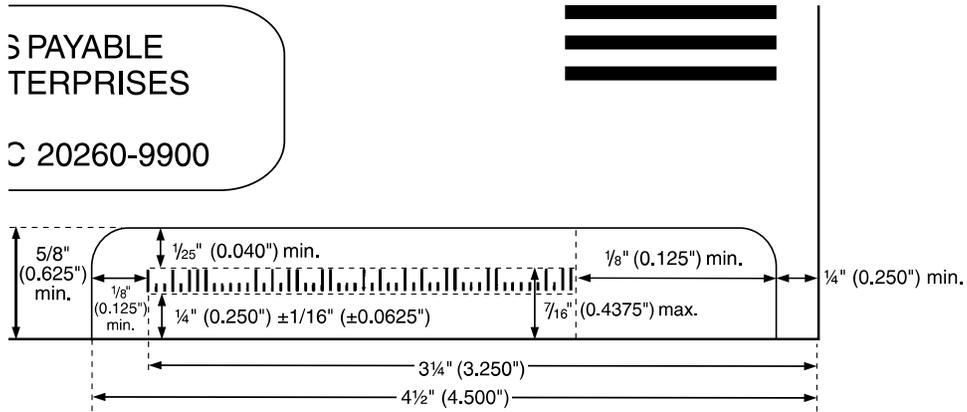
Address Block Readability

A correctly formatted and readable address block is important for reply mail that is not prebarcoded and therefore must be scanned by optical character readers (OCRs). To make processing easier for automated equipment, follow these guidelines:

■ Keep the left margin of the address block aligned.
■ Use two-letter state abbreviations (see Appendix D).
■ Use capital letters without punctuation.
■ Make sure that characters do not touch.
■ Use simple sans serif typefaces with uniform stroke thickness.
■ Use 10 to 12 characters per inch.
■ Use adequate vertical spacing between lines. Recommended spacing is 4 to 6 lines per inch.
■ Use one space between city and two-letter state abbreviation; use two spaces between state and ZIP Code.
■ Use the BRM ZIP+4 code assigned to you.
■ Place attention or information lines above the recipient name line.

Adding Optional Elements

Company Logo

You may place a company logo in the address block no lower than the top of the delivery address line (above the city, state, and ZIP Code line). The logo must not interfere with the business reply mail legend (see Exhibit 2-15).

Exhibit 2-15
Company Logo
(not drawn to scale)

Attention or Information Line

If you use an attention or information line, place it above the company name or recipient line (see Exhibit 2-16).

Exhibit 2-16
Attention or Information Line
(not drawn to scale)

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

Permit Holder's Space

You may use the upper left corner of the address side of your BRM piece for a return address, company logo, attention line, distribution code, form number, or other pertinent information (see Exhibit 2-17).

Exhibit 2-17
Permit Holder's Space
(not drawn to scale)

For permit
holder's use

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

BUSINESS   REPLY   MAIL
FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC
POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900
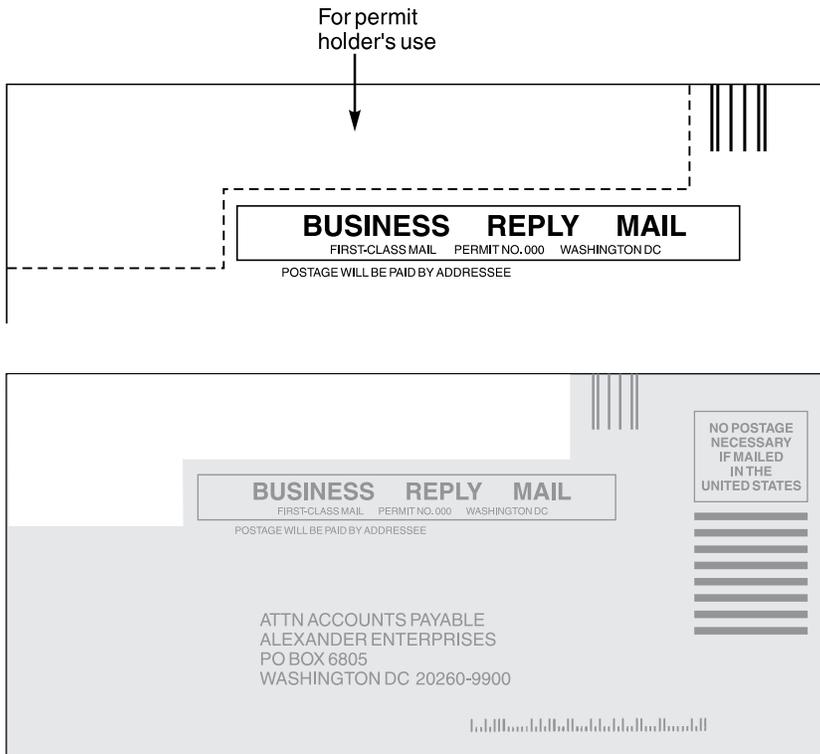
Using BRM Varieties

Business Reply Labels

The business reply label is a form of BRM in which your customer (the respondent) supplies the envelope and you (the sender) provide a stick-on label that meets BRM criteria. Exhibit 2-18 shows a business reply label affixed to an envelope. Except as noted, all other BRM format requirements apply. Business reply labels may not be distributed under the Business Reply Mail Accounting System (BRMAS).

Exhibit 2-18
Business Reply Label
(not drawn to scale)
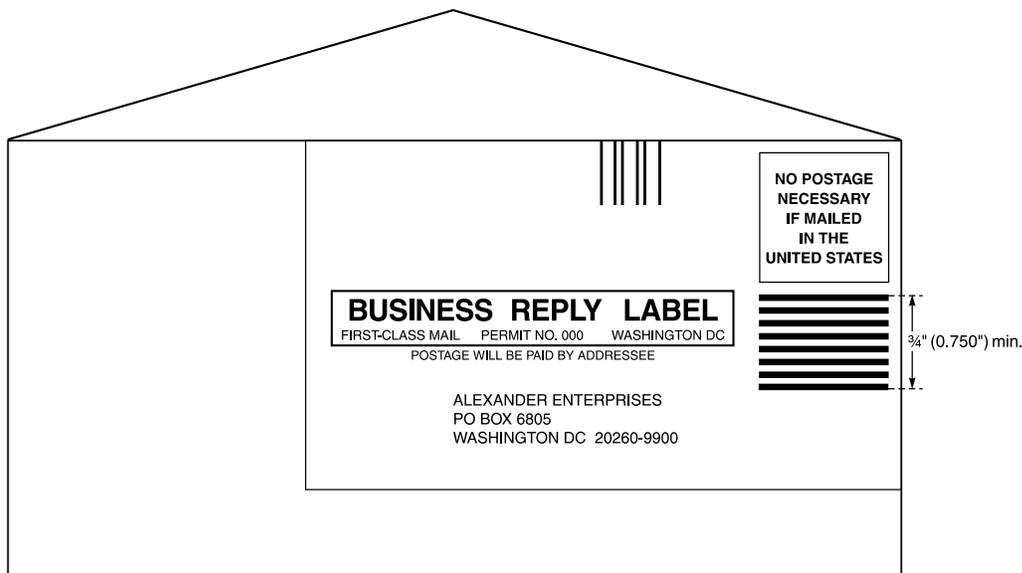
Follow these particular requirements for business reply labels:

■ You must use labels that measure at least 2 inches by 3 inches. (You are not required to print a FIM or barcode on labels of this size.) For use on letter-size envelopes, you must print labels that are at least 2-5/8 inches (2.625 inches) high and 4-1/4 inches (4.250 inches) long. You must print the appropriate FIM (FIM B or FIM C) on these labels.

■ You must make sure that the series of horizontal bars is at least 3/4 inch (0.750 inch) high.

■ You must substitute "BUSINESS REPLY LABEL" for "BUSINESS REPLY MAIL" in the business reply legend (rectangular box above the delivery address).

■ If you print the address in the address block, you must ensure that the address meets optical character reader (OCR) readability standards.

■ You must coat the backs of the labels with a permanent adhesive.

■ You must provide a pictorial diagram for the respondent that shows correct placement of the label and that includes at least the instructions in Table 2-2.

Table 2-2
Business Reply Label Instructions to Customer

1. Place the label squarely on the upper right corner of the envelope.
2. Do not write on the envelope.
3. Do not use an envelope that has a window, an envelope that is less than 1 inch taller than the label, or an envelope that has any printing on it other than the return address.
4. Do not use the label on letter-size envelopes more than 4-1/2 inches (4.500 inches) high. There is no height restriction when using BRM labels on flat-size envelopes. BRM labels may be used on flat-size pieces and on parcels.
5. Do not use tape to affix the label.

Priority Business Reply Mail

You may choose to have BRM pieces returned to you by using business reply service processed as Priority Mail. Priority Mail BRM is rated zone 1 if the zone cannot be determined from the cancellation or your complete delivery address on the BRM piece.

In addition to meeting the BRM technical format requirements, your pieces must include the marking "PRIORITY" or "PRIORITY MAIL" placed prominently on the address side of each piece. This marking must not interfere with any required BRM endorsements.

Paying for Replies

When you use BRM, you have these three options to pay for customer replies:
- Regular Per-Piece Fee — In this option, the carrier delivers your BRM pieces and charges you First-Class postage plus a per-piece BRM fee. You pay the carrier directly. This method is not recommended unless you receive only an occasional BRM piece.
- Advance Deposit Account — You can set up an account with the Postal Service and place money on deposit. Your per-piece BRM fee is considerably less than the regular per-piece fee. Your mail is processed in a postage-due unit that counts the number of pieces, calculates postage charges, and debits your postage account.
- Business Reply Mail Accounting System (BRMAS) — This option is the best if you receive large volumes of BRM pieces or want to benefit from the lowest BRM per-piece fee available. See the following section on BRMAS for details.

Participating in Business Reply Mail Accounting System

Description

The Business Reply Mail Accounting System (BRMAS) provides an automated method for sorting, counting, and rating BRM. The processing of your mail on automated equipment presents an excellent opportunity for increasing efficiency, improving service, and protecting postal revenues.

This system includes a personal computer attached to a barcode sorter (BCS). As mail is sorted on the BCS, the personal computer collects information by the unique ZIP+4 codes on the BRM, which are identified in the BRM customer database.

You must be assigned a unique add-on for each rate category of BRM authorized for BRMAS (for example, card rate, 1-ounce letter rate, and 2-ounce letter rate). Each unique ZIP+4 code contains your company name, type of BRM piece, and the specific corresponding BRM rate to be charged.

Procedures

You may obtain a reduced BRM fee by participating in BRMAS. Participation requires preparing BRM pieces as described in *Domestic Mail Manual* S922. If you want to participate in BRMAS, you must do the following:

■ Turn in a letter of request to the postmaster or the manager of business mail entry at the post office to which the BRM pieces are to be returned. (Some post offices use a specialized application form for this request.)

■ Produce sample BRM pieces using ZIP+4 barcodes and FIM positives provided by the Postal Service.

■ Provide a preproduction sample of each BRM piece to the mailpiece design analyst for evaluation.

■ Have a valid business reply mail permit.

■ Pay the annual BRM permit and accounting fee.

■ Obtain authorization to participate in BRMAS.

■ Return renewal notices and payment, along with new samples of BRM pieces as required, to the post office that issues the permit annually.

■ Follow all requirements in *Domestic Mail Manual* S922.

Unique ZIP+4

You must have a unique four-digit add-on code specific to BRM and unique for each category of BRM pieces (such as postcard, 1-ounce letter, 2-ounce letter). Flat-size BRM pieces are not eligible for BRMAS discounts.

Removal From Program

You may be removed from BRMAS and required to pay the higher per-piece BRM fee if you do any of the following:

■ Neglect to produce pieces that meet readability specifications.

■ Use assigned unique BRM ZIP+4 code on a mailpiece other than the one to which it is assigned.

■ Use ZIP+4 code intended for regular mail delivery on BRM pieces.

■ Neglect to pay accounting and permit fees.

■ Neglect to comply with other BRM standards required by the *Domestic Mail Manual.*

Additional Standards

Besides meeting the standard BRM format requirements, you must meet these additional BRMAS requirements:

■ You must prebarcode BRMAS pieces. You are assigned a unique ZIP+4 code and corresponding barcode that identifies the customer and the category of mail (such as postcard or 1-ounce letter). You must print on the BRM piece a complete address including the BRM permit holder's name, street address or post office box number, city, state, and ZIP+4.

■ You must use a FIM C. A camera-ready positive of the FIM, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

■ You must provide samples of your BRM pieces to the mailpiece design analyst early in the design process, allowing for changes before printing, to ensure that the best quality BRM piece is achieved. See Appendix I for the postal business center nearest you.

Using International Business Reply Service

Description

International business reply service (IBRS) is similar to domestic business reply mail service. IBRS allows you to distribute envelopes and cards in certain foreign countries for return to you in the United States without prepaying postage.

With IBRS, you can extend your reach throughout the world, opening new markets or improving current markets. As with domestic business reply mail, you pay only for IBRS pieces mailed back to you by the respondents.

Be sure to take your IBRS samples to the post office for evaluation and approval. By using this service, you can save time and money. For complete information on designing and using IBRS, see Publication 513, *International Business Reply Service,* and *International Mail Manual,* part 393.

Participating Countries

Table 2-3 lists participating countries. See the most current *International Mail Manual* (IMM) for additions and deletions to this list, or contact your account representative or postal business center if the country you seek is not listed.

Table 2-3
Countries Participating in IBRS

Argentina	France	Luxembourg
Australia	Germany	Madagascar
Bahamas	Ghana	Mexico
Belgium	Great Britain and	Morocco
Bermuda	Northern Ireland	Namibia
Botswana	Greece	Netherlands
Brazil	Guinea-Bissau	New Zealand
Burundi	Guyana	Norway
China	Iceland	Poland
Croatia	Indonesia	Portugal
Cyprus	Ireland	Romania
Denmark	Israel	Spain
Egypt	Japan	Sweden
El Salvador	Kiribati	Switzerland
Estonia	Korea, Republic of	Taiwan
Ethiopia	Latvia	Uganda
Fiji	Liechtenstein	United Arab Emirates
Finland	Lithuania	Zimbabwe

Dimensions

You must make sure that your IBRS piece is within the dimensions shown in Table 2-4.

