



PROPOSED FOLDED SELF-MAILER CATEGORIES

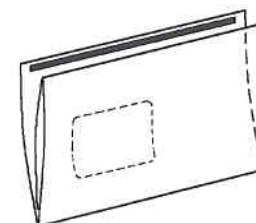
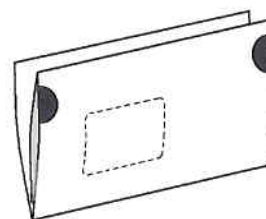
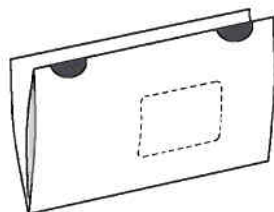
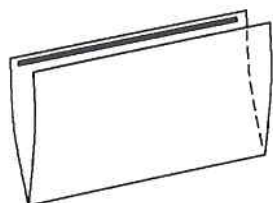
November 23, 2010



Category 1

Horizontal Fold, Up to One Layer Attachment

- ☐ **Length: 5" to 9.5"**
- ☐ **Height: 3.5" to 5.5"**
- ☐ **Weight: up to 3oz; closure method determined by weight**
- ☐ **Fold Style: final fold on bottom; tri-fold folded to top non-address side**
- ☐ **Cover Stock: minimum 70lb (up to 1oz), 80lb (over 1oz)**
- ☐ **Coating: full coverage coating recommended**
- ☐ **Closure method: continuous glue line or two 1" non-perforated tabs**
- ☐ **Panels: up to 6 panels**
- ☐ **Attachment: single layer secured to inside panel 1" from any edge; exterior attachment per current DMM standards**





Category 1

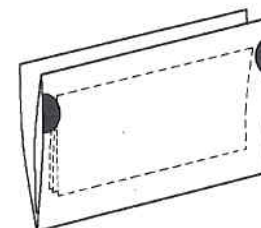
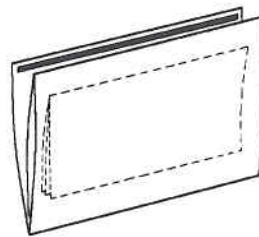
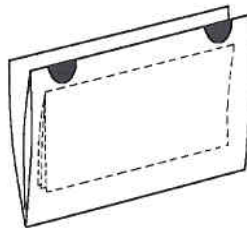
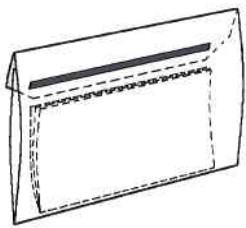
Horizontal Fold, Up to One Layer Attachment

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Suggested Standards	Category 1 - (Formats 1,2) Horizontal Fold - up to 1 layer insert Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	8.88"	9.5"
Weight - Max	3oz and/or 1/4" thickness	1oz	*3oz - see Closure Method
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	70lb	70lb up to 1oz 80lb over 1oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Bifold - final fold on bottom Trifold - final fold on bottom; fold on top to non-address side - as seen in diagram.	Bifold - final fold on bottom Trifold - final fold on bottom; fold on top to non-address side.
Paper Cover Coating	Not defined in DMM	Full coverage coating recommended No coating - address to be left justified	Full coverage coating recommended No coating - address to be left justified
Closure Method	Glue Tacks or glue line 1" Perf Tabs - 1 or 2	Glue Line - per DMM 201.3.11h Two 1" Tabs	Up to 1oz - glue line per 201.3.11h or two 1" tabs Over 1oz up to 1.6oz - 5/8" glue line per 201.3.11h or two 1.5" tabs Over 1.6oz up to 3oz - two glue lines per 201.3.11h or three 1.5" tabs
Host Piece Panels	Not defined in DMM	6 Panels	6 Panels
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	Single layer secured at least 1" from any edge	Single layer secured at least 1" from any edge; central location recommended.
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 2 Horizontal Fold, Two or More Layer Attachment

