

Flat Address Placement

Plavidian template — final mailability subject to USPS and production review

TOP HALF OF FLAT (AS ORIENTED FOR READING)

Mr. and Mrs. John A Sample
99 Oak St
Anytown WA 98765-4321

Midpoint between the two short edges

Notes for flat-size address placement

- Address must be placed in the top half of the flat as oriented for reading. The half is defined by the midpoint between the two short edges.
- Address may read parallel to the top edge or perpendicular to it, but must not be upside-down relative to the orientation chosen.
- Maintain at least 1/8 inch of clear space around the address block and IMb so machine readers can isolate them.
- Maximum flat dimensions: 15 inches long by 12 inches high by 3/4 inch thick. To qualify as a flat, the piece must exceed letter-size maximums on at least one dimension (over 11-1/2 inches long, over 6-1/8 inches high, or over 1/4 inch thick).
- The IMb may be placed within the address block or elsewhere on the address side; keep it clear of folds, edges, and bound or final-folded edges.

Template is a planning guide, not a substitute for final USPS / DMM review or Plavidian mailpiece approval.