Table 2-4
IBRS Dimensions

IBRS	Card		Letter	
Dimension	Minimum	Maximum	Minimum	Maximum
Height	3-1/2" (3.500")	4-1/4" (4.250")	3-1/2" (3.500")	4-3/4" (4.750")
Length	5-1/2" (5.500")	6"	5-1/2" (5.500")	9-1/4" (9.250")
Thickness	0.007"	0.0095"	0.007"	0.200"

Weight

You must make sure that your IBRS piece weighs no more than 2 ounces.

Window Envelopes

If you use window envelopes, make sure that all windows are covered with a nontinted, transparent material. You may not use open (noncovered) windows for IBRS.

Design Format

You must meet the IBRS format requirements (listed below) and the BRMAS requirements (including use of FIM C). Because of international agreements, IBRS pieces have a few unique design elements (see Exhibit 2-19). See *International Mail Manual* (IMM) 393 for more information on how to use IBRS.

Exhibit 2-19
IBRS Design Format
(not drawn to scale)
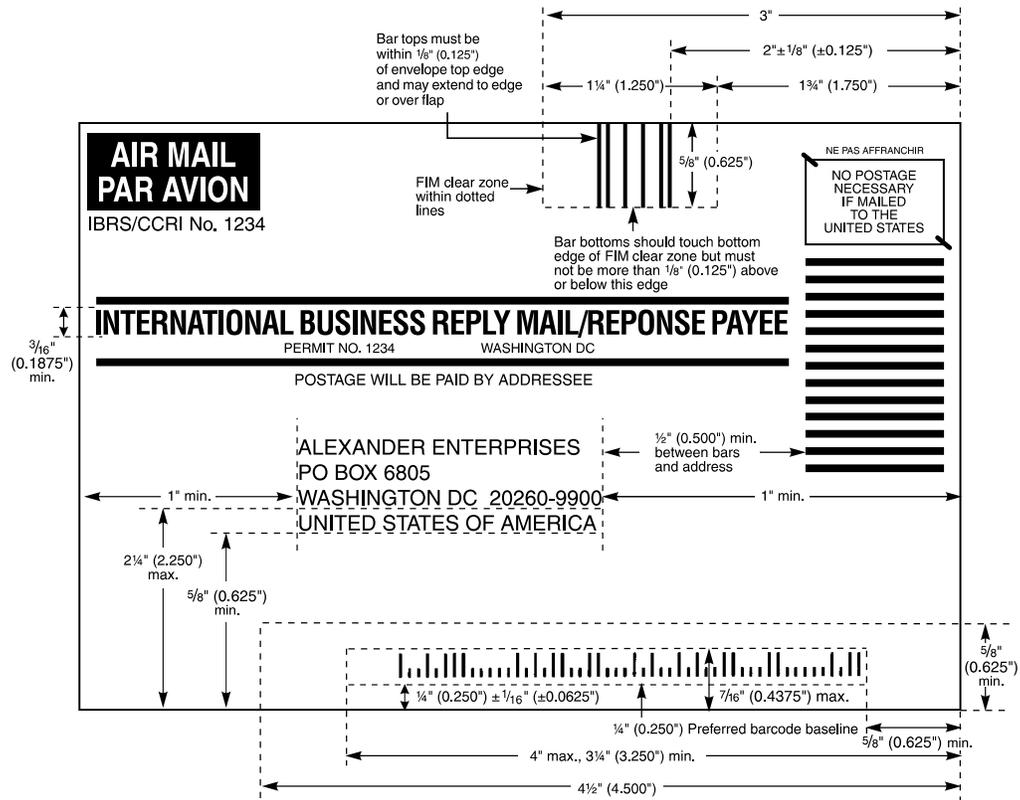
No Postage Necessary Endorsement

You must place the no postage necessary endorsement "NE PAS AFFRANCHIR, NO POSTAGE NECESSARY IF MAILED TO THE UNITED STATES" in the upper right corner. You must print this endorsement with a partial diagonal bar (see Exhibit 2-20).

Exhibit 2-20
No Postage Necessary Endorsement
(not drawn to scale)

NE PAS AFFRANCHIR

NO POSTAGE
NECESSARY
IF MAILED
TO THE
UNITED STATES

|◄——— 1¾" (1.750") max. ———►|

AIR MAIL
PAR AVION
IBRS/CCRI No. 1234

NE PAS AFFRANCHIR

NO POSTAGE
NECESSARY
IF MAILED
TO THE
UNITED STATES

INTERNATIONAL BUSINESS REPLY MAIL/REPONSE PAYEE
PERMIT NO. 1234   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900
UNITED STATES OF AMERICA
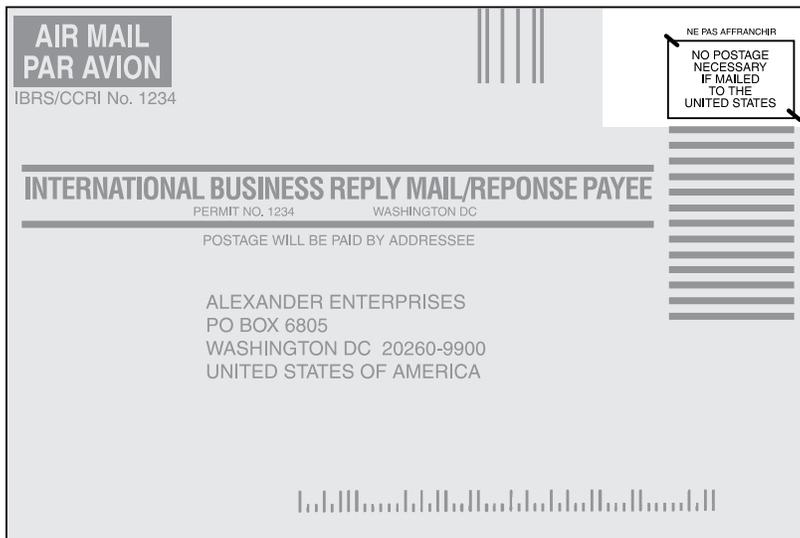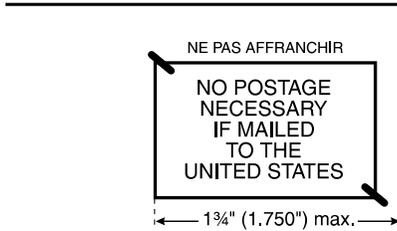
Horizontal Bars

You must print a series of horizontal bars parallel to the length of the IBRS piece directly under the no postage necessary endorsement. The bars must be of uniform length, at least 1 inch long, and 1/16 inch (0.0625 inch) to 3/16 inch (0.1875 inch) thick. The bars must be above the delivery address line (the line above the city, state, and ZIP+4 line). The left edge of the bars may be no more than 1-3/4 inches (1.750 inches) from the right edge of the IBRS piece (see Exhibit 2-21).

Exhibit 2-21
Horizontal Bars
(not drawn to scale)

NE PAS AFFRANCHIR

NO POSTAGE
NECESSARY
IF MAILED
TO THE
UNITED STATES

Bars must be
1/16" (0.0625") to
3/16" (0.1875") thick,
evenly spaced

← 1" min. →

AIR MAIL
PAR AVION
IBRS/CCRI No. 1234

NE PAS AFFRANCHIR

NO POSTAGE
NECESSARY
IF MAILED
TO THE
UNITED STATES

INTERNATIONAL BUSINESS REPLY MAIL/REPONSE PAYEE
PERMIT NO. 1234   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900
UNITED STATES OF AMERICA

Business Reply Legend

You must place in capital letters the business reply legend "INTERNATIONAL BUSINESS REPLY MAIL/REPONSE PAYEE" above the complete delivery address. The letters must be at least 3/16 inch (0.1875 inch) high. Directly below, you must place in capital letters "PERMIT NO." followed by your permit number and the issuing post office name (city and state).

These two lines of information must appear between two horizontal bars at least 3/32 inch (0.09375 inch) thick and at least 1/2 inch (0.500 inch) apart. You must place the postage endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" immediately below the lower bar (see Exhibit 2-22).

Exhibit 2-22
Business Reply Legend
(not drawn to scale)
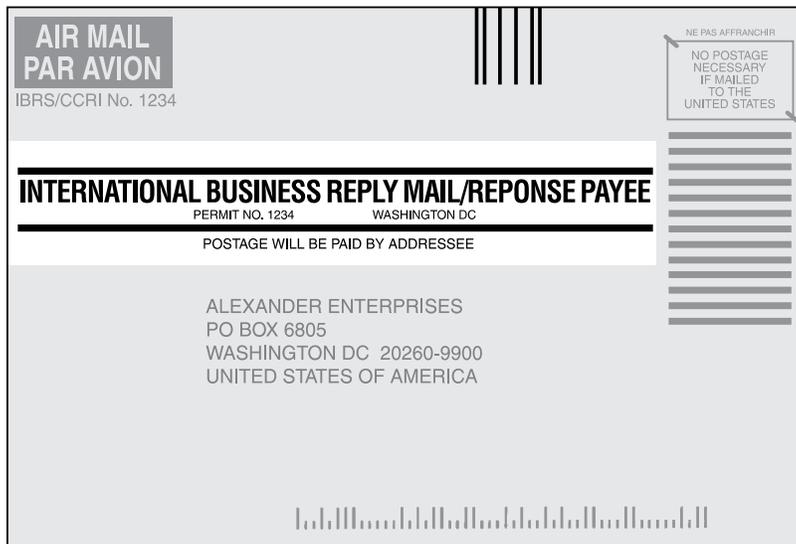
Complete Delivery Address

You must print a complete delivery address that includes the unique ZIP+4 code and "UNITED STATES OF AMERICA" (in capital letters) as the destination country (see Exhibit 2-23). The bottom line of the address must be no less than 5/8 inch (0.625 inch) from the bottom edge of your IBRS piece. The line for city, state, and ZIP+4 must be no more than 2-1/4 inches (2.250 inches) from the bottom edge of your IBRS piece.

Exhibit 2-23
Complete Delivery Address
(not drawn to scale)
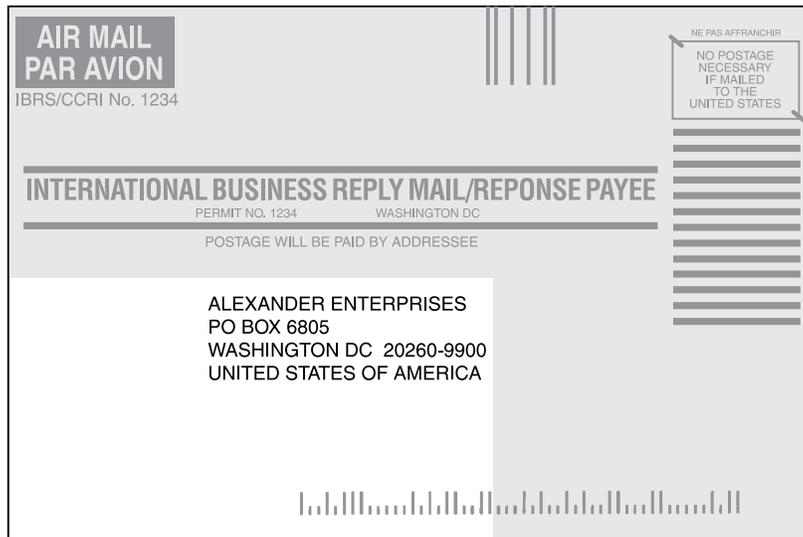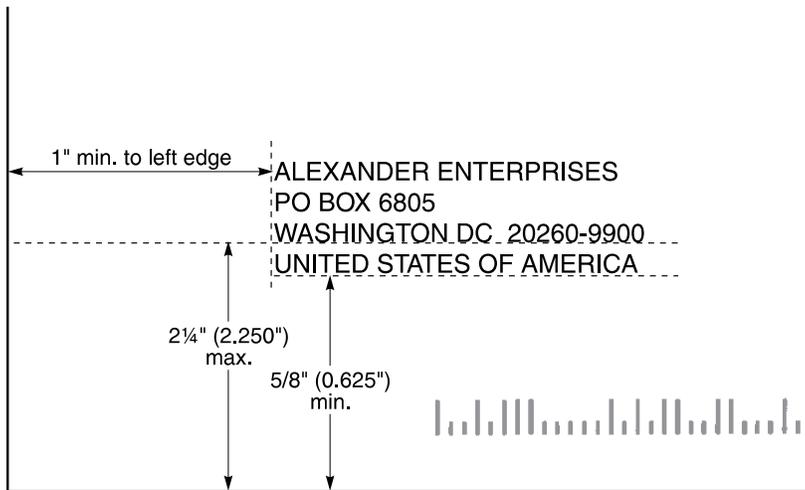
Air Mail Endorsement

You must show the endorsement "AIR MAIL/PAR AVION" (in reverse print) in the upper left corner (see Exhibit 2-24). Immediately below this endorsement, you must show "IBRS/CCRI No." and your permit number.

Exhibit 2-24
Air Mail Endorsement
(not drawn to scale)

**AIR MAIL
PAR AVION**
IBRS/CCRI No. 1234

**AIR MAIL
PAR AVION**
IBRS/CCRI No. 1234

NE PAS AFFRANCHIR

NO POSTAGE
NECESSARY
IF MAILED
TO THE
UNITED STATES

INTERNATIONAL BUSINESS REPLY MAIL/REPONSE PAYEE
PERMIT NO. 1234   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900
UNITED STATES OF AMERICA
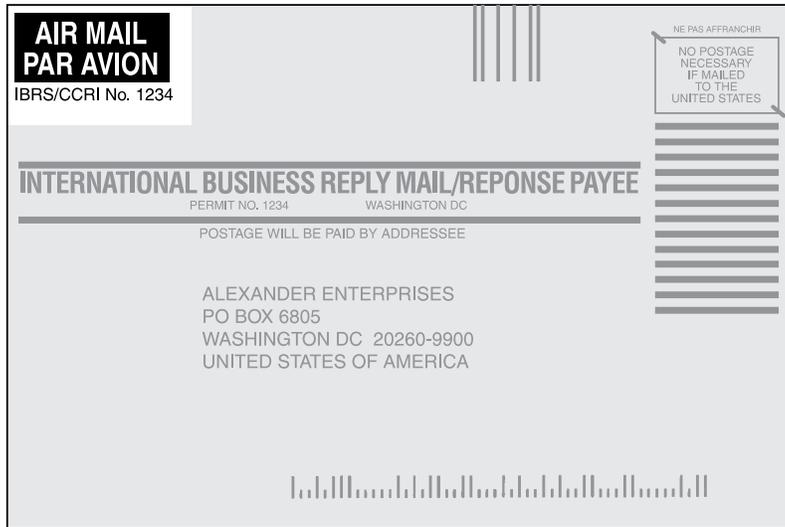
3 — Courtesy Reply Mail (CRM)

Receiving Customer Responses

Courtesy reply mail (CRM) is advisable when responses are more or less assured, such as invoices for payment sent by mail. With CRM, you (the sender) provide your customer (the respondent) with a preprinted return envelope or card. The customer, however, pays the return postage.

Unlike business reply mail (BRM), CRM has no design standards specified by the *Domestic Mail Manual*. However, if you choose certain design elements such as barcodes and facing identification marks (FIMs), you must follow the applicable requirements for those elements.

Making your CRM *machinable* and using the FIM and barcode can lead to more efficient service through processing on automated equipment. For large billings, more efficient service means significant amounts of revenue received earlier. This revenue can increase your interest earned in the bank and improve your cash flow.

Following Design Formats

Basic Design

Make sure that the format of your CRM envelopes and cards is correct before you print them. A Postal Service mailpiece design analyst can determine whether your CRM piece meets requirements or recommendations. Exhibit 3-1 shows the basic design of a CRM piece, which for most efficient service should meet the criteria detailed in the following sections.

Exhibit 3-1
CRM Design Format
(not drawn to scale)

FIM clear zone

PLACE STAMP HERE

OCR read area

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

Barcode clear zone
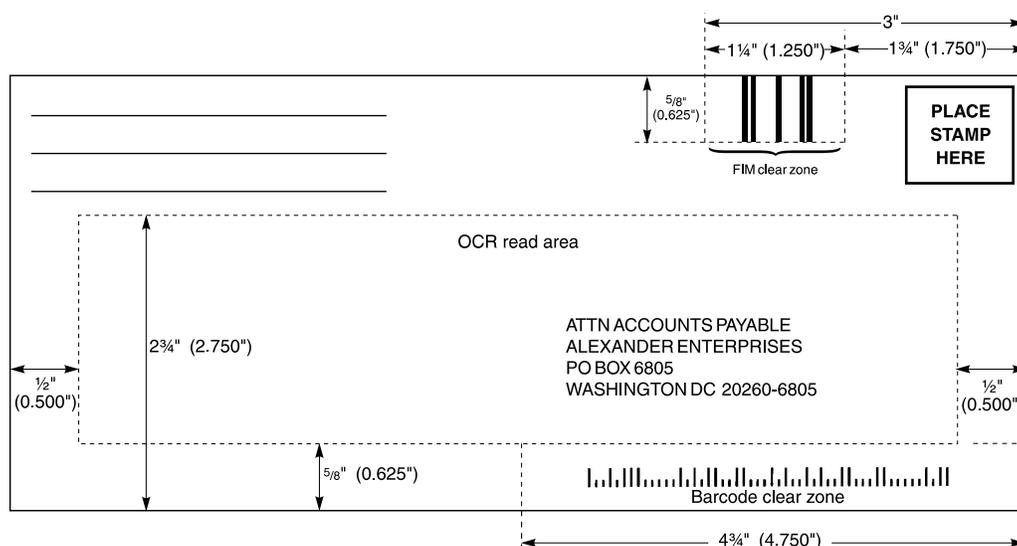
Dimensions

For your CRM piece to be machinable (that is, to flow smoothly through automated sorting equipment), make sure that it is within the dimensions shown in Table 3-1.

Table 3-1
Standard CRM Dimensions

CRM	Card		Letter*	
Dimension	Minimum	Maximum	Minimum	Maximum
Height	3-1/2" (3.500")	4-1/4" (4.250")	3-1/2" (3.500")	6-1/8" (6.125")
Length	5"	6"	5"	11-1/2" (11.500")
Thickness	0.007"	0.0095"	0.007"	0.250"

*Letter mail may not be less than 0.009 inch thick if it is more than 4-1/4 inches (4.250 inches) high or more than 6 inches long or if the mail exceeds both those dimensions. (The length of a mailpiece is the dimension that parallels the lines of the delivery address. The top and bottom also parallel the delivery address lines.)

Nonmailable Pieces

All pieces not meeting the minimum size standards in Table 3-1 are nonmailable.

Nonstandard Size

A piece of First-Class Mail weighing 1 ounce or less is nonstandard and subject to the applicable surcharge if its thickness exceeds 1/4 inch or if, based on the placement (orientation) of the address, its length exceeds 11-1/2 inches, its height exceeds 6-1/8 inches, or its length divided by its height—the aspect ratio—is less than 1.3 or more than 2.5.

Postage Reminder

You should include in the upper right corner of your CRM piece a reminder to affix postage (see Exhibit 3-2).

Exhibit 3-2
Postage Reminder
(not drawn to scale)


```
                                    PLACE
                                    STAMP
                                    HERE
```

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

Facing Identification Mark

You should use facing identification mark (FIM) A with prebarcoded CRM to ensure efficient automated processing. Camera-ready positives of FIMs, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

To use FIM A (for barcoded pieces only), make sure that the FIM meets these requirements:

■   A FIM clear zone must be maintained that contains no printing other than the FIM pattern. Exhibit 3-3 shows the configuration of the clear zone and the correct location of the FIM.
■   The rightmost bar of the FIM must be 2 inches (±1/8 inch (±0.125 inch)) from the right edge of the CRM piece.
■   The FIM bars must be 5/8 inch (0.625 inch) (±1/8 inch (±0.125 inch)) high and 1/32 inch (0.03125 inch) (±0.008 inch) wide.
■   The tops of the FIM bars must be no lower than 1/8 inch (0.125 inch) from the top of the CRM piece. They may extend over the top edge to the back (flap) of an envelope.
■   The bottoms of the FIM bars should touch the bottom edge of the FIM clear zone but must not be more than 1/8 inch (0.125 inch) above or below this edge.

Exhibit 3-3
FIM A Location
(not drawn to scale)
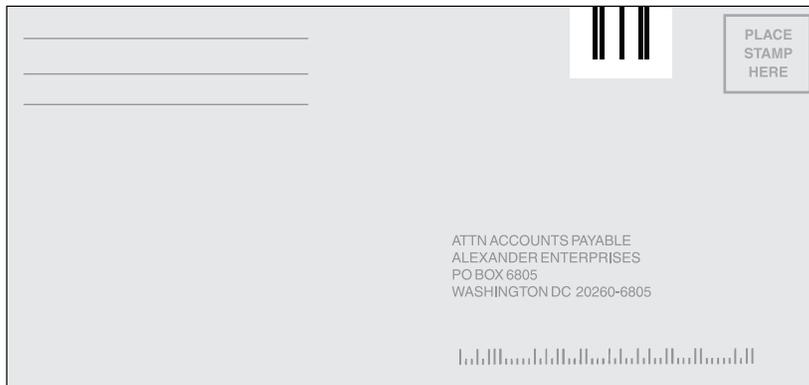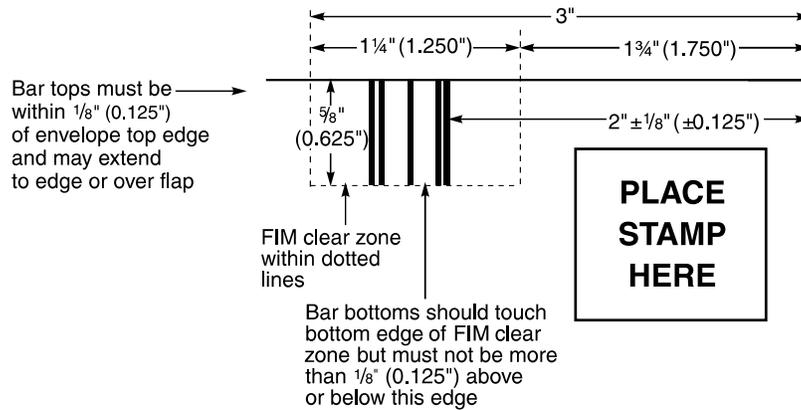
Exhibit 3-4
FIM A Dimensions
(not drawn to scale)
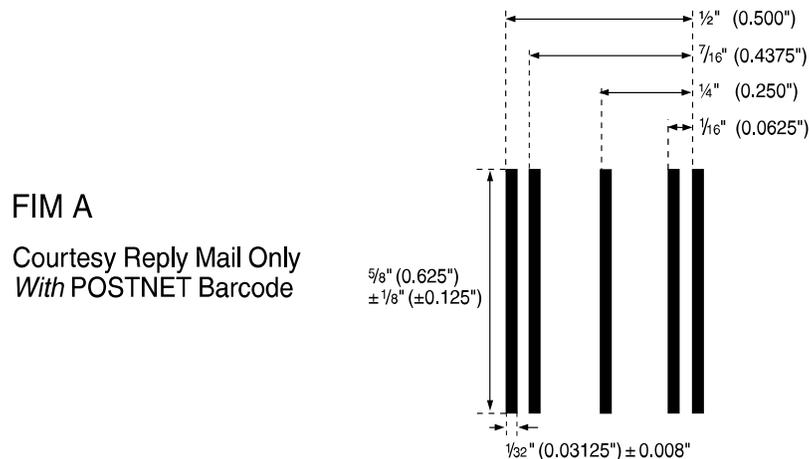
FIM A

Courtesy Reply Mail Only
With POSTNET Barcode

There must be at least a 30 percent print reflectance difference between the ink used for printing the FIM and the background material on which the FIM is printed in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment. Black ink on a white background generally satisfies this requirement and is recommended.

In addition to the preceding requirements, FIM A bars must be printed within the dimensional tolerances shown in Exhibit 3-4. The bars must be within 5 degrees from perpendicular to the top edge of the CRM piece. Camera-ready positives of FIMs, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

Return Address Lines

You should print a series of horizontal lines in the upper left corner for the customer's return address. The return address should be placed higher than 2-3/4 inches (2.750 inches) above the bottom edge of the CRM piece. It is recommended that the return address occupy an area no more than one-third the height and one-half the length of the CRM piece (see Exhibit 3-5).

Exhibit 3-5
Return Address Lines
(not drawn to scale)
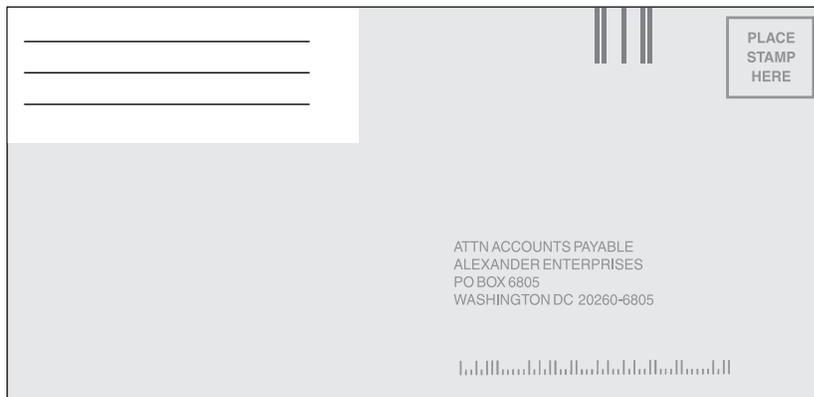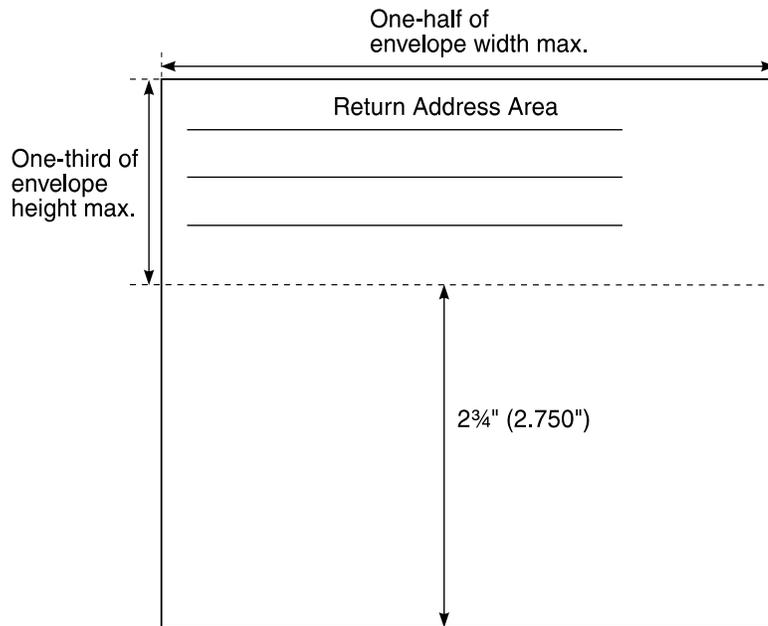
Complete Delivery Address

You should preprint your complete delivery address. The bottom line of the address should be between 5/8 inch (0.625 inch) and 2-1/4 inches (2.250 inches) from the bottom edge of the CRM piece. A clear 1/2-inch (0.500-inch) margin is recommended on the left and right edges of the piece (see Exhibit 3-6).

Exhibit 3-6
Complete Delivery Address
(not drawn to scale)

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

½" (0.500")   ½" (0.500")

2¼" (2.250") max.
5/8" (0.625") min.

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

A correctly formatted and readable address block is important for reply mail that is not prebarcoded and therefore must be scanned by optical character readers (OCRs). To make processing easier for automated equipment, follow these guidelines:

■ Keep the left margin of the address block aligned.
■ Use two-letter state abbreviations (see Appendix D).
■ Use capital letters without punctuation.
■ Make sure that characters do not touch.
■ Use simple sans serif typefaces with uniform stroke thickness.
■ Use 10 to 12 characters per inch.
■ Use adequate vertical spacing between lines. Recommended spacing is 4 to 6 lines per inch.
■ Use one space between city and two-letter state abbreviation; use two spaces between state and ZIP Code.
■ Use the ZIP+4 code corresponding to the barcode (delivery address).
■ Place attention or information lines above the recipient name line.

A camera-ready positive of the barcode representing the appropriate delivery point code, available at no charge from Postal Service account representatives and postal business centers, must not be enlarged or reduced.

Barcode Dimensions

Either a ZIP+4 or delivery point barcode may be used on CRM pieces. The delivery point barcode is preferred. (Delivery point barcodes, however, are not permitted on BRM pieces.) If you use a barcode, you should place the barcode in the lower right corner according to specifications in Exhibit 3-7. (If more convenient, however, you may place the barcode in the address block.) You must make sure that the barcode meets these dimension standards:

■ A full bar must be 0.125 inch high (±0.010 inch).
■ A half bar must be 0.050 inch high (±0.010 inch).
■ All bars must be 0.020 inch wide (±0.005 inch).
■ Horizontal spacing of the bars must be 22 bars per inch (±2 bars).
■ The clear vertical space between bars must be between 0.012 inch and 0.040 inch.

Exhibit 3-7
Barcode in Lower Right Corner
(not drawn to scale)
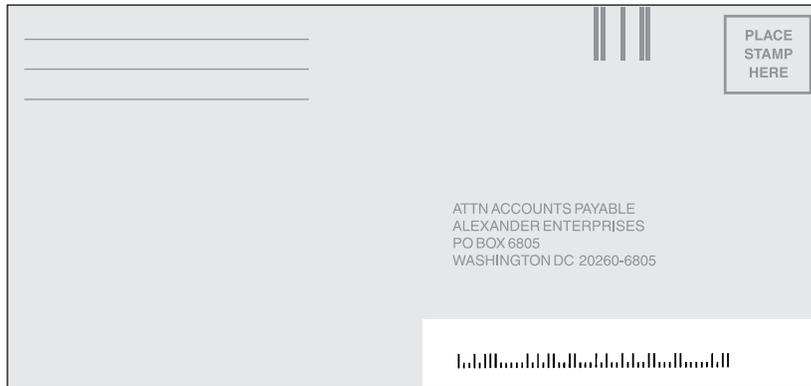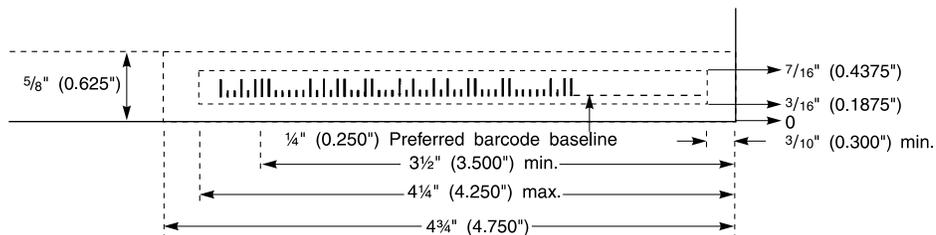
Skew

You must measure total bar tilt with respect to a perpendicular from the bottom edge of the CRM piece. The combined effects of pattern skew and bar rotation must be limited to a maximum tilt of ±5 degrees. The bottoms of the bars must be aligned vertically within 0.015 inch when measured from the baseline (bottom of the barcode).

Company Logo

If you include your company logo in the address block, be sure that the logo does not extend below the top of the delivery address line (see Exhibit 3-8).

Exhibit 3-8
Company Logo
(not drawn to scale)
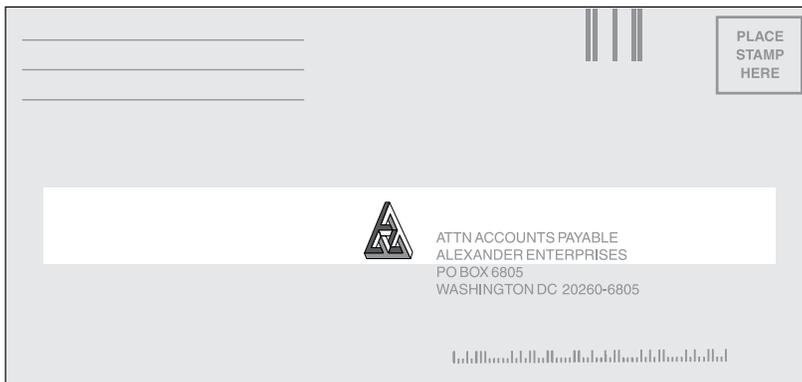
Printing Your Mail

Paper Weight

For envelopes, use paper stock with a basis weight of at least 20 pounds (17 inches by 22 inches by 500 sheets). Nonpaper envelopes should be approved by Postal Service Engineering (contact your local postal business center for the address).

Dark Fibers

If your CRM envelope contains dark fibers, make sure that the print contrast ratio between the fibers and the envelope material is 15 percent or less in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment.

Print Reflectance

In selecting ink colors, be sure that there is at least a 30 percent print reflectance difference (PRD) between the ink and the background material of the CRM piece in the red and the green portions of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment. A 30 percent PRD applies only to POSTNET barcodes and FIMs, not address information. Black ink on a white background is recommended. Pantone® Matching System (PMS) ink colors with a minimum of 1-part black generally provide a sufficient PRD.

Background Reflectance

Make sure that the material used for your CRM piece produces a background reflectance of at least 50 percent in the red portion and 45 percent in the green portion of the optical spectrum, measured with Postal Service or Postal Service-licensed equipment.

Material should have a phosphorescence of no more than 4.0 phosphor meter units. Fluorescent colors generally do not meet this requirement. Fluorescent colors should be tested and approved by Postal Service Engineering.

Halftone Screens and Background Patterns

If material on which the delivery address is to appear is printed in a halftone screen, the halftone should not contain fewer than 200 lines per inch (dot size) or be printed with less than a 20 percent screen.

Providing Sealing

You may prepare envelopes for sealing with a variety of glues and gums that can withstand processing through Postal Service equipment. Do not prepare envelopes for sealing with wax, clasps, string, staples, or buttons.

Using Window Envelopes

Basic Design

Exhibit 3-9 shows the basic design of a CRM piece with a window envelope and insert. For successful automated processing, design window envelopes and inserts so that the entire delivery address and barcode (when included) appear in the window area regardless of how much the insert shifts.

Exhibit 3-9
CRM Window Envelope
(not drawn to scale)


```
PLACE
STAMP
HERE
```

```
ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805
```
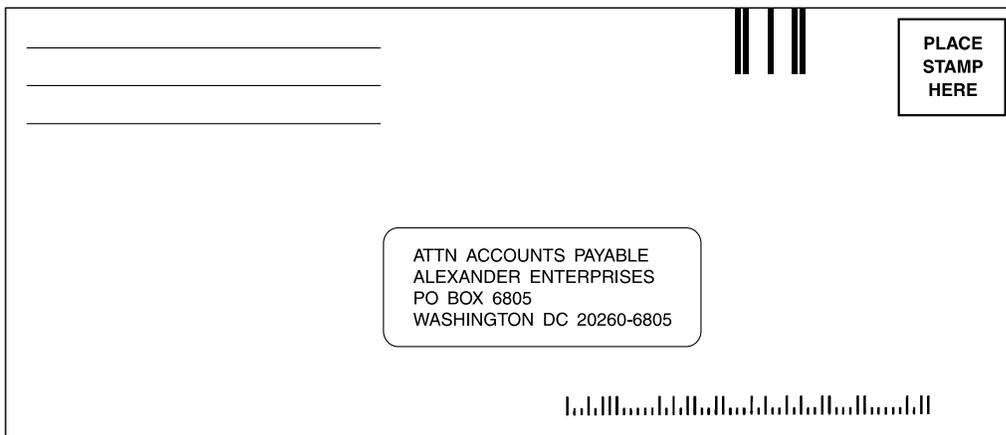
Address Clearance

For optical character reader (OCR) processing, maintain at least a 1/8-inch (0.125-inch) clearance (1/4 inch (0.250 inch) is preferred) between the address and edges of the window (see Exhibit 3-10).

Exhibit 3-10
Address Clearance
(not drawn to scale)

Address Clearance in Window

1/8" (0.125") min.

1/8" (0.125") min.	ATTN ACCOUNTS PAYABLE	1/8" (0.125") min.
	ALEXANDER ENTERPRISES	
	PO BOX 6805	
	WASHINGTON DC 20260-6805	

1/8" (0.125") min.

Excessive Insert Shift

N ACCOUNTS PAYABLE
XANDER ENTERPRISES
BOX 6805
HINGTON DC 20260-6805

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805
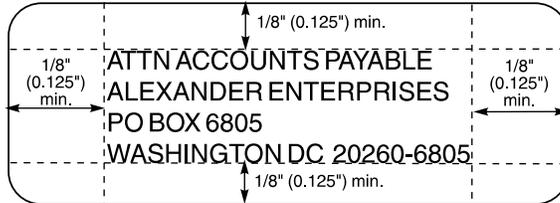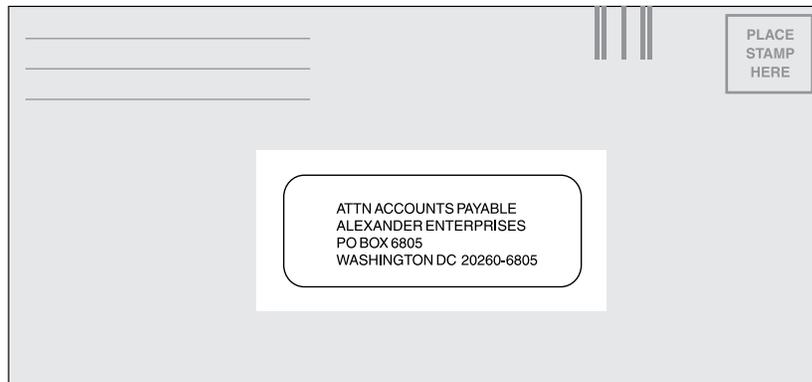
Barcode Clearance

As with addresses, barcodes preprinted on inserts must maintain a minimum clearance of 1/8 inch (0.125 inch) from the left and right edges of the window opening when the insert is moved in those directions.

When printed at the top or bottom line of the address block, a minimum clearance of 1/25 inch (0.040 inch) should be maintained between the barcode and the window edge, above or below, regardless of how much the insert shifts. This 1/25-inch (0.040-inch) minimum clearance is also needed between the top and bottom of the barcode and any other printing (see Exhibit 3-11).

Exhibit 3-11
Barcode Clearance
(not drawn to scale)

Barcode Clearance in Window

$\frac{1}{25}$" (0.040") min.

$\frac{1}{8}$" (0.125") min.

$\frac{1}{8}$" (0.125") min.

$\frac{1}{25}$" (0.040") min.

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805

Excessive Insert Shift

TN ACCOUNTS PAYABLE
EXANDER ENTERPRISES
BOX 6805
ASHINGTON DC 20260-6805

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805
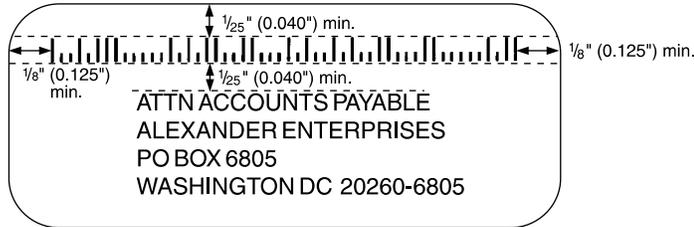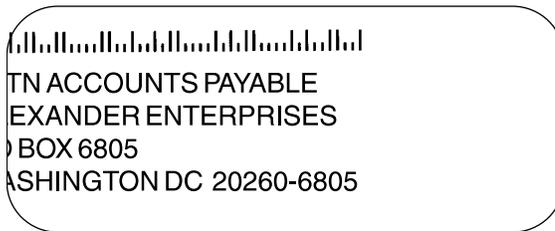
Inserts

Like envelope paper, insert material should be opaque to prevent extraneous printing from showing through in the optical character reader (OCR) read area or barcode clear zone.

Window Coverings

You may use open or covered windows for addresses and address block barcodes. Window-covering material should be clear or transparent (low-gloss materials are best) and securely attached on all edges. Cellophane, polystyrene, and glassine are popular window-covering materials.

Window coverings should be free of wrinkles, streaks, fogging, colors, and other conditions that can obscure the address or barcode during processing. All address and barcode information, as read through the window, should satisfy minimum reflectance and contrast guidelines.

A print contrast ratio (PCR) at or above 40 percent in the red and the green portions of the optical spectrum is necessary for the optical character reader's (OCR's) recognition of address information. A minimum print reflectance difference (PRD) of at least 30 percent in the red and the green portions of the optical spectrum is needed to read POSTNET barcodes on a barcode sorter (see Appendixes A and B).

Because glassine is less transparent than other window coverings, addresses (as read through the material) should produce a slightly higher PCR (45 percent). The minimum PRD for barcodes as read through glassine is the same as that for other window coverings (30 percent).

Window Placement

Address windows should be no lower than 1/2 inch (0.500 inch) from the bottom edge of the envelope and may extend 1/8 inch (0.125 inch) into the barcode clear zone (see Exhibit 3-12).

Exhibit 3-12
Window Placement
(not drawn to scale)
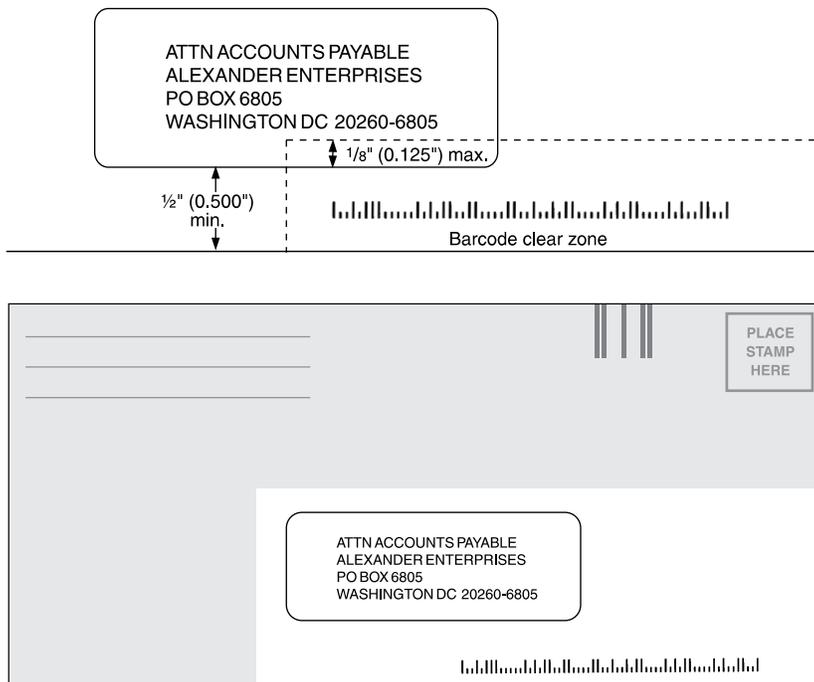
Windows designed for inserts containing barcodes in the conventional lower right corner should be covered with a clear or transparent material that wraps around the bottom edge of the envelope. These windows should meet the minimum dimensions shown in Exhibit 3-13.

Exhibit 3-13
Lower Right Barcode Window
(not drawn to scale)
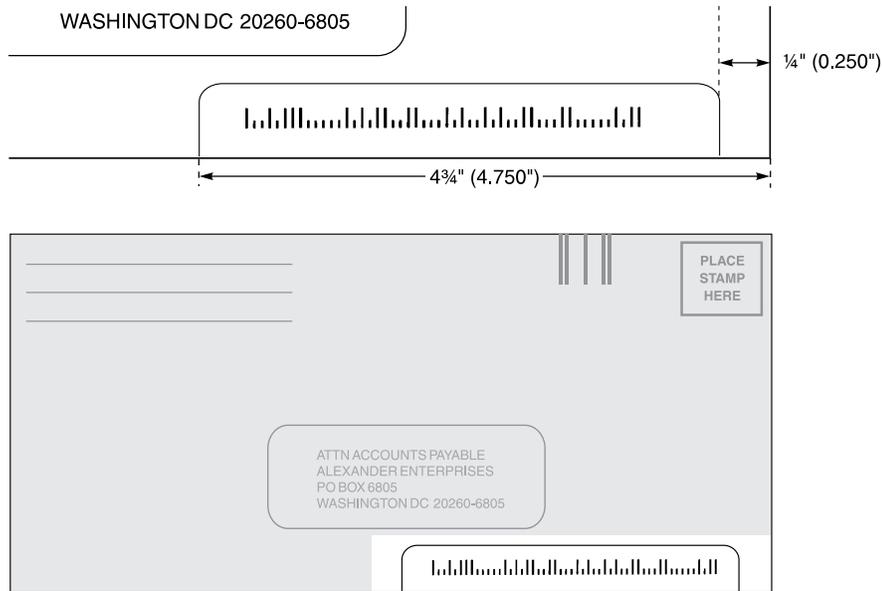
As the insert moves left and right in the envelope, a clear space of at least 1/8 inch (0.125 inch) must be maintained between the barcode and the left and right edges of the window (1/4 inch (0.250 inch) is preferred). Similarly, maintain a minimum clear space of at least 1/25 inch (0.040 inch) between the top of the barcode and the top window edge, and at least 3/16 inch (0.1875 inch) between the bottom of the barcode and the bottom of the window, when the insert shifts toward the top and bottom of the envelope (see Exhibit 3-14).

Exhibit 3-14
Lower Right Barcode Clearance
(not drawn to scale)

WASHINGTON DC 20260-6805

1/25" (0.040") min.

1/8" (0.125") min.

1/8" (0.125") min.

3/16" (0.1875") min.

PLACE
STAMP
HERE

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-6805
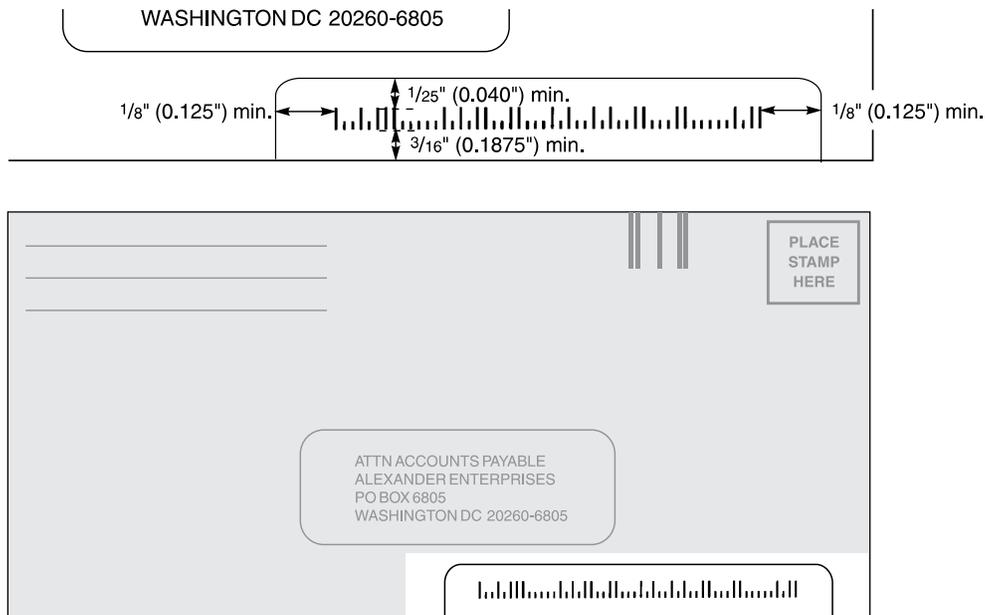
Using CRM Varieties

Accelerated Reply Mail

Accelerated reply mail (ARM) is another way to speed the return of CRM. This service expedites CRM to business mailers by combining automation technology and Express Mail Custom Designed Service. ARM delivers CRM as much as 2 days sooner than regular First-Class Mail. Barcode readers separate the ARM mailers' CRM at the originating processing site. Mailers can either pick up the mail at the origin plant or have it forwarded to them by Express Mail.

Primary ARM mailers include banks and insurance, mortgage, and credit card companies. Their ARM shipments often contain 300 or more remittances a day, with each remittance averaging $100. By using ARM, you can receive and deposit payments earlier, benefiting from interest earned. You also enhance customer service, obtain customer information more quickly, and improve remittance operations.

To use ARM, you must provide your customers with preaddressed CRM envelopes printed with FIM A, appropriate ZIP+4 numeric code in the address block, and corresponding ZIP+4 or delivery point barcode. Contact your local postal business center (see Appendix I) for information on how to participate in ARM.

Meter Reply Mail

Meter reply mail, like other CRM, consists of preprinted return mailpieces. With meter reply mail, however, the postage is prepaid by the meter license holder as a courtesy to the respondent.

Meter reply mail is delivered only to the address of the meter license holder printed on the envelope or card. Meter postmarks used to prepay postage must not show the date. Exhibit 3-15 shows the basic design of meter reply mail. See *Domestic Mail Manual* P030 for more instructions about meter reply postage.

Design recommendations for expediting the receipt of meter reply mail, including the use of the FIM and barcode, are the same as those for CRM. However, there is one additional element: "NO POSTAGE STAMP NECESSARY, POSTAGE HAS BEEN PREPAID BY" must be printed directly above the delivery address.

Exhibit 3-15
Meter Reply Mail Format
(not drawn to scale)
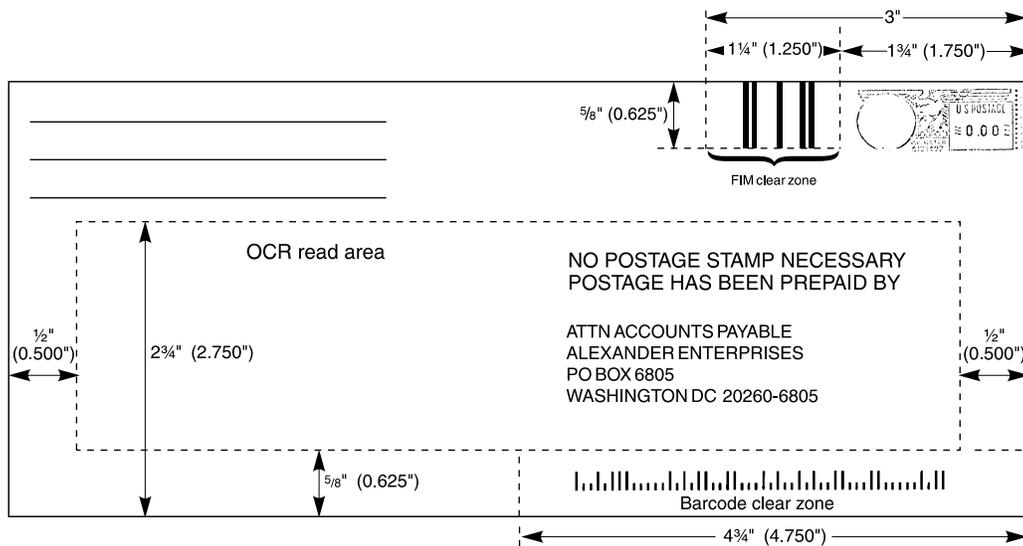
Appendix A — Ink/Paper Definitions

This appendix provides definitions and formulas for determining the reflectance of mailpiece backgrounds and printing ink, print contrast ratio (PCR), and print reflectance difference (PRD). Values for these parameters are always less than 1. Decimal fractions (e.g., 0.65) and percentages are used interchangeably. Percentages are used in this publication. All parameters are measured as shown in Appendix B.

Reflectance

The symbol R is used for reflectance. Only diffuse (scattered) reflectance is of interest. It represents the percentage of incident light diffusely reflected by the material in question. A perfectly reflecting surface would have a reflectance of 100 percent; a surface that reflects only half of the incident light has a reflectance of 50 percent.

Print Reflectance Difference

$$PRD = (R_w - R_p) \times 100$$

where R_w is the reflectance of the background
          (e.g., envelope or card)

where R_p is the reflectance of the ink
          (e.g., character stroke)

Print Contrast Ratio

$$PCR = \frac{R_w - R_p}{R_w} \times 100$$

where R_w and R_p are defined as above

Appendix B — Ink/Paper Measurement

This appendix is for those who have instruments capable of measuring optical reflectance and contrast.

Instrument Calibration Standards

The measurements here apply only to diffuse reflectance. A perfectly reflecting, perfectly diffusing surface has a reflectance of 100 percent. This is the reference or basis for reflectance measurements. Calibrated pressed barium sulfate ($BaSO_4$) or magnesium oxide (MgO) is a suitable reference standard for instrument calibration to indicate 100 percent reflectance for a white surface.

Carbon black or other black backing such as black velvet that reflects less than 1 percent light may be used as a suitable reference standard for zero reflectance. Instruments should be calibrated according to the manufacturer's instructions using either the above primary standards or the secondary standards supplied with the measurement equipment.

Instrumentation

Measurements may be made using the Postal Service-approved envelope reflectance meter. If other instruments are used, they should provide the appropriate spectral response characteristics in the red and the green portions of the optical spectrum shown in the illustration on the next page and described below.

Area Resolution

For measurements associated with POSTNET barcode functions, the effective area being measured by the envelope reflectance meter (ERM-2) is 6 mils (0.006 inch) by 10 mils (0.010 inch).

Reflectance and Contrast Measurements

Reflectance and contrast measurements on POSTNET barcodes and potential interference should be made in the red and the green portions of the optical spectrum as follows:

1. Make sure that auto-calibration has been performed on the instrument and the mode switch is in the "Operate" position. (The display should read "00%00%00%.00.")
2. Place the sample switch in the "Paper" position. Position the mailpiece in the mail slot of the instrument so that the paper background is centered within the reticle pattern on the view screen. Place the sample switch in the "Hold" position. The unit locks the last value displayed into its internal memory and uses this value for all future PRD and PCR calculations. This value is also locked into the display readout.
3. Place the sample switch in the "Ink" position and move the mailpiece in the mail slot so that a portion of the character is centered within the reticle pattern on the view screen. Place the same switch in the "Hold" position. This value is locked into the unit's internal memory for all future PRD and PCR calculations. This value is also locked into the display readout.

4. With the sample switch in the "Hold" position, all reflectance parameters are held on the display. By toggling the channel switch, the operator can obtain the corresponding values for the red spectrum channel.

Spectral Response Curves
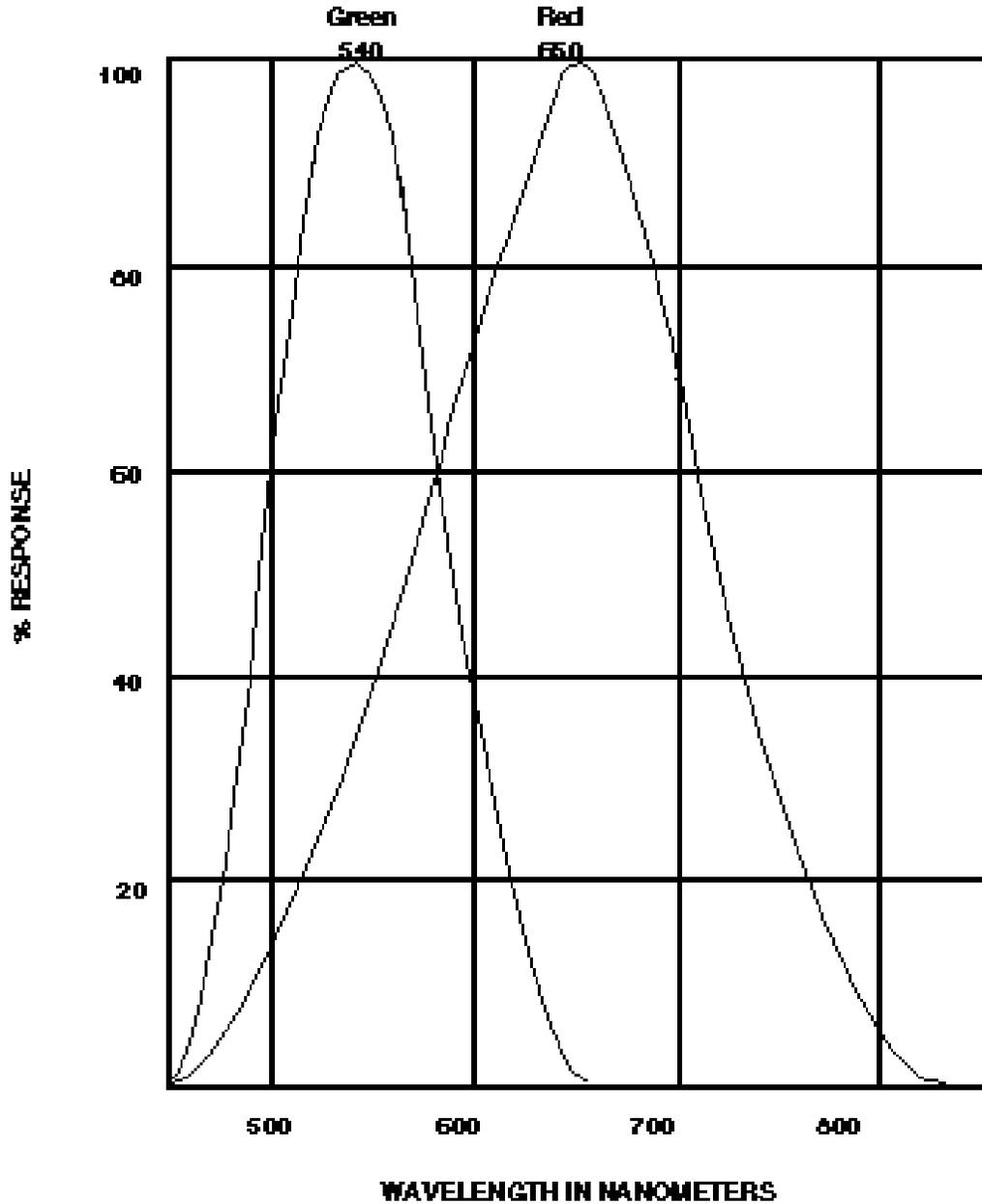
Appendix C — Sample Address Formats

MS NANCY JOHNSON
OR CURRENT OCCUPANT
PO BOX 34
ROANOKE VA 24022-
0034
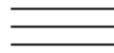
3452355 M 80K
MR KEN THOMAS
4653 COLORADO BLVD NW
PASADENA CA 91109-4358
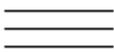
MARK DAVIS
RR 14 BOX 75
BAKERSFIELD CA 93312-
9521
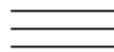
MARLENE SMITH
LAST NATIONAL BANK
PO BOX 345
NEW YORK NY 10163-
0345

H A NESTOR
OR CURRENT OCCUPANT
111 BELAIR DR STE 402
BEVERLY HILLS CA 90210-
3477
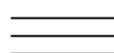
ACME INSURANCE CO
CAREW TOWERS
300 E MAIN ST RM 1121
MEMPHIS TN 38168-1121
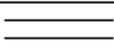
B G LIGHT CO
HC 2 BOX 293A
DULUTH MN 55811-
9702
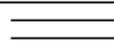
SSGT KEVIN BEASLEY
UNIT 2050 BOX 4190
APO AP 96522-1215
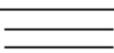
MR IAN CONWELL
117 RUSSELL DRIVE
LONDON W1P 6HQ
ENGLAND
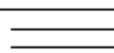
MS HELEN SANDERS
1010 CLEAR ST
OTTAWA ONTARIO K1A 0B1
CANADA

Appendix D — Standard Address Abbreviations

States and Possessions

Alabama	AL		Missouri	MO
Alaska	AK		Montana	MT
American Samoa	AS		Nebraska	NE
Arizona	AZ		Nevada	NV
Arkansas	AR		New Hampshire	NH
California	CA		New Jersey	NJ
Colorado	CO		New Mexico	NM
Connecticut	CT		New York	NY
Delaware	DE		North Carolina	NC
District of Columbia	DC		North Dakota	ND
Federated States of			Northern Mariana Islands	MP
Micronesia	FM		Ohio	OH
Florida	FL		Oklahoma	OK
Georgia	GA		Oregon	OR
Guam	GU		Palau	PW
Hawaii	HI		Pennsylvania	PA
Idaho	ID		Puerto Rico	PR
Illinois	IL		Rhode Island	RI
Indiana	IN		South Carolina	SC
Iowa	IA		South Dakota	SD
Kansas	KS		Tennessee	TN
Kentucky	KY		Texas	TX
Louisiana	LA		Utah	UT
Maine	ME		Vermont	VT
Marshall Islands	MH		Virginia	VA
Maryland	MD		Virgin Islands	VI
Massachusetts	MA		Washington	WA
Michigan	MI		West Virginia	WV
Minnesota	MN		Wisconsin	WI
Mississippi	MS		Wyoming	WY

Directionals

North	N
East	E
South	S
West	W
Northeast	NE
Southeast	SE
Northwest	NW
Southwest	SW

Secondary Address Unit Indicators

Apartment	APT
Building	BLDG
Floor	FL
Suite	STE
Room	RM
Department	DEPT

Street Designators (Suffixes)

Alley	ALY
Annex	ANX
Arcade	ARC
Avenue	AVE
Bayou	BYU
Beach	BCH
Bend	BND
Bluff	BLF
Bottom	BTM
Boulevard	BLVD
Branch	BR
Bridge	BRG
Brook	BRK
Burg	BG
Bypass	BYP
Camp	CP
Canyon	CYN
Cape	CPE
Causeway	CSWY
Center	CTR
Circle	CIR
Cliffs	CLFS
Club	CLB
Corner	COR
Corners	CORS
Course	CRSE
Court	CT
Courts	CTS
Cove	CV
Creek	CRK
Crescent	CRES
Crossing	XING

Dale	DL
Dam	DM
Divide	DV
Drive	DR
Estates	EST
Expressway	EXPY
Extension	EXT
Fall	FALL
Falls	FLS
Ferry	FRY
Field	FLD
Fields	FLDS
Flats	FLT
Ford	FRD
Forest	FRST
Forge	FRG
Fork	FRK
Forks	FRKS
Fort	FT
Freeway	FWY
Gardens	GDNS
Gateway	GTWY
Glen	GLN
Green	GRN
Grove	GRV
Harbor	HBR
Haven	HVN
Heights	HTS
Highway	HWY
Hill	HL
Hills	HLS
Hollow	HOLW
Inlet	INLT
Island	IS
Islands	ISS
Isle	ISLE
Junction	JCT
Key	KY
Knolls	KNLS
Lake	LK
Lakes	LKS
Landing	LNDG
Lane	LN
Light	LGT
Loaf	LF
Locks	LCKS
Lodge	LDG
Loop	LOOP
Mall	MALL
Manor	MNR
Meadows	MDWS
Mill	ML

Mills	MLS	Shoals	SHLS
Mission	MSN	Shore	SHR
Mount	MT	Shores	SHRS
Mountain	MTN	Spring	SPG
Neck	NCK	Springs	SPGS
Orchard	ORCH	Spur	SPUR
Oval	OVAL	Square	SQ
Park	PARK	Station	STA
Parkway	PKY	Stravenue	STRA
Pass	PASS	Stream	STRM
Path	PATH	Street	ST
Pike	PIKE	Summit	SMT
Pines	PNES	Terrace	TER
Place	PL	Trace	TRCE
Plain	PLN	Track	TRAK
Plains	PLNS	Trail	TRL
Plaza	PLZ	Trailer	TRLR
Point	PT	Tunnel	TUNL
Port	PRT	Turnpike	TPKE
Prairie	PR	Union	UN
Radial	RADL	Valley	VLY
Ranch	RNCH	Viaduct	VIA
Rapids	RPDS	View	VW
Rest	RST	Village	VLG
Ridge	RDG	Ville	VL
River	RIV	Vista	VIS
Road	RD	Walk	WALK
Row	ROW	Way	WAY
Run	RUN	Wells	WLS
Shoal	SHL		

Appendix E — Glossary

ARM — accelerated reply mail.

aspect ratio — the dimension of a mailpiece expressed as a ratio of height to length.

barcode — a series of vertical full bars and half bars representing ZIP Code information relative to the address on the mailpiece.

barcode read area — the clear zone on the bottom right-hand part of an envelope that must be kept free of printing and symbols except for the barcode itself.

basis weight — the weight in pounds of a ream (500 sheets) of paper cut to a specified standard size for that grade.

BCR — barcode reader.

BCS — barcode sorter.

BRMAS — Business Reply Mail Accounting System.

business reply mail (BRM) — specially printed cards, envelopes, cartons, and labels that may be mailed without prepayment of postage. The postage and fees are collected when the mail is delivered back to the sender. This service enables mailers to receive First-Class Mail, without postage, back from customers by paying the postage and fees on receipt of the mailpieces.

courtesy reply mail (CRM) — a preprinted return envelope or card provided as a courtesy to customers. Customers responding to the original mailing pay the return postage.

delivery point barcode (DPBC) — a ZIP+4 barcode containing two additional digits (10 additional bars) that designate a specific delivery point.

***Domestic Mail Manual* (DMM) —** the Postal Service manual containing most regulations for domestic mail services.

facing identification mark (FIM) — a pattern of vertical bars printed in the upper right portion of the mailpiece just to the left of the indicia, used to identify business reply mail and certain other barcoded mail. The FIM is an orientation mark for automated facing and canceling equipment.

franked mail — the official mail sent without prepayment of postage by Members and Members-elect of Congress, the Vice President, and other authorized individuals. Mail must relate to the official business, activities, and duties of Congress. The envelope or wrapper bears a written signature, printed facsimile signature, or other required marking instead of a postage stamp.

halftone — the reproduction of continuous-tone artwork, such as a photograph, through a crossline or contact screen, which converts the image into dots of various sizes.

horizontal bars — a series of uniform wide bars, parallel to the length of the mailpiece, printed immediately below the "NO POSTAGE NECESSARY" endorsement on business reply mail.

IBRS — international business reply service.

indicia — (plural of indicium) the imprinted designations used on mailpieces denoting method of postage payment.

insert — a letter or other item placed in an envelope for mailing.

***International Mail Manual* (IMM) —** the Postal Service manual containing most regulations for international mail services.

metered reply mail — a preprinted return envelope or card provided as a courtesy to customers. The postage is prepaid by the meter license holder as a courtesy to the respondent.

nanometer (nm) — a unit of wavelength (when applied to light) of 10^{-9} meters (1 billionth of a meter).

optical character reader (OCR) — a piece of computer-controlled automated equipment that locates, reads, and interprets address information (contained on the face of an envelope), sprays a barcode, and sorts the mail into a stacker.

penalty mail — the official mail sent without prepayment of postage by officers of the executive and judicial branches of the government, by departments and agencies of the government, and by specifically authorized individuals. The name comes from the endorsement "PENALTY FOR PRIVATE USE, $300."

pitch — the center-to-center spacing between two adjacent objects such as characters in a line of characters, bars in a barcode, or lines in an address block.

POSTNET — (POSTal Numeric Encoding Technique) the barcode used to encode ZIP Code information on letter and flat mail.

print contrast ratio (PCR) — the print reflectance difference divided by background reflectance and expressed as a percentage.

print reflectance difference (PRD) — the background reflectance minus print reflectance and expressed as a percentage.

proportional spacing — the spacing of characters in a line where the space occupied by a character is proportional to the width of that character, as opposed to fixed spacing where every character occupies the same amount of space regardless of its actual width.

skew — the misalignment or slant of a character, bar, line of characters, or barcode with respect to the bottom or top edge of the mailpiece.

unique five-digit ZIP Code — a five-digit ZIP Code assigned to a company, agency, or entity with sufficient mail volume, based on average daily volume of letter-sized pieces received, availability of ZIP Code numbers in the postal area, and Postal Service cost benefits.

ZIP+4 — a nine-digit numeric code incorporating the original five-digit ZIP Code, a hyphen, and four additional digits. The first five digits identify the delivery office. The four-digit add-on identifies a specific delivery segment such as a city block face, a floor of a building, a department within a firm, or a group of post office boxes.

Appendix F — BRM Checklist

No Postage Necessary Endorsement

You must print the endorsement "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" in the upper right corner on the face of the BRM piece. The endorsement may not extend any farther than 1-3/4 inches (1.750 inches) from the right edge of the BRM piece. It is recommended that the endorsement be enclosed in a box. The top of the box should be 1/2 inch (0.500 inch) from the top edge of the BRM piece.

Horizontal Bars

You must print a series of horizontal bars immediately below the no postage necessary endorsement. The bars must be uniform in size, at least 1 inch long (not longer than 1-1/2 inches (1.500 inches)), 1/16 inch (0.0625 inch) to 3/16 inch (0.1875 inch) thick, and evenly spaced.

The bars must not extend below the top of the delivery address line — the line directly above the city, state, and ZIP Code line. There must be at least a 1/2-inch (0.500-inch) clearance between the ZIP Code and the series of horizontal bars.

Facing Identification Mark

You must print a facing identification mark (FIM) in the top right portion of the BRM piece. Use FIM B for BRM printed *without* a barcode. Use FIM C for BRM printed *with* a barcode.

Business Reply Legend Box

You must print in capital letters (uppercase) "BUSINESS REPLY MAIL" above the complete delivery address. The letters must be at least 3/16 inch (0.1875 inch) high.