- ❑ Length: 7" to 9.5"
- ❑ Height: 3.75" to 5.5"
- ❑ Weight: up to 3oz; closure method determined by weight
- ❑ Fold Style: bi-fold with top rear flap or tri-fold with final fold on bottom
- ❑ Cover Stock: minimum 80lb (up to 1.25oz), 100lb (over 1.25oz)
- ❑ Coating: full coverage coating recommended
- ❑ Closure method: continuous glue line, two or three 1.5" non-perf tabs
- ❑ Panels: up to 4 panels of host piece, not including inserts
- ❑ Attachment: maximum thickness .05"; .07" (over 1.25oz) secured to inside panel at least 1" from any edge





Category 2

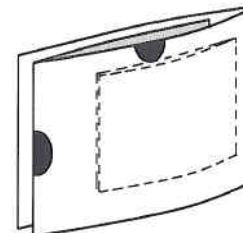
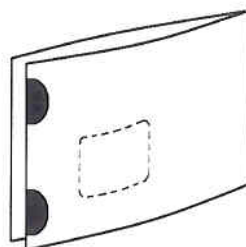
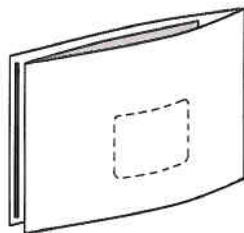
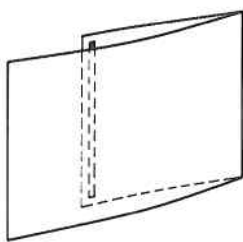
Horizontal Fold, Two or More Layer Attachment

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 2 - (Format 3) Horizontal Fold - 2 or more layer insert Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	8.88"	9.5"
Weight - Max	3oz and/or 1/4" thickness	Up to 1.25oz	*3oz - see Closure Method
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	80lb	80lb up to 1.25oz 100lb over 1.25oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Envelope style - final fold on bottom with flap adhered to non-address side Trifold - final fold on bottom; fold to top non-address side.	Envelope style - final fold on bottom with flap adhered to non-address side Trifold - final fold on bottom; fold to top non- address side.
Paper Cover Coating	Not defined in DMM	Full coverage coating recommended No coating - address to be left justified	Full coverage coating recommended No coating - address to be left justified
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - 1/2" wide or Two 1.5" tabs	up to 1.25oz - glue line per 201.3.11h or two 1.5" tabs over 1.25oz up to 1.6oz - 5/8" vs glue line per 201.3.11h or two 1.5" tabs over 1.6oz up to 3oz - (2)glue lines per 201.3.11h or three 1.5" tabs or two 2" tabs
Host Piece Panels	Not defined in DMM	4 Panels	4 Panels
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	Secured 1" from any edge Up to 5 layers - max combined thickness of .05"	Secured 1" from any edge Max combined thickness of .05"; .07" if over 1.25oz
Exterior Attachments	One allowed	N/A	N/A
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 3 Vertical Fold / Oblong, Up to One Layer Attachment

- ❑ Length: 6" to 9.5"
- ❑ Height: 3.5" to 5.5"
- ❑ Weight: up to 3oz; closure method determined by weight
- ❑ Fold Style: final fold on lead edge; bi-fold & tri-fold full front panel, back panel minimum 5" length
- ❑ Cover Stock: 80lb to 130lb
- ❑ Coating: full coverage coating recommended
- ❑ Closure method: continuous glue line or two 1" non-perf trail edge tabs
- ❑ Panels: up to 4 panels
- ❑ Attachment: one layer secured to inside panel, 1" from any edge; exterior per current DMM standards





Category 3 Vertical Fold / Oblong, Up to One Layer Attachment

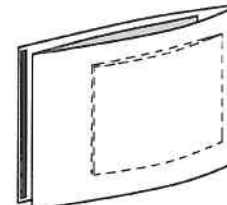
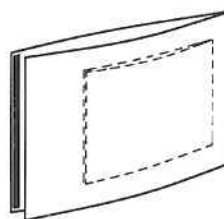
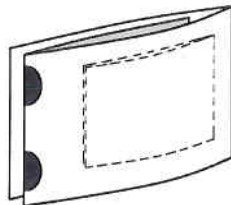
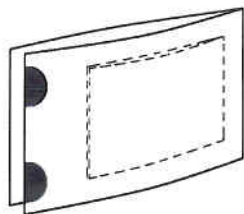
Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 3 - (Formats 4,5) Vertical Fold/Oblong - up to 1 layer Insert Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9.5"	9.5"
Weight - Max	3oz and/or 1/4" thickness	Up to 1oz	*3oz - see Closure Method
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	80lb	80lb up to 1oz 100lb over 1oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Bifold - final fold on lead edge; full front panel; non-address side panel to be min 5" L Trifold - final fold on lead edge to non-address side, min 5" L panel	Bifold - final fold on lead edge; full front panel; non-address side panel to be min 5" L Trifold - final fold on lead edge to non-address side, min 5" L panel
Paper Cover Coating	Not defined in DMM	Full coverage coating recommended No coating - address to be left justified	Full coverage coating recommended No coating - address to be left justified
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - 1/2" wide or Two 1" tabs	Up to 1oz - glue line per 201.3.11h or two 1" tabs Over 1oz up to 1.6oz - 5/8" vs glue line per 201.3.11h or two 1.5" tabs Over 1.6oz up to 3oz - (2) glue lines per 201.3.11h or (2) 2" tabs
Host Piece Panels	Not defined in DMM	4 Panels	4 Panels
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	Single layer secured at least 1" from any edge	Single layer secured at least 1" from any edge; central location recommended.
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 4

Vertical Fold / Oblong, Multi-Layer Attachment

- ☐ **Length: 6" to 9.5"**
- ☐ **Height: 3.5" to 5.5"**
- ☐ **Weight: up to 3oz; closure method determined by weight**
- ☐ **Fold Style: final fold on lead edge; bi-fold & tri-fold back panel is minimum 5" length**
- ☐ **Cover Stock: 100lb minimum**
- ☐ **Coating: exterior full coverage coating required**
- ☐ **Closure method: continuous glue line or two 1.5" non-perf trail edge tabs**
- ☐ **Panels: up to 3 panels**
- ☐ **Attachment: maximum thickness .05"; .07" (over 1.6oz) secured to inside panel at least 1" from any edge**





Category 4 Vertical Fold / Oblong, Multi- Layer Attachment

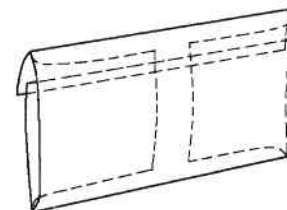
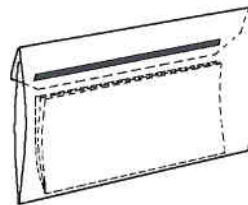
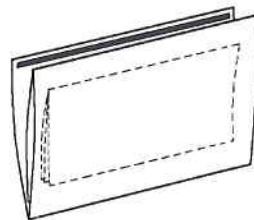
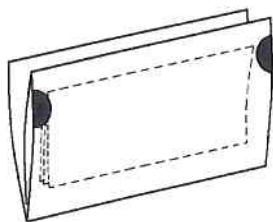
Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 4 - (Format 6) Vertical Fold/Oblong - Multi layer Insert Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9.5"	9.5"
Weight - Max	3oz and/or 1/4" thickness	Up to 2.25oz	*3oz - see Closure Method
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	100lb	100lb; 120lb if over 1.6oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Bifold - final fold on lead edge; non-address side panel to be min 5" L Trifold - final fold on lead edge; non-address side panel to be min 5" L *If vertical and horizontal flaps are used, the shorter of the two to be internal and covered by a full size panel.	Bifold - final fold on lead edge; non-address side panel to be min 5" L Trifold - final fold on lead edge; non-address side panel to be min 5" L *If vertical and horizontal flaps are used, the shorter of the two to be internal and covered by a full size panel.
Paper Cover Coating	Not defined in DMM	Full coverage coating required	Full coverage coating required
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - 1/2" to 5/8" wide or Two 1.5" tabs on trail edge	Up to 1.6oz - glue line per 201.3.11h or two 1.5" tabs Over 1.6oz up to 2.25oz - 5/8" glue line per 201.3.11h or (2)1.5" tabs trail edge Over 2.25oz up to 3oz - 5/8" glue line per 201.3.11h or (2) 2" tabs on trail edge
Host Piece Panels	Not defined in DMM	Up to (3) Panels maximum	Up to (3) Panels maximum
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	Multi-layer attachment secured at least 1" from any edge. Combined thickness to be .05" maximum.	Multi-layer attachment secured at least 1" from any edge. Combined thickness to be .05" maximum; .07" if over 1.6oz.
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 5

Horizontal Fold, Loose Enclosures in Pocket

- ❑ **Length: 7" to 9.5"**
- ❑ **Height: 4" to 5.5"**
- ❑ **Weight: up to 3oz; closure method determined by weight**
- ❑ **Fold Style: tri-fold with final fold from bottom to top on non-address side. Flap on non-address side from top also permitted.**
- ❑ **Cover Stock: minimum 80lb; 100lb (over 1.6oz)**
- ❑ **Coating: exterior full coverage coating required**
- ❑ **Closure method: continuous glue line; two 1.5" or 2" non-perf tabs**
- ❑ **Panels: up to 4 panels**
- ❑ **Insert: maximum thickness .05"; .07" (over 1.6oz) secured to inside panel at least 1" from any edge**





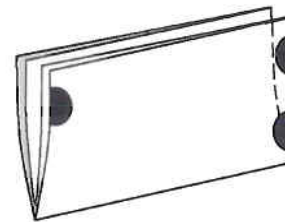
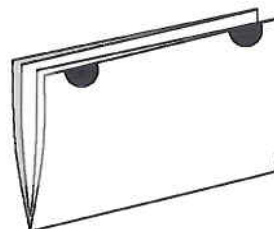
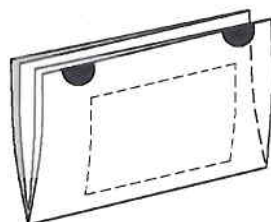
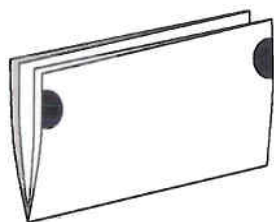
Category 5 Horizontal Fold, Loose Enclosures in Pocket

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 5 - (Format 7) Horizontal Fold - Loose Inserts in Pocket Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9.25"	9.5"
Weight - Max	3oz and/or 1/4" thickness	Up to 1.6oz	*3oz - see Closure Method
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	80lb	80lb; 100lb if over 1.6oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Envelope style - final fold on bottom with flap adhered to non-address side Trifold - final fold on bottom; fold on top to backside - as seen in diagram.	Envelope style - final fold on bottom with flap adhered to non-address side Trifold - final fold on bottom; fold on top to backside - as seen in diagram.
Paper Cover Coating	Not defined in DMM	Full coverage coating required	Full coverage coating required
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - 1/2" wide or two 1.5" tabs on trail edge	Up to 1.6oz - glue line per 201.3.11h or two 1.5" tabs Over 1.6oz up to 3oz - two glue lines per 201.3.11h or two 2" tabs
Host Piece Panels	Not defined in DMM	Up to (4) Panels maximum	Up to (4) Panels maximum
Interior Loose Enclosures	Not defined in DMM	Loose inserts must be contained in a pocket. Combined thickness of .05" maximum.	Loose inserts must be contained in a pocket. Combined thickness of .05" maximum; .07" if over 1.6oz
Interior Attachments	Not defined in DMM	N/A	N/A
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 6 Quarter Fold, Up to One Layer Insert

- ❑ Length: 5" to 9.5"
- ❑ Height: 3.5" to 5.5"
- ❑ Weight: up to 3oz; closure method determined by weight
- ❑ Fold Style: quarter fold; fold on lead, final fold on bottom edge
- ❑ Cover Stock: minimum 70lb; 80lb (over 1oz)
- ❑ Coating: exterior can be coated or uncoated
- ❑ Closure method: non-perf tabs - two 1" tabs (up to 1oz); three 1.5" tabs (over 1oz)
- ❑ Panels: final mailpiece up to 4 panels with 100lb cover or 8 panels with 70lb to 80lb cover
- ❑ Insert: 1 Layer



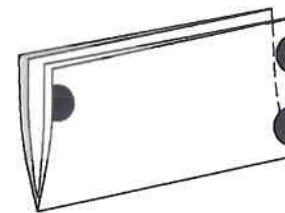
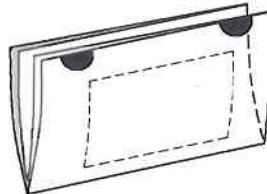
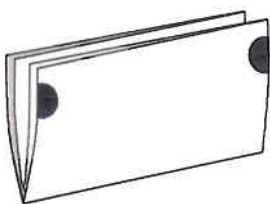


Category 6

Quarter Fold, Up to One Layer Insert

Newsprint paper

- ❑ Length: 5" to 8.5"
- ❑ Height: 3.5" to 5.5"
- ❑ Weight: up to 1.5oz; closure method determined on weight
- ❑ Fold Style: quarter fold; fold on lead, final fold on bottom edge
- ❑ Cover Stock: 55lb newsprint; minimum tear strength of 38/46
- ❑ Coating: exterior can be coated or uncoated
- ❑ Closure method: non-perf paper tabs, three 1.5" tabs (up to 1oz); three 2" tabs (10z up to 1.5oz)
- ❑ Panels; final mailpiece to be a maximum 12 panels total
- ❑ Insert: 1 layer





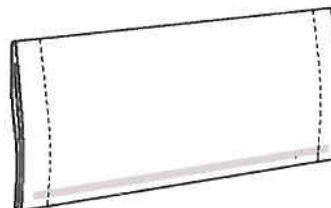
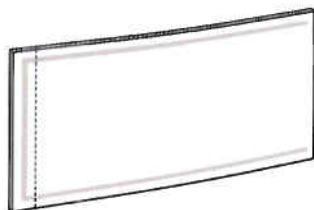
Category 6 Quarter Fold, Up to One Layer Insert

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 6 - (Formats 8,11) Quarter Fold - up to One Layer Insert Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	8.5"	9.5" 8.5" for Newsprint
Weight - Max	3oz and/or 1/4" thickness	Up to 2oz * up to 1.5oz maximum for Newsprint	Up to 3oz Up to 1.5oz maximum for Newsprint
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	70lb	70lb for up to 1oz 80lb if over 1oz
Newsprint - Min	55lb	55lb	55lb
Fold Style / Orientation	Horizontal or Vertical	Quarter fold - fold on lead edge, final fold on bottom	Quarter fold - fold on lead edge, final fold on bottom
Paper Cover Coating	Not defined in DMM	Coated or uncoated	Coated or uncoated
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Up to 1oz - (2) 1" tabs Over 1oz to 2oz - (3) 1.5" tabs Newsprint up to 1oz - (3) 1.5" tabs Newsprint over 1oz to 1.5oz - (3) 2" tabs	Up to 1oz - (2) 1" tabs Over 1oz to 3oz - (3) 1.5" tabs Newsprint up to 1oz - (3) 1.5" tabs Newsprint over 1oz to 1.5oz - (3) 2" tabs
Host Piece Panels	Not defined in DMM	(8) with 70/80lb cover (4) with 110lb cover Newsprint - 12 Panels total	(8) with 70/80lb cover (4) with 100lb cover Newsprint - 12 Panels total
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	N/A	Single Layer
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds N/A for Newsprint
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 7 *Unenveloped Letter with Perforations*

- ❑ **Length:** 5" to 9.5"
- ❑ **Height:** 3.5" to 5.5"
- ❑ **Weight:** up to 1oz, fold on lead or trail; over 1oz to 2oz, fold on lead edge
- ❑ **Cover Stock:** minimum 60lb without inserts; 80lb with inserts; 70lb (over 9")
- ❑ **Coating:** exterior can be coated or uncoated
- ❑ **Closure:** Preferred; fold on lead edge with perforated "tear-off" strip on trail edge. Permissible; lead or trail edge "tear-off" strips 3/8" to 9/16". Top edge may have 2" max opening in center; bottom edge to be sealed with continuous glue line.
- ❑ **Perforations:** cut/tie ratio to be minimum 1mm by 1mm or greater
- ❑ **Panels:** up to 3 panels not including inserts
- ❑ **Insert:** maximum .05" thickness; .07" (over 1oz up to 2oz)
- ❑ **Address:** centered or left justified





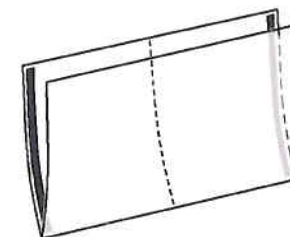
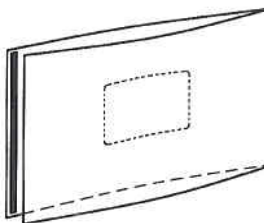
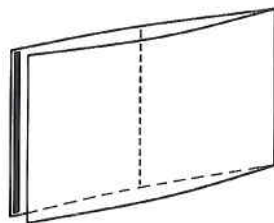
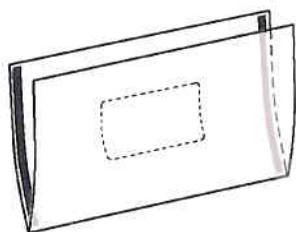
Category 7 Unenveloped Letter with Perforations

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 7 - (Format 9) Unenveloped Letter with Perfs Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9"	9.5"
Weight - Max	3oz and/or 1/4" thickness	Up to 2oz Over 1oz final fold must be lead edge.	Up to 2oz Over 1oz final fold must be lead edge
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	60lb with no inserts 80lb with inserts	60lb with no inserts 70lb if over 9" to 9.5" Length 80lb with inserts
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Horizontal or Vertical *Address centered or left-justified	Horizontal or Vertical *Address centered or left-justified
Paper Cover Coating	Not defined in DMM	Coated or uncoated	Coated or uncoated
Closure Method	Not covered in Folded Self Mailer section 201.3.14 Current requirement for Unenveloped letters per 201.3.1 - "...must be sealed or glued along all four sides."	Fold on lead edge(preferred) with a 3/8" - 9/16" perforated tear-off strip on trail edge. Permissible - 3/8" - 9/16" perforated tear-off strip on lead and/or trail edge. Top edge to have a 2" max unsealed centered opening. Bottom edge to have complete glue line seal.	Fold on lead edge(preferred) with a 3/8" - 9/16" perforated tear-off strip on trail edge. Permissible - 3/8" - 9/16" perforated tear-off strip on lead and/or trail edge. Top edge to have a 2" max unsealed centered opening. Bottom edge to have complete glue line seal if not a final fold.
Host Piece Panels	Not defined in DMM	Up to (3) Panels maximum	Up to (3) Panels maximum
Interior Loose Enclosures	Not defined in DMM	.05" max thickness	.05" max thickness; .07" over 1oz up to 2oz
Interior Attachments	Not defined in DMM	N/A	N/A
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	1mm/1mm cut/tie minimum required 1mm/2mm cut/tie or higher recommended	1mm/1mm cut/tie minimum required 1mm/2mm cut/tie or higher recommended
Die-Cutout Window	Address window panel allowed	N/A	N/A



Category 8 Perforations on Non-Address Side

- ❑ Length: 5" to 9" if up to 1oz; 9.5" (over 1oz up to 1.5oz)
- ❑ Height: 3.5" to 5.5"
- ❑ Weight: up to 1.6oz
- ❑ Cover Stock: minimum 100lb; 120lb (over 1oz up to 1.6oz)
- ❑ Coating: exterior can be coated or uncoated
- ❑ Closure: based on fold orientation; final fold on bottom or lead edge.
- ❑ Perforations: cut/tie ratio at 2mm/4mm for vertical strip placed 5" from lead edge, 2" from trail edge; 2mm/2mm for perforated Pop-Out or Pop-Open panel placed minimum 1" from any edge.
- ❑ Panels: up to 3 panels not including inserts
- ❑ Insert: maximum .03" thickness
- ❑ Address: centered or left justified





