

### Business Reply Mail Layout Guidelines (505.1.8)

**Permit Holder Space:** May contain information such as return address, logos, distribution codes, and form numbers.

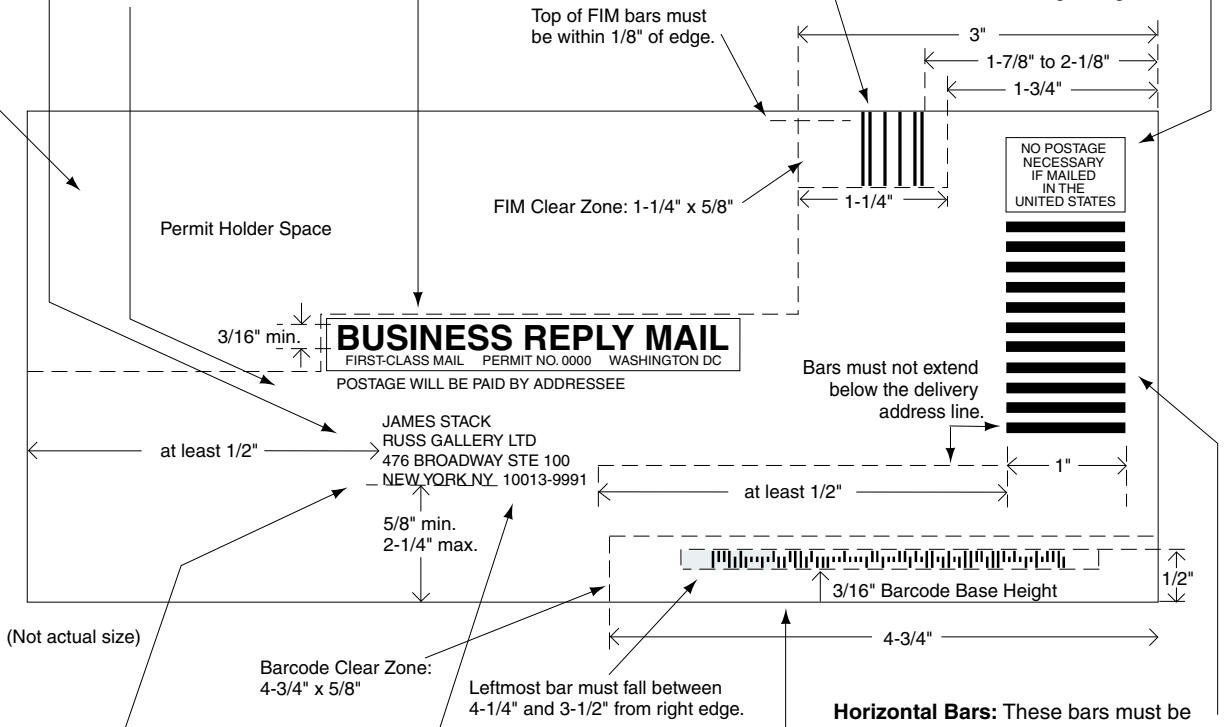
**Company Logo:** For barcoded pieces, a company logo is permitted in the address block if it is placed no lower than 5/8 inch from the bottom edge of the mailpiece and does not interfere with the barcode clear zone.

**Postage Paid Line:** Place the endorsement "POSTAGE WILL BE PAID BY ADDRESSEE" (in capital letters) under the business reply legend box.

**Business Reply Legend:** The words "BUSINESS REPLY MAIL" are required above the address in capital (uppercase) letters. Immediately below, place the words "FIRST-CLASS MAIL PERMIT NO." followed by the permit number and the name of the issuing Post Office (city and state) in capital letters.

**Facing Identification Mark (FIM):** A FIM pattern (specifically FIM B without barcode or FIM C with barcode) is required on all BRM postcards and letter-size mailpieces. The FIM clear zone must contain no printed matter other than the FIM pattern. FIM bars must be between 1/2 and 3/4 inch high and 0.03125 inch (1/32 inch) ( $\pm 0.008$  inch) wide.

**Postage Imprint:** "NO POSTAGE NECESSARY IF MAILED IN THE UNITED STATES" must appear in the upper right corner of the mailpiece and must not extend more than 1-3/4 inches from the right edge.



**Address Format:** The complete address, including the name of the permit holder (company or individual), must be printed on the mailpiece.

**ZIP Code:** A unique ZIP+4 code is assigned to each piece.

**Horizontal Bars:** These bars must be uniform in length, at least 1 inch long and 1/16 to 3/16 inch thick, and evenly spaced. The bars may not extend below the delivery address line, which is located directly above the line containing the city, state, and ZIP Code.

Before printing, submit proofs of BRM samples to your local Post Office for advice and approval. Take advantage of this service—it could save you money. Qualified Business Reply Mail pieces must be approved by the USPS before printing.

**Barcode Location:** The POSTNET or Intelligent Mail barcode may be located here or in the address block. The barcode must be a ZIP+4 barcode (delivery point barcodes are not permitted). This area must be free of any printing other than the barcode. A free camera-ready barcode positive may be obtained from your local Post Office.

**Dimensions:** Between 3-1/2 by 5 inches and 6-1/8 by 11-1/2 inches. To qualify for the card price, cards must be between 3-1/2 by 5 inches and 4-1/4 by 6 inches and between 0.007 and 0.016 inch thick. Larger card sizes are available, but they are charged at First-Class Mail letter price.

Barcoded pieces measuring more than 4-1/4 inches high or 6 inches long must be at least 0.009 inch thick.

- Additional standards apply to QBRM pieces (505.1.3).
- A surcharge is assessed for nonmachinable letters (101.1.2).

**Ink/paper Colors and Type Styles:** Not all colors of paper and/or ink and type styles are compatible with automated equipment. Contact your local Post Office for guidance.

All letter-size reply cards and envelopes (Business Reply Mail, Courtesy Reply Mail, and meter reply mail) provided as enclosures in automation First-Class Mail, Periodicals, and Standard Mail must meet the standards in 201.3.18.