Immediately below the business reply legend, you must print in capital letters "FIRST-CLASS MAIL," "PERMIT NO." followed by your permit number, and the issuing post office name (city and state). You must enclose those two lines in a rectangular box.

Postage Endorsement Line

You must print in capital letters the line "POSTAGE WILL BE PAID BY ADDRESSEE" below the business reply legend box and above the complete delivery address.

Complete Delivery Address

You must print the complete delivery address — including the permit holder's name — directly onto the BRM piece or insert (for window envelopes). The bottom line of the address must be at least 5/8 inch (0.625 inch), but no more than 2-1/4 inch (2.250 inch), from the bottom edge of the BRM piece. A clear 1-inch margin is required on both the left and right edges of the BRM piece (excluding the horizontal bars).

POSTNET Barcode

A barcode is a series of full (tall) bars and half (short) bars printed at the bottom of a mailpiece. The barcode for BRM represents the ZIP+4 barcode. A camera-ready barcode positive may be obtained at no charge from the Postal Service (see Appendix I for the nearest postal business center).

A unique ZIP+4 code is issued to each BRM permit holder. Always make sure that the proper ZIP+4 code and barcode are printed on your BRM piece. If in doubt, contact your local postal business center for assistance.

Permit Holder's Space

You may use the upper left corner of the address side for a return address, logo, attention line, distribution code, or form number.

Company Logo

You may use your company logo in the address block if the logo does not extend below the top of the delivery address line. The logo must not interfere with any required business reply endorsements.

Attention or Information Lines

If you use an attention or information line in your complete delivery address, you must place that line above the delivery address line.

Determine with your mailpiece design analyst how many production sample BRM pieces must be submitted for a test before the Postal Service can approve your BRMAS. Participation in BRMAS depends on whether your BRM pieces meet automation requirements.

Size Standards

To be automation-compatible, BRM letter-size pieces must measure no less than 3-1/2 inches (3.500 inches) high and 5 inches long and no more than 6-1/8 inches (6.125 inches) high and 10-1/2 inches (10.500 inches) long.

To qualify for the postcard rate, BRM cards must be at least 3-1/2 inches (3.500 inches) by 5 inches, but no larger than 4-1/4 (4.250 inches) inches by 6 inches. Larger card sizes are mailable; however, they are charged at the regular First-Class letter rates.

Ink/Paper Colors and Type Styles

Not all paper and ink colors and not all type styles are compatible with automated sorting equipment. Contact your mailpiece design analyst for guidance on paper colors, ink colors, and readable type styles.

Both the FIM and the barcode must have at least a 30 percent print reflectance difference. The combined effects of positional and rotational skew must be limited to ±5 degrees from the FIM or barcode to the top or bottom edge of your BRM piece.

Appendix G — BRMAS Requirements

BRM Account

You must have a valid business reply mail account.

Automation Standards

You must make sure that the physical characteristics of your BRM pieces meet all automation standards and these standards:

- Properly assigned ZIP+4 code for postcard, 1-ounce envelope, or 2-ounce envelope.
- Corresponding preprinted barcodes on the pieces.
- FIM C printed on the pieces.
- Envelope stock:
  — Minimum thickness: 0.007 inch.
  — Maximum thickness: 1/4 inch (0.250 inch).
- Card stock:
  — Minimum thickness: 0.007 inch.
  — Maximum thickness: 0.0095 inch.
  — Minimum basis weight: 75 pounds.
- All other BRM requirements.

Application

Submit a letter or application to the postmaster or business mail entry unit, requesting participation in BRMAS.

Stock Samples

Submit five samples of paper or card stock for approval with your letter or application.

Authorization

Authorization is issued by a letter from the post office or business mail entry unit.

Sample of the Order

Submit a small sample of your BRM pieces for final review before acceptance into BRMAS. That way, in case a format change must be made, you can make the change before printing a full supply of incorrect BRM pieces.

Post Office Review

The post office reviews artwork and assists you if needed. Every effort should be made to create a perfect BRM piece before printing. Do not forget to read and verify the FIM and ZIP+4 barcode.

Appendix H — Decimal Equivalents of Fractional Inches

Eighths (1/8s)

1/8	=	0.125
2/8 (1/4)	=	0.250
3/8	=	0.375
4/8 (1/2)	=	0.500
5/8	=	0.625
6/8 (3/4)	=	0.750
7/8	=	0.875

Sixteenths (1/16s)

1/16	=	0.0625
3/16	=	0.1875
5/16	=	0.3125
7/16	=	0.4375
9/16	=	0.5625
11/16	=	0.6875
13/16	=	0.8125
15/16	=	0.9375

Twenty-Fifths (1/25s)

1/25	=	0.040
2/25	=	0.080
3/25	=	0.120
4/25	=	0.160
6/25	=	0.240
7/25	=	0.280
8/25	=	0.320
9/25	=	0.360
11/25	=	0.440
12/25	=	0.480
13/25	=	0.520
14/25	=	0.560
16/25	=	0.640
17/25	=	0.680
18/25	=	0.720
19/25	=	0.760
21/25	=	0.840
22/25	=	0.880
23/25	=	0.920
24/25	=	0.960

Thirty-Seconds (1/32s)

1/32	=	0.03125
3/32	=	0.09375
5/32	=	0.15625
7/32	=	0.21875
9/32	=	0.28125
11/32	=	0.34375
13/32	=	0.40625
15/32	=	0.46875
17/32	=	0.53125
19/32	=	0.59375
21/32	=	0.65625
23/32	=	0.71875
25/32	=	0.78125
27/32	=	0.84375
29/32	=	0.90625
31/32	=	0.96875

Appendix I — Postal Business Centers

Alabama

POSTAL BUSINESS CENTER
351 24TH ST N
BIRMINGHAM AL 35203-9691
(205) 323-6510 / Fax: (205) 521-0046
ZIPs served: 350-368

Alaska

POSTAL BUSINESS CENTER
3201 C ST STE 505
ANCHORAGE AK 99503-3934
(907) 564-2823 / Fax: (907) 564-2882
ZIPs served: 995-999

Arizona

POSTAL BUSINESS CENTER
4949 E VAN BUREN ST RM 8
PHOENIX AZ 85026-9605
(602) 225-5454 / Fax: (602) 225-5432
ZIPs served: 850, 852, 853, 855-857,
859, 860, 863, 864

Arkansas

POSTAL BUSINESS CENTER
420 NATURAL RESOURCES DR
LITTLE ROCK AR 72205-9996
(501) 228-4300 / Fax: (501) 228-4299
ZIPs served: 716-729

California

POSTAL BUSINESS CENTER
2300 REDONDO AVE
LONG BEACH CA 90809-9694
(310) 494-2301 / Fax: (310) 498-7506
ZIPs served: 902-908

POSTAL BUSINESS CENTER
7001 S CENTRAL AVE RM 264
LOS ANGELES CA 90052-9602
(213) 586-1843 / Fax: (213) 586-1831
ZIP served: 900

POSTAL BUSINESS CENTER
1675 7TH ST RM 120
OAKLAND CA 94615-9641
(510) 874-8600 / Fax: (510) 832-4024
ZIPs served: 945-948

POSTAL BUSINESS CENTER
2035 HURLEY WAY STE 200
SACRAMENTO CA 95825-3209
(916) 923-4357 / Fax: (916) 923-4381
ZIPs served: 942, 952, 953, 956-960

POSTAL BUSINESS CENTER
11251 RANCHO CARMEL DR RM 266
SAN DIEGO CA 92199-9606
(619) 674-0400 / Fax: (619) 674-0055
ZIPs served: 919-925

POSTAL BUSINESS CENTER
PO BOX 7821
SAN FRANCISCO CA 94120-7821
(415) 536-6565 / Fax: (415) 536-6450
ZIPs served: 940, 941, 943, 944, 949,
954, 955, 962-966

POSTAL BUSINESS CENTER
PO BOX 50014
SAN JOSE CA 95150-0014
(408) 723-6262 / Fax: (408) 723-6272
ZIPs served: 932, 933, 936-939, 950, 951

POSTAL BUSINESS CENTER
3101 W SUNFLOWER AVE
SANTA ANA CA 92799-9323
(714) 662-6213 / Fax: (714) 556-1492
ZIPs served: 917, 918, 926-928

POSTAL BUSINESS CENTER
28201 FRANKLIN PKY
SANTA CLARITA CA 91383-9680
(805) 294-6910 / Fax: (805) 294-7186
ZIPs served: 910-916, 930, 931, 934, 935

Colorado

POSTAL BUSINESS CENTER
1745 STOUT ST STE 101
DENVER CO 80266-9617
(303) 297-6118 / Fax: (303) 391-5076
ZIPs served: 800-816, 820-831

Connecticut

POSTAL BUSINESS CENTER
141 WESTON ST
HARTFORD CT 06101-9631
(203) 524-6494 / Fax: (203) 524-6446
ZIPs served: 060-069

Delaware (see New Jersey)

District of Columbia

POSTAL BUSINESS CENTER
8455 COLESVILLE RD STE 950
SILVER SPRING MD 20910-3319
(301) 565-2177 / Fax: (301) 565-2933
ZIPs served: 200, 202-209

Florida

POSTAL BUSINESS CENTER
1900 W OAKLAND PARK BLVD RM 211
FORT LAUDERDALE FL 33310-9600
(305) 527-6981 / Fax: (305) 527-6985
ZIP served: 333

POSTAL BUSINESS CENTER
11250 PHILLIPS INDUSTRIAL BLVD E
JACKSONVILLE FL 32256-3000
(904) 260-8101 / Fax: (904) 260-9015
ZIPs served: 320-326, 344

POSTAL BUSINESS CENTER
2200 NW 72ND AVE RM 528
MIAMI FL 33152-9600
(305) 470-0803 / Fax: (305) 470-0799
ZIPs served: 330-332, 340

POSTAL BUSINESS CENTER
10401 TRADEPORT DR
ORLANDO FL 32862-8901
(407) 826-5602 / Fax: (407) 826-5679
ZIPs served: 327-329, 347

POSTAL BUSINESS CENTER
4107 N HIMES AVE STE 203
TAMPA FL 33607-6600
(813) 871-6245 / Fax: (813) 871-2021
ZIPs served: 335-339, 342, 346

POSTAL BUSINESS CENTER
3200 SUMMIT BLVD RM 111
W PALM BEACH FL 33406-9602
(407) 697-2180 / Fax: (407) 697-2125
ZIPs served: 334, 349

Georgia

POSTAL BUSINESS CENTER
PO BOX 20777
MACON GA 31205-0777
(912) 784-3917 / Fax: (912) 784-3916
ZIPs served: 310, 312, 316-319

POSTAL BUSINESS CENTER
PO BOX 599332
NORTH METRO GA 30159-9332
(404) 717-3440 / Fax: (404) 717-3629
ZIPs served: 300-303, 305, 306, 311

POSTAL BUSINESS CENTER
2 N FAHM ST
SAVANNAH GA 31402-9600
(912) 235-4591 / Fax: (912) 234-9335
ZIPs served: 298, 299, 304, 308, 309,
313-315

Hawaii

POSTAL BUSINESS CENTER
3600 AOLELE ST RM 106
HONOLULU HI 96820-9623
(808) 423-3761 / Fax: (808) 423-3966
ZIPs served: 967-969

Idaho (see Washington)

Illinois

POSTAL BUSINESS CENTER
3900 GABRIELLE DR
AURORA IL 60599-9601
(708) 978-4455 / Fax: (708) 978-4354
ZIPs served: 604, 605, 609, 613-619,
625-627

POSTAL BUSINESS CENTER
500 E FULLERTON AVE
CAROL STREAM IL 60199-9661
(708) 260-5511 / Fax: (708) 260-5524
ZIPs served: 600-603, 610, 611

POSTAL BUSINESS CENTER
433 W VAN BUREN ST RM 108
CHICAGO IL 60607-9601
(312) 765-4215 / Fax: (312) 765-3984
ZIPs served: 606, 607

Indiana

POSTAL BUSINESS CENTER
125 W SOUTH ST
INDIANAPOLIS IN 46206-9661
(317) 464-6010 / Fax: (317) 464-6266
ZIPs served: 460-469, 472-475, 478, 479

Iowa

POSTAL BUSINESS CENTER
PO BOX 189996
DES MOINES IA 50318-9605
(515) 251-2336 / Fax: (515) 251-2052
ZIPs served: 500-514, 520-528, 612

Kansas (see Nebraska)

Kentucky

POSTAL BUSINESS CENTER
PO BOX 31660
LOUISVILLE KY 40231-9660
(502) 473-4200 / Fax: (502) 454-1744
ZIPs served: 400-418, 420-427, 471, 476,
477

Louisiana

POSTAL BUSINESS CENTER
701 LOYOLA AVE RM 1103
NEW ORLEANS LA 70113-9680
(504) 589-1366 / Fax: (504) 589-1328
ZIPs served: 700, 701, 703-708, 710-714

Maine

POSTAL BUSINESS CENTER
125 FOREST AVE
PORTLAND ME 04101-9600
(207) 871-8567 / Fax: (207) 871-8401
ZIPs served: 039-049

Maryland

POSTAL BUSINESS CENTER
900 E FAYETTE ST RM 502
BALTIMORE MD 21233-9661
(410) 347-4358 / Fax: (410) 347-4515
ZIPs served: 210-212, 214-219

Massachusetts

POSTAL BUSINESS CENTER
25 DORCHESTER AVE RM 1000
BOSTON MA 02205-9602
(617) 654-5725 / Fax: (617) 654-5829
ZIPs served: 021, 022

POSTAL BUSINESS CENTER
1883 MAIN ST
SPRINGFIELD MA 01101-9600
(413) 731-0306 / Fax: (413) 731-0330
ZIPs served: 010-013, 050-059

POSTAL BUSINESS CENTER
PO BOX 2236
WOBURN MA 01888-0336
(617) 938-1450 / Fax: (617) 938-5827
ZIPs served: 018, 019, 01730, 01741,
01742

POSTAL BUSINESS CENTER
4 EAST CENTRAL ST
WORCESTER MA 01613-9602
(508) 795-3608 / Fax: (508) 795-3660
ZIPs served: 014-017

Michigan

POSTAL BUSINESS CENTER
PO BOX 9630
BIRMINGHAM MI 48009-9630
(810) 546-1321 / Fax: (810) 901-4515
ZIPs served: 480, 483

POSTAL BUSINESS CENTER
1927 ROSA PARKS BLVD
DETROIT MI 48216-9620
(313) 226-8600 / Fax: (313) 225-5496
ZIPs served: 481, 482

POSTAL BUSINESS CENTER
PO BOX 999661
GRAND RAPIDS MI 49599-9661
(616) 776-6161 / Fax: (616) 458-5830
ZIPs served: 484-497

Minnesota

POSTAL BUSINESS CENTER
100 S FIRST ST RM 119
MINNEAPOLIS MN 55401-9617
(612) 349-6360 / Fax: (612) 349-4410
ZIPs served: 540, 546-548, 550, 551,
553-564, 566

Mississippi

POSTAL BUSINESS CENTER
401 E SOUTH ST STE 100
JACKSON MS 39201-9825
(601) 360-2700 / Fax: (601) 360-2707
ZIPs served: 369, 386-397

Missouri

POSTAL BUSINESS CENTER
315 W PERSHING RD RM 104
KANSAS CITY MO 64108-9623
(816) 374-9613 / Fax: (816) 374-9192
ZIPs served: 636-641, 644-649, 654-658,
660-662, 667

POSTAL BUSINESS CENTER
2665 SCOTT AVE
ST LOUIS MO 63103-3048
(314) 534-2678 / Fax: (314) 534-4763
ZIPs served: 620, 622-624, 628-631, 633-
635, 650-653

Montana

POSTAL BUSINESS CENTER
550 S 24TH ST W
BILLINGS MT 59102-6293
(406) 255-6432 / Fax: (406) 255-6433
ZIPs served: 590-595, 59715

POSTAL BUSINESS CENTER
1100 W KENT AVE
MISSOULA MT 59801-9625
(406) 329-2231 / Fax: (406) 329-2280
ZIPs served: 596-599

Nebraska

POSTAL BUSINESS CENTER
5303 N 91ST AVE
OMAHA NE 68134-9600
(402) 573-2100 / Fax: (402) 573-2131
ZIPs served: 515, 516, 664-666, 668-681,
683-693

Nevada

POSTAL BUSINESS CENTER
1001 E SUNSET RD RM 106
LAS VEGAS NV 89199-9605
(702) 361-9318 / Fax: (702) 361-9213
ZIPs served: 889-891, 893-895, 897, 898,
961

New Hampshire

POSTAL BUSINESS CENTER
955 GOFFS FALLS RD
MANCHESTER NH 03103-9671
(603) 644-3838 / Fax: (603) 644-3865
ZIPs served: 030-038

New Jersey

POSTAL BUSINESS CENTER
PO BOX 9001
BELLMAWR NJ 08099-9601
(609) 933-6000 / Fax: (609) 933-6006
ZIPs served: 080-084, 197-199

POSTAL BUSINESS CENTER
21 KILMER RD
EDISON NJ 08899-9610
(908) 777-0565 / Fax: (908) 777-0513
ZIPs served: 077-079, 085-089

POSTAL BUSINESS CENTER
100 EXECUTIVE DR STE 390
WEST ORANGE NJ 07052-9333
(201) 731-4866 / Fax: (201) 669-0489
ZIPs served: 070-076

New Mexico

POSTAL BUSINESS CENTER
1135 BROADWAY BLVD NE RM 108
ALBUQUERQUE NM 87101-9601
(505) 245-9480 / Fax: (505) 245-9804
ZIPs served: 865, 870-875, 877-884

New York

POSTAL BUSINESS CENTER
1770 CENTRAL AVE
ALBANY NY 12205-4753
(518) 869-6526 / Fax: (518) 869-3925
ZIPs served: 120-123, 128-139

POSTAL BUSINESS CENTER
1200 WILLIAM ST RM 100
BUFFALO NY 14240-9661
(716) 846-2581 / Fax: (716) 846-2586
ZIPs served: 140-143, 147

POSTAL BUSINESS CENTER
500 N SAW MILL RIVER RD
ELMSFORD NY 10523-9650
(914) 345-1237 / Fax: (914) 345-3451
ZIPs served: 105-109, 124-127

POSTAL BUSINESS CENTER
142-02 20TH AVE RM 123B
FLUSHING NY 11351-9621
(718) 321-5700 / Fax: (718) 358-9196
ZIPs served: 103, 110-114, 116

POSTAL BUSINESS CENTER
PO BOX 7609
HAUPPAUGE NY 11760-9661
(516) 582-7600 / Fax: (516) 582-7596
ZIPs served: 115, 117-119

POSTAL BUSINESS CENTER
421 8TH AVE RM 4202H
NEW YORK NY 10199-9619
(212) 330-3809 / Fax: (212) 330-3234
ZIPs served: 100-102, 104

POSTAL BUSINESS CENTER
PO BOX 22908
ROCHESTER NY 14692-2908
(716) 272-7220 / Fax: (716) 272-5979
ZIPs served: 144-146, 148, 149

North Carolina

POSTAL BUSINESS CENTER
2901 S INTERSTATE 85 SERVICE RD
CHARLOTTE NC 28228-9975
(704) 393-4481 / Fax: (704) 393-4661
ZIPs served: 280-285, 287-289, 297

POSTAL BUSINESS CENTER
PO BOX 27499
GREENSBORO NC 27498-9661
(910) 665-9740 / Fax: (910) 665-9748
ZIPs served: 270-279, 286

North Dakota (see South Dakota)

Ohio

POSTAL BUSINESS CENTER
675 WOLF LEDGES PKY
AKRON OH 44309-9600
(216) 996-9721 / Fax: (216) 996-9948
ZIPs served: 434-436, 439, 442-449

POSTAL BUSINESS CENTER
990 DALTON AVE
CINCINNATI OH 45203-9601
(513) 723-9900 / Fax: (513) 684-5082
ZIPs served: 410, 450-455, 458, 470

POSTAL BUSINESS CENTER
2400 ORANGE AVE RM 23
CLEVELAND OH 44101-9604
(216) 443-4401 / Fax: (216) 443-4587
ZIPs served: 440, 441

POSTAL BUSINESS CENTER
850 TWIN RIVERS DR
COLUMBUS OH 43216-9601
(614) 469-4336 / Fax: (614) 469-4417
ZIPs served: 430-433, 437, 438, 456, 457

Oklahoma

POSTAL BUSINESS CENTER
7101 NW EXPRESSWAY ST STE 325
OKLAHOMA CITY OK 73132-1598
(405) 720-2675 / Fax: (405) 720-7120
ZIPs served: 730, 731, 734-741, 743-749

Oregon

POSTAL BUSINESS CENTER
PO BOX 4029
PORTLAND OR 97208-4029
(503) 294-2306 / Fax: (503) 294-2304
ZIPs served: 970-979, 986

Pennsylvania

POSTAL BUSINESS CENTER
1314 GRISWOLD PLZ
ERIE PA 16501-9631
(814) 878-0018 / Fax: (814) 878-0010
ZIPs served: 155, 157-168

POSTAL BUSINESS CENTER
1425 CROOKED HILL RD
HARRISBURG PA 17107-9601
(717) 257-2108 / Fax: (717) 257-2101
ZIPs served: 169-172, 177, 178, 180-188

POSTAL BUSINESS CENTER
1400 HARRISBURG PIKE
LANCASTER PA 17604-9601
(717) 396-6969 / Fax: (717) 396-7031
ZIPs served: 173-176, 179, 195, 196

POSTAL BUSINESS CENTER
PO BOX 13416
PHILADELPHIA PA 19101-3416
(215) 895-8046 / Fax: (215) 895-8041
ZIPs served: 190-192

POSTAL BUSINESS CENTER
1001 CALIFORNIA AVE RM 1007
PITTSBURGH PA 15290-9652
(412) 359-7601 / Fax: (412) 321-1953
ZIPs served: 150-154, 156, 260

POSTAL BUSINESS CENTER
1000 W VALLEY RD
SOUTHEASTERN PA 19399-9604
(610) 964-6441 / Fax: (610) 964-5414
ZIPs served: 189, 193, 194

Puerto Rico

POSTAL BUSINESS CENTER
585 FD ROOSEVELT AVE STE 216
SAN JUAN PR 00936-9623
(809) 782-3929 / Fax: (809) 273-1025
ZIPs served: 006-009

Rhode Island

POSTAL BUSINESS CENTER
24 CORLISS ST RM 355
PROVIDENCE RI 02904-9602
(401) 276-5038 / Fax: (401) 276-5089
ZIPs served: 020, 023-029

South Carolina

POSTAL BUSINESS CENTER
PO BOX 929641
COLUMBIA SC 29292-9641
(803) 926-6200 / Fax: (803) 926-6326
ZIPs served: 290-296

South Dakota

POSTAL BUSINESS CENTER
320 S 2ND AVE
SIOUX FALLS SD 57102-7574
(605) 357-5049 / Fax: (605) 357-5045
ZIPs served: 565, 567, 570-577, 580-588

Tennessee

POSTAL BUSINESS CENTER
PO BOX 3463
MEMPHIS TN 38173-0463
(901) 576-2035 / Fax: (901) 576-2039
ZIPs served: 380-383

POSTAL BUSINESS CENTER
525 ROYAL PKY RM 327
NASHVILLE TN 37229-9601
(615) 885-9399 / Fax: (615) 885-9214
ZIPs served: 307, 370-374, 376-379, 384, 385

Texas

POSTAL BUSINESS CENTER
951 W BETHEL RD
COPPELL TX 75099-9681
(214) 393-6701 / Fax: (214) 393-6664
ZIPs served: 750-759

POSTAL BUSINESS CENTER
4600 MARK IV PKY STE 260K
FORT WORTH TX 76161-9681
(817) 625-3600 / Fax: (817) 625-3304
ZIPs served: 739, 760-764, 768, 769, 790-796

POSTAL BUSINESS CENTER
PO BOX 250001
HOUSTON TX 77202-9610
(713) 226-3349 / Fax: (713) 226-3155
ZIPs served: 770-778

POSTAL BUSINESS CENTER
4600 ALDINE BENDER RD RM 227
HOUSTON TX 77315-9610
(713) 985-4108 / Fax: (713) 985-4194
ZIPs served: 770-778

POSTAL BUSINESS CENTER
10410 PERRIN BEITEL RD STE 1069
SAN ANTONIO TX 78284-9623
(210) 657-8578 / Fax: (210) 657-8463
ZIPs served: 733, 765-767, 779-789, 797-799

Utah

POSTAL BUSINESS CENTER
1760 W 2100 S
SALT LAKE CITY UT 84199-9625
(801) 974-2503 / Fax: (801) 975-7886
ZIPs served: 840, 841, 843-847

Vermont (see Massachusetts)

Virginia

POSTAL BUSINESS CENTER
8409 LEE HWY RM 1-B
MERRIFIELD VA 22081-9621
(703) 207-6800 / Fax: (703) 207-6825
ZIPs served: 201, 220-223, 226, 227

POSTAL BUSINESS CENTER
1801 BROOK RD RM 303
RICHMOND VA 23232-9610
(804) 775-6224 / Fax: (804) 775-6287
ZIPs served: 224, 225, 228-239, 244

Washington

POSTAL BUSINESS CENTER
PO BOX 24000
SEATTLE WA 98124-4000
(206) 625-7016 / Fax: (206) 467-9019
ZIPs served: 980-985, 988, 989

POSTAL BUSINESS CENTER
707 W MAIN AVE STE 600
SPOKANE WA 99299-9641
(509) 626-6733 / Fax: (509) 626-6918
ZIPs served: 832-838, 990-994

West Virginia

POSTAL BUSINESS CENTER
PO BOX 59661
CHARLESTON WV 25350-9661
(304) 340-4233 / Fax: (304) 340-2890
ZIPs served: 240-243, 245-259, 261-268

Wisconsin

POSTAL BUSINESS CENTER
PO BOX 14750
MADISON WI 53714-0750
(608) 246-1245 / Fax: (608) 246-1258
ZIPs served: 535, 537-539, 549

POSTAL BUSINESS CENTER
PO BOX 5008
MILWAUKEE WI 53201-5008
(414) 287-2522 / Fax: (414) 287-2518
ZIPs served: 498, 499, 530-532, 534, 541-545

Wyoming (see Colorado)

Business Reply Mail Format

Bar tops must be within ⅛" (0.125") of envelope top edge and may extend to edge or over flap

3"

1¼" (1.250")   1¾" (1.750")

5/8" (0.625")

2" ± ⅛" (±0.125")   ½" (0.500")

This area is available for permit holder's use. It may contain return address, codes, advertising copy, etc.

FIM clear zone within dotted lines

NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES

These three lines ALL CAPS

BUSINESS   REPLY   MAIL

3/16" (0.1875") min.

FIRST-CLASS MAIL   PERMIT NO. 000   WASHINGTON DC

POSTAGE WILL BE PAID BY ADDRESSEE

Bar bottoms should touch bottom edge of FIM clear zone but must not be more than ⅛" (0.125") above or below this edge

1¾" (1.750") max.

Bars must be 1/16" (0.0625") to 3/16" (0.1875") thick, evenly spaced, and at least 1" long

½" (0.500") min. between horizontal bars and ZIP Code

Horizontal bars must be above the delivery address line

ATTN ACCOUNTS PAYABLE
ALEXANDER ENTERPRISES
PO BOX 6805
WASHINGTON DC 20260-9900

1" min.

1" min. to left edge

1" min. to right edge

Barcode read area (barcode fully within this area)

Barcode clear zone

2¼" (2.250") max.
5/8" (0.625") min.

5/8" (0.625") min.

¼" (0.250") ± 1/16" (±0.0625")   7/16" (0.4375") max.

¼" (0.250") Preferred barcode baseline

5/8" (0.625") min.

Not drawn to scale

4" max., 3¼" (3.250") min.

4½" (4.500")