Category 8 Perforations on Non-Address Side

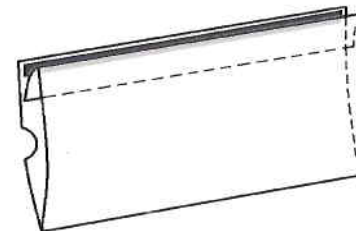
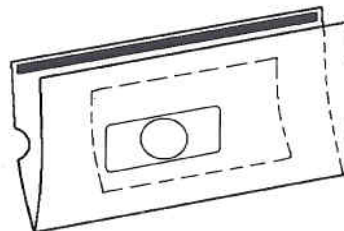
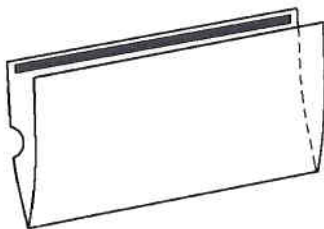
Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 8 - (Format 10A) Perf Strip, Pop-Open/Out Panel Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9"	9" up to 1oz; 9.5" over 1oz up to 1.6oz
Weight - Max	3oz and/or 1/4" thick	1oz	1.6oz
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	100lb	100lb 120lb if over 1oz up to 1.6oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Horizontal - final fold on bottom; lead and trail edges to be full glue line Vertical - final fold on lead edge; trail edge to be full glue line. *Address centered or left justified.	Horizontal - final fold on bottom; lead and trail edges to be full glue line Vertical - final fold on lead edge; trail edge to be full glue line. *Address centered or left justified.
Paper Cover Coating	Not defined in DMM	Coated or uncoated	Coated or uncoated
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - 1/2" wide per DMM 201.3.11h	Glue Line - 1/2" wide per DMM 201.3.11h
Host Piece Panels	Not defined in DMM	3 Panels maximum	3 Panels maximum
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	Combined thickness of .03" maximum.	Combined thickness of .03" maximum.
Exterior Attachments	One allowed	N/A	N/A
		Do not allow	Non-address side only - rectangle, circle, oval shape Pull-Open Vertical Strip: 5" clear (non-perf) zone from lead edge and 2" from trail edge. If dual perf strip is used, must be spaced 1/2" apart Cut to Tie ratio = 2mm/4mm (minimum) Pop-Out Panel - full perforation 1/2" to 3" maximum 1" clear (non-perf) zone from all edges If dual panels used, must have 1" spacing Cut to Tie ratio = 2mm/2mm (minimum) Pop-Open Panel - three sided perf 1/2" to 3" maximum 1" clear (non-perf) zone from all edges If dual panels used, must have 1" spacing Cut to Tie ratio = 2mm/2mm (minimum)
Perforations on Cover	Not defined in DMM		
Die-Cutout Window	Address window ok	N/A	N/A



Category 9

Horizontal with Die-Cut Window / Pullout

- ❑ **Length:** 5" to 9" (under 1oz), 9.5" (over 1oz up to 1.6oz)
- ❑ **Height:** 3.5" to 5.5"
- ❑ **Weight:** up to 1.6oz
- ❑ **Cover Stock:** 100lb without window; 120lb with window
- ❑ **Coating:** exterior can be coated or uncoated
- ❑ **Closure:** continuous glue line at top. Pull-out of insert via half circular "finger insertion" notch on trail edge.
- ❑ **Panels:** up to 2 panels
- ❑ **Insert:** .04" maximum thickness. If windowed, insert to be 50% minimum the size of the host piece's window panel and centrally located.
- ❑ **Address:** centered or left justified





Category 9

Horizontal with Die-Cut Window / Pullout

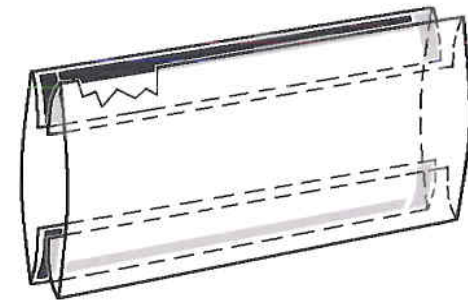
Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 9 - (Format 10C) Horizontal with Die-Cut Window / Pullout Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9"	9" if under 1oz 9.5" if over 1oz up to 1.6oz
Weight - Max	3oz and/or 1/4" thickness	Up to 1oz	1oz Over 1oz up to 1.6oz for 9.5"L
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	100lb if no die-cutout window 120lb if piece has a die-cutout window	100lb if no die-cutout window 120lb if piece has a die-cutout window or over 9" to 9.5"L; over 1oz up to 1.6oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Horizontal: final fold on bottom Pull-out Finger insertion notch on trail edge, half circular shape.	Horizontal: final fold on bottom Pull-out Finger insertion notch on trail edge, half circular shape.
Paper Cover Coating	Not defined in DMM	Coated or uncoated	Coated or uncoated
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - per DMM 201.3.11h	Glue Line - per DMM 201.3.11h
Host Piece Panels	Not defined in DMM	2 Panels maximum	2 Panels maximum
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	.04" max thickness. Pull-out adhered to inside panel to prevent prematurely falling out. If piece also has die-cutout window, insert to be at least 50% minimum size of the host piece.	.04" max thickness. Pull-out adhered to inside panel to prevent prematurely falling out. If piece also has die-cutout window, insert to be at least 50% minimum size of the host piece's window panel.
Exterior Attachments	One allowed	N/A	N/A
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window No Through Holes Allowed	Address window panel allowed	Circular shape recommended - 2" max diameter Rectangular - 1.5" H x 2" L maximum with 1/2" radius corners. Non-address side only - placed at least 5" from lead edge and 1.5" from all other edges. Address side - place 1.5" minimum form all edges. *no address elements in die-cut window.	One Address window - up to 1.5" x 4" or Two die-cut holes allowed on external panel a. must be placed at least 1.5" apart b. circular with a 2" max diameter c. rectangular; 1.5" H x 2"L with .5" radius corners Die-cuts on the non-address side must be placed at least 5" from lead edge, 1.5" from all other edges.



