

# Postal regulations require label placement in specific area

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There has been a little confusion on the postal service's mandatory delivery address label location for Periodicals, which goes into effect on March 29, 2009.

Postal regulations will require the delivery address to be in the vertical upper portion of all newspapers. The address may be placed either parallel or perpendicular to the top edge, but not upside down as read in relation to the top edge. "Upper portion" is defined as the top half of a newspaper on either front or back.

For newspapers, "top" is the upper edge of the mailpiece when the final folded edge is vertical and on the right side of the piece for both broadsheets and tabloids. The easiest way to think of this may be to physically hold your paper in your hand to see where the final folded edge is when you hand it to your postmaster.

There are a lot of variables on where you can place the label. It all depends on where the final fold ends up. Some of the most common label areas are shown at right and below.

At press time, I received a postal bulletin saying Periodicals mailings that are not in compliance with the new label placement rule will be charged First-Class rates. For example, Periodicals automation flats with addresses not in the top half of the piece would pay the automation First-Class Mail flats prices appropriate for the weight of the piece.

If you have any questions about the correct placement of your labels, please give me a call at (405) 659-9662.

## LABELING FOR BROