

GD 127 Graphic Design Workflow
Montgomery College, Rockville
TC Room 239

Instructor, Martha Vaughan

POST OFFICE PROBLEMS

The U. S. Postal Service has hundreds of definitions and rules that affect every aspect of your printing job. Following are just a few categories.

Content

To qualify for periodical rates, publications must include a specific percent of space devoted to advertising.

Design

Copy on the address panel must remain a specific distance from each edge.

Format

Pieces that qualify as letters cost less to mail than those considered flats.

Size

Postcards, letters and flats all have minimum and maximum dimensions.

Paper

Stock for business reply cards must measure at least .007 inches thick.

Printing

Contrast between ink and paper must meet standards.

Folding

Folds must face specific directions depending on format.

Packing

Pieces bundled and put on pallets according to guidelines qualify for lower rates.

Before deciding anything about design, show a dummy of your mailing to a postal official. As for a signature affirming that your design meets the standards of the class of mail you have in mind. Make sure the official who signs your mock-up works at the post office where you plan to mail.