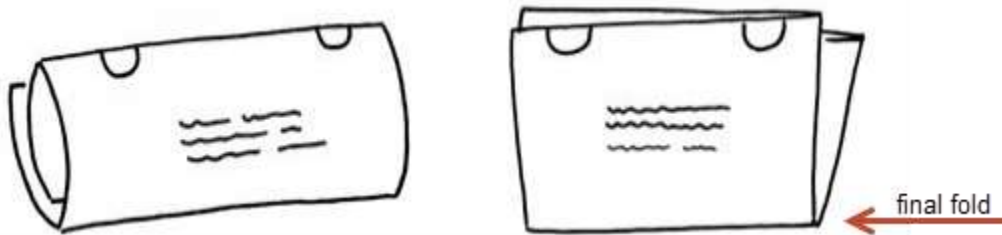# Folded Self-Mailers

A self-mailer is a folded piece that is letter-sized, isn't enveloped or bound and has no staples. USPS compliance and postage savings require the following:
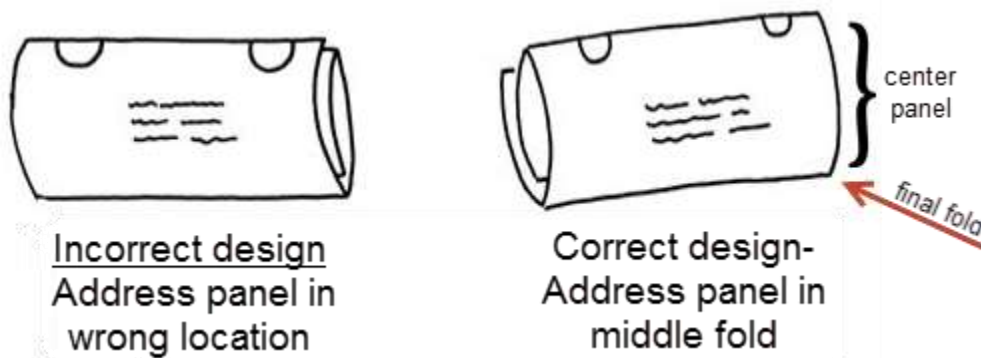
1. Final fold must be on the bottom with a maximum size of 6" x 10.5"
2. Self-mailers require 2 tabs on the top. No tabs are allowed on the bottom.
3. Quarter-fold self-mailers need to be at least 70# book (28# bond).

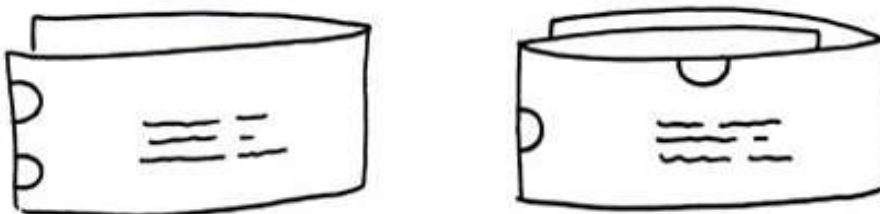   Tri-fold and quarter-fold flyers and newsletters require two tabs.

4. For tri-folded self-mailers, the mailing address must be on the middle panel.

   The final folded panel creates the non-address side of the mail piece by folding from bottom to top, or lead to trail edge, as shown in the following illustration.

Incorrect design
Address panel in
wrong location

Correct design-
Address panel in
middle fold

5. Oblong self-mailers must have the final fold on the right side, or 'leading edge'. Two options for tabbing are shown.

There are a lot of changes affecting mailings summarized in the following chart.

When you finish your self-mailer designs, email a PDF proof to us to check for compliance with USPS regulations prior to printing. We'll eliminate costly mistakes.

Top and bottom are defined as when looking at the address panel; leading edge is to the right, trailing edge is to the left.

Specifications
2 tabs required on top when final fold is on the bottom (or 1 on leading and 1 on trailing edge) if bi-fold, tri-fold, or quarter-fold under one ounce.
Maximum size: 6" x 10-1/2"
Sheets that are bound by one staple are considered a booklet for tabbing purposes.
Final fold not allowed at the top.
Remittance envelopes must be inserted in the first fold of a quarter-fold self-mailer.

1 or more sheets, final fold on bottom:
    1 oz or less: 70# book and 2-1 in. tabs top or sides
    1.1 oz or more: 80# book and 2-1 ½ in tabs top or sides
 	
1 or more sheets, quarter folded:
    1 oz or less: 70# book and 2-1 in. tabs top or sides
    1.1 oz or more: 80# book and 3- 1 ½ in. tabs sides
Newsprint, minimum 55# book:
    1 oz or less: 2 tabs top or sides
    1.1 oz or more: 3 tabs sides

No tabs allowed on the bottom. Must use glue dot to hold in an insert if the bottom is open.

Some less common self-mailer designs are too complex to cover in a short table. So, if your design is different than the ones in the table, contact us to discuss it. Or, if you're brave, here's the Postal Services reference PDF that covers all the changes.