



# **Mailing Information Systems**

## **Picture Permit Technical Requirements**

**January 16, 2019**

**Version 7**

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## 1 Introduction

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A mailer is authorized to mail material without affixing postage when payment is made at the time of mailing from a permit imprint (indicia) advance deposit account established with the USPS for that purpose. For more details see the Domestic Mail Manual (DMM) 604.5 at:

<http://pe.usps.com/text/dmm300/604.htm#wp1080814>.

Picture Permit Imprint Indicia standards allow organizations to include business-related color images, such as their organization logos, organization brand or trademarks in the permit indicia area on mailings of automation First-Class Mail® letters and postcards, and USPS Marketing Mail™ letters for a per-piece fee in addition to postage.

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## 2 Objective

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Ensure Picture Permit color images remain compatible with USPS automation equipment. Ensure that the mailpieces comply with all the applicable DMM mailing standards. Ensure that the elements necessary for USPS revenue protection are retained.

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## 3 General Requirements

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### 3.1 Print Reflectance Difference (PRD)

The text used within the indicia area must meet PRD requirements defined in DMM section 708.4.4: <http://pe.usps.com/text/dmm300/708.htm#wp1352817>.

### 3.2 Indicia Design and Placement

Indicia design and placement, including Picture Permit color images, are defined in DMM 604.5 at <http://pe.usps.com/text/dmm300/604.htm#wp1080814>. Mailing standards have been added into the DMM for Picture Permit to allow color images in the indicia. The Picture Permit indicia shall include the following:

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- CITY, STATE (ZIP CODE optional)
- PERMIT NO.

OR

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- COMPANY NAME [Use of a Company Permit Imprint format has specific requirements and must bear a complete domestic return address; see DMM 604.5.3.9]

### 3.3 Indicia Dimensional Specifications

ALL DIMENSIONS IN INCHES

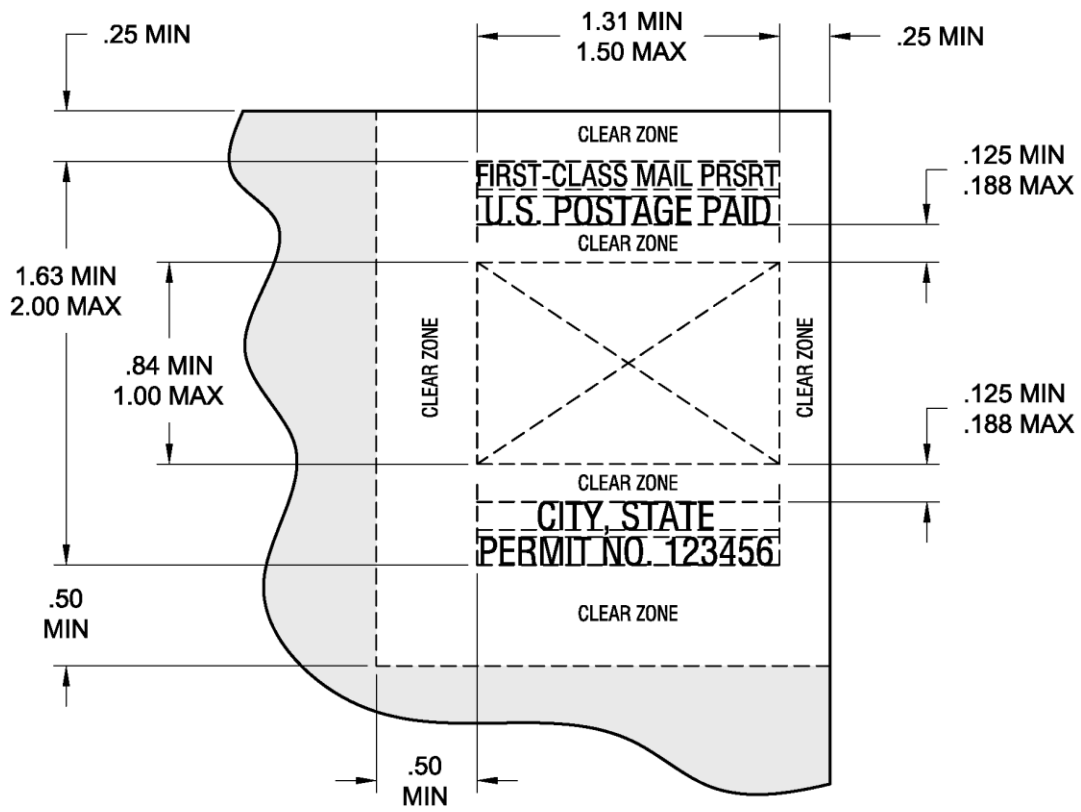


Fig. A

### 3.4 Additional Requirements

Mail Class Text: Minimum 8pt. OCR readable font, prefer sans serif (see DMM 604.5 for more detail)

Example: FIRST-CLASS MAIL PRSRT

Overall Imprint (Image + Text area) Dimensions (min/max):

Height: 1.625" / 2.00"

Width: 1.31" / 1.50"

Acceptable Image Types

1. Only color images are permitted
2. Black and white images are NOT ACCEPTABLE

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## 4 Engineering Evaluation Process

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### 4.1 Option Engineering Evaluation Requirements

Letter Mail conforming to DMM 604.5.4, Picture Permit Imprint Indicia (PPII), shall undergo the standard engineering evaluation process which takes approximately 45 business days. Mailers shall provide 500 production samples which will replicate what will be printed and produced in the live mailstream. In addition each sample mailpiece must include a complete and valid destination address. Do not use the same address for all mailpieces; the 500 samples must contain a variety of valid addresses.

### 4.2 Option Engineering Evaluation Requirements

Letter Mail conforming to DMM 604.5.4, Picture Permit Imprint Indicia (PPII), and all of the restrictions listed below, may be subject to a reduced Engineering evaluation period of approximately 10 business days. After approval for alternative engineering evaluation, mailers shall provide 50 production samples or samples of sufficient quality to accurately represent the mailpiece including complete address information printed on each sample (DMM 708.4.3). Letter Mail not conforming to *all of the requirements listed below* shall undergo the standard engineering evaluation 4.1.

- a. Color image shall not contain embedded text or numbers.
- b. Color image shall not have a drop shadow on any edge.

- c. PPII area (including .50" left and bottom clear zone) to be on white background (no reverse print).
- d. PPII shall be positioned in upper right-hand corner with "clear zones" as shown in Fig. B
- e. Overall width of longest text line shall not be less than width of image as shown in Fig. C
- f. All mail class text to conform to the approved template provided by USPS.
- g. No disk mailers, reusable envelopes, perforated folded self-mailers, windowed envelopes.
- h. Does not exhibit any of the non-machinable criteria listed in DMM 101.1.2.

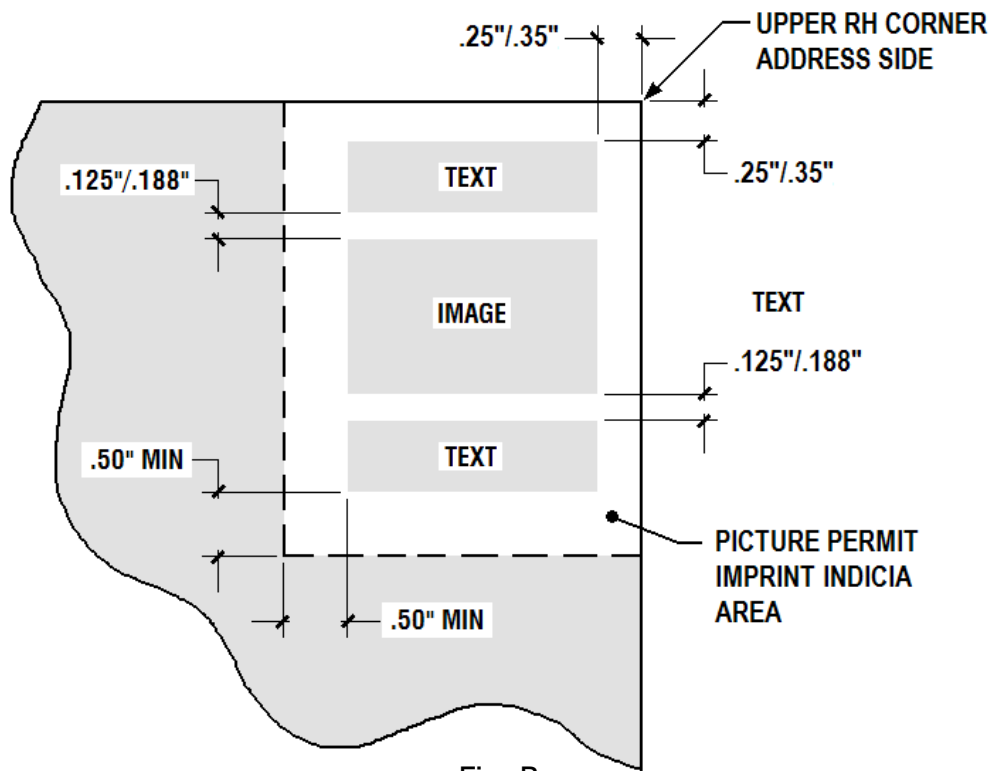


Fig. B

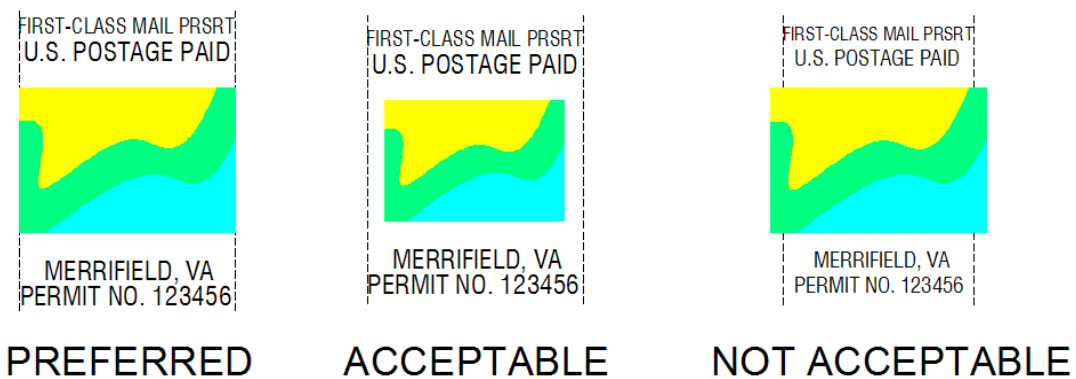


Fig. C