

## POSTAL SPECIFICATIONS CHART

| FIRST CLASS POSTCARDS                            | MIN   | MAX    |
|--|-------|--------|
| Height   | 3.5"  | 6"     |
| Length   | 5"    | 9"     |
| Thickness  | .007" | 3.5"   |
| LETTERS (All classes except folded self-mailers) |       |        |
| Height   | 3.5"  | 6.125" |
| Length   | 5"    | 11.5"  |
| Thickness  | .009" | .25"   |
| AUTOMATION COMPATIBLE FLAT-SIZE MAIL             |       |        |
| Height   | 5"    | 12"    |
| Length   | 6"    | 15"    |
| Thickness  | .009" | .75"   |
| FOLDED LETTER-SIZE SELF-MAILERS                  |       |        |
| Height   | 3.5"  | 6"     |
| Length   | 5"    | 10.5"  |
| Thickness  | .009" | .25"   |

## ENVELOPE SIZE GUIDE

| COMMON SIZES AND NUMBERS  |                 |  |                  |  |                 |
|---|-----------------|--|------------------|--|-----------------|
|  #6 1/4 | 3 1/2" x 6"     |  #6 3/4 | 3 5/8" x 6 1/2"  |  #7   | 3 3/4" x 6 3/4" |
|  #7 3/4 | 3 7/8" x 7 1/2" |  #8 5/8 | 3 5/8" x 8 5/8"  |  #9   | 3 7/8" x 8 7/8" |
|  #10    | 4 1/8" x 9 1/2" |  #11    | 4 1/2" x 10 3/8" |  #12  | 4 3/4" x 11"    |
|  #14    | 5" x 11 1/2"    |  A-6    | 4 3/4" x 6 1/2"  |  A-7  | 5 1/4" x 7 1/4" |
|  A-8    | 5 1/2" x 8 1/8" |  A-9    | 5 3/4" x 8 3/4"  |  A-10 | 6" x 9 1/2"     |

**Have questions  
about direct mail?  
Call us, we can help.  
847-588-7600**

## MAIL SERVICE

## MARKETING\* NON-PROFIT

| AUTOMATION            | Letters<br>(up to 3.5 oz.) | Flats<br>(up to 4 oz.) | Letters<br>(up to 3.5 oz.) | Flats<br>(up to 4 oz.) |
|-----------------------|----------------------------|------------------------|----------------------------|------------------------|
| Mixed AADC            | 36.0 ¢                     | 89.6 ¢                 | 21.3 ¢                     | 64.8 ¢                 |
| AADC                  | 33.9 ¢                     | 82.4 ¢                 | 19.2 ¢                     | 57.6 ¢                 |
| 3-Digit               | N/A                        | 72.6 ¢                 | N/A                        | 47.8 ¢                 |
| 5-Digit               | 30.5 ¢                     | 57.2 ¢                 | 15.8 ¢                     | 32.4 ¢                 |
| ECR Basic             | 44.6 ¢                     | 42.6 ¢                 | 31.3 ¢                     | 33.5 ¢                 |
| ECR High Density Plus | 24.0 ¢                     | 28.8 ¢                 | 15.0 ¢                     | 19.4 ¢                 |
| ECR High Density      | 29.0 ¢                     | 35.6 ¢                 | 15.7 ¢                     | 26.5 ¢                 |
| ECR Saturation        | 21.3 ¢                     | 26.5 ¢                 | 13.2 ¢                     | 17.3 ¢                 |

*\* Previously referred to as Standard Mail*

**UGMG knows what it takes to develop, manage, and launch a winning campaign—and that every mailing is important to your organization and fundraising efforts!**

## FIRST-CLASS MAIL

| NON-AUTO (up to 1 oz.)               | Letters | Cards  | Flats  |
|--------------------------------------|---------|--------|--------|
| Single Piece (Machinable)            | 60.0 ¢  | 48.0 ¢ | \$1.26 |
| Additional Ounce                     | 24.0 ¢  |        | 24.0 ¢ |
| Machinable Presorted (up to 3.5 oz.) | 54.6 ¢  |        | \$1.19 |
| AUTOMATION (up to 3.5 oz.)           |         |        |        |
| Mixed AADC Automation                | 53.1 ¢  | 38.1 ¢ | \$1.07 |
| AADC Automation                      | 50.7 ¢  | 37.0 ¢ | 95.5 ¢ |
| 3-Digit Automation                   |         |        | 89.6 ¢ |
| 5-Digit Automation                   | 47.1 ¢  | 35.2 ¢ | 68.9 ¢ |
| Additional Ounce                     |         |        | 24.0 ¢ |

**For more resources, direct mail tips,  
and print inspiration visit:  
UNITEDGMG.COM**