Category 10

Double Gate Style | Lunchbag

- ☐ **Length: 5" to 9" (under 1oz), 9.5" (over 1oz up to 1.6oz)**
- ☐ **Height: 3.5" to 5.5"**
- ☐ **Weight: up to 1.6oz**
- ☐ **Cover Stock: minimum 80lb (under 1oz); 100lb (over 9" or 1oz up to 1.6oz)**
- ☐ **Coating: exterior can be coated or uncoated**
- ☐ **Closure: double gate style - two symmetrical horizontal panels with 1.5" inner flaps sealed with a 1/2" continuous glue line within 1/2" from upper and lower edges. Finger insertion notches to be half circular style and only on trail edge.**
- ☐ **Panels: up to 2 panels**
- ☐ **Insert: up to 6 layers; .07" maximum thickness.**
- ☐ **Address: centered or left justified**





Category 10 Double Gate Style / Lunchbag

Design Element	Current Standards Folded Self-Mailers	Data-Driven LSS Model Standards	Category 10 - (Format 10D) Double-Gate Style "Lunchbag" Proposed Standards
Height - Max	6.125"	5.5"	5.5"
Length - Max	11.5"	9"	9" if under 1oz 9.5" if over 1oz up to 1.6oz
Weight - Max	3oz and/or 1/4" thickness	Up to 1.25oz	1oz Over 1oz up to 1.6oz for 9.5"L
Cover Paper (Book Grade) - Min	70lb - Single sheet 60lb - Multiple sheets	80lb	80lb if under 9"L 100lb over 9" up to 9.5"L or over 1oz up to 1.6oz
Newsprint - Min	55lb	N/A	N/A
Fold Style / Orientation	Horizontal or Vertical	Two symmetrical horizontal panels with top and bottom 1.5" minimum inner flaps. Both panels sealed along flap per DMM 201.3.11h Any finger insertion notch to be on trail edge and half circular shape. *Address centered or left justified.	Two symmetrical horizontal panels with top and bottom 1.5" minimum inner flaps. Both panels sealed along flap per DMM 201.3.11h Any finger insertion notch to be on trail edge and half circular shape. *Address centered or left justified.
Paper Cover Coating	Not defined in DMM	Coated or uncoated	Coated or uncoated
Closure Method	Glue Tacks or line 1" Perf Tabs - 1 or 2	Glue Line - per DMM 201.3.11h	Glue Line - per DMM 201.3.11h
Host Piece Panels	Not defined in DMM	2 Panels maximum	2 Panels maximum
Interior Loose Enclosures	Not defined in DMM	N/A	N/A
Interior Attachments	Not defined in DMM	.05" max thickness. Pull-out adhered to inside panel to prevent prematurely falling out.	.07" max thickness. Pull-out adhered to inside panel to prevent prematurely falling out.
Exterior Attachments	One allowed	N/A	Clean Release Card, Label or Sticker per current DMM Stds
Perforations on Cover	Not defined in DMM	N/A	N/A
Die-Cutout Window	N/A	N/A	N/A