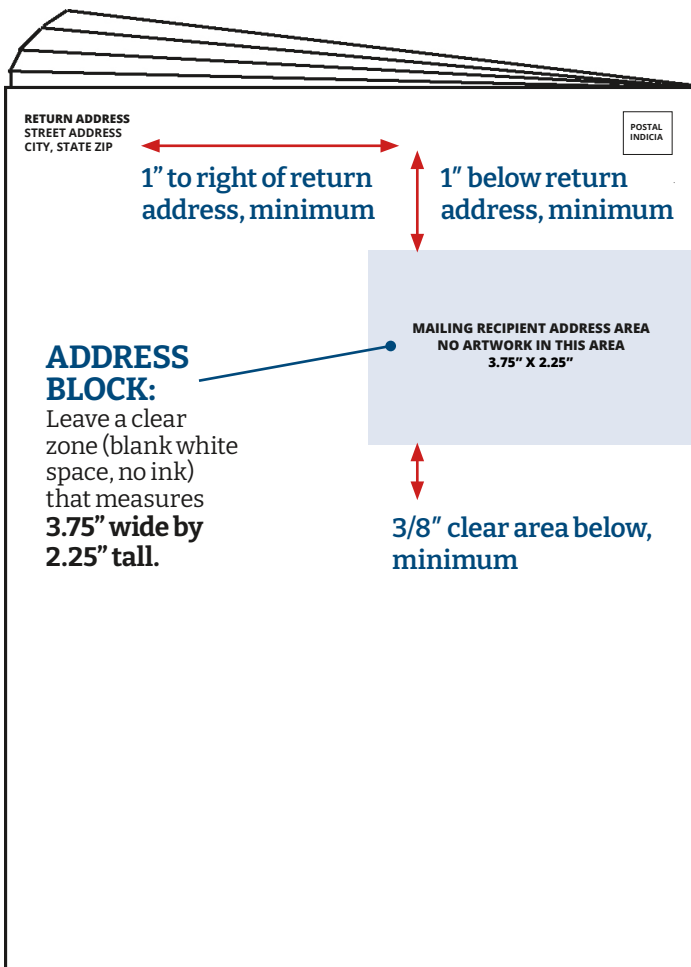




## PORTRAIT SETUP:

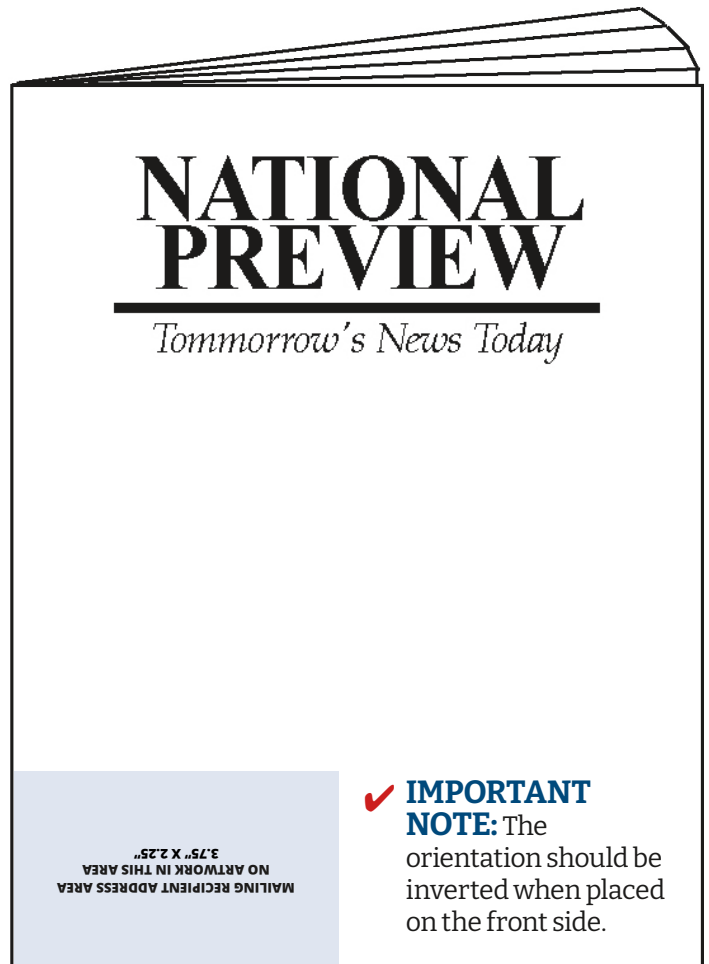
When the orientation of the piece is portrait, the delivery address must be on the top half of the booklet, The spine is on the right side if it has one.

- ✓ **The top edge of the delivery address block should be as close as possible to the top edge** of the mail piece to facilitate carrier scanning, but still remain one inch below the return address.



## PERIODICALS SETUP:

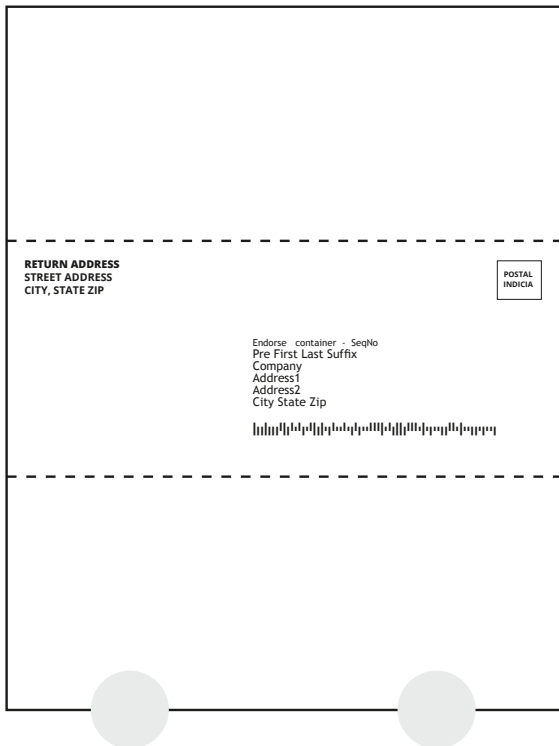
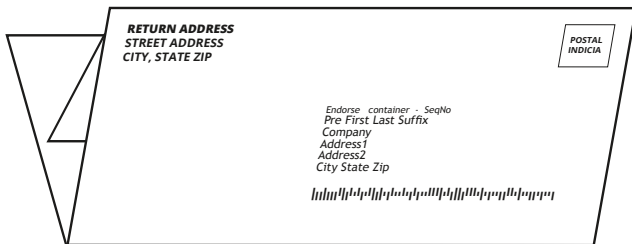
- ✓ **If address block is placed on FRONT**, the orientation should be inverted to facilitate carrier scanning.
- ✓ **If address block is placed on BACK**, use Portrait Setup requirements



- ✓ **Folded Self Mailers** must **open at the top** and fold at the bottom.
- ✓ They must be sealed shut with a minimum of two tabs.

### TRIFOLD SETUP:

The mailing address must be on the middle panel.



### BIFOLD SETUP:

- ✓ **Artwork is rotated away from each other on each side of the fold.**

