

Tips for using Clear Envelopes for Postal Mailings

*Never-Ending
Alternatives
for your office*



Your local post office is the expert for your mailing. However, we wanted to share some tips from our experience (and our customers'). We strongly recommend that for your first mailing, you create a package and take it to your local post office for approval. Remember many post offices use machines to process the mail so making sure the product is labeled correctly avoids return mails to you.

Tips for inserting and labeling your catalog (or flyer or invitation or brochure):

- Pick the catalog side of best presentation to the customer. Let's call this the catalog front.
- Place catalog front in clear envelope so that the **closure flaps in on the front side of the catalog**. Avoid labels on the front. This reduces the flap getting caught on sorting machines.
- If the flap is more than 1" overhanging, we suggest taping it close to avoid machine issues.
- **On the back-side** of the clear envelope,
 - Place client's mailing address near the right-hand bottom of the clear envelope.
 - Place the self-adhesive stamp (not a lick-on stamp) just above the mailing address.
 - If desired, place return address (much smaller type than mailing address) to the upper-left of the mailing address. Since you are paying first-class postage, undeliverable mail will come back to you IF you provide a return address.
 - Using white adhesive labels stand out against the pictures and print of the catalog.
 - If you are handwriting the address, we suggest printing slowly and clearly and to use the shipping (2 inches by 4 inches) size label. **Do not write directly on the clear envelope**, even with a permanent marker. It's hard to read and can still smear and maybe returned.
 - If you are printing addresses from your computer, use the address size or larger label.

Postage Costs:

- **Postage cost is most affected by size and weight.** Please test your scales. Weigh with ALL inserts (biz cards, postcards, etc.) – you'll be amazed how much the "extras" add to the weight (and cost).
- **May 12, 2008 holds another postage increase** of just pennies and few changes. This will be much less impact over the May 2007 changes. Learn more at www.usps.com (click on About USPS & News in top menu, then New Prices on left button).
- **Test first time mailings:**
 - Testing can avoid return mailings from the post office for various non-compliance issues (too wide, too thick, or too heavy, not enough postage).
 - Most Post Offices have a small business representative that is very helpful in working through the rules and regulations. We suggest taking a few examples of your mailing (with all inserts and ready to mail) to your Post Office and ask for their advise and approval. This is an easy way to learn the USPS requirements for Bulk Mailings, Presorted Mailings, First Class and Standard Mail which may apply to your mailings.
 - Another test is to prepare a mailing and mail it to yourself.
 - If using the postcard size clear envelope, the postage is NOT the lower postcard rate for it is now an envelope/letter and uses the letter rate.
 - For additional reference, check the Post Office website, www.usps.com.
<http://www.usps.com/businessmail101/mailcharacteristics/letters.htm>.

Thank you for choosing our clear envelopes to protect your costly marketing materials and show them in the best light (not hiding in a paper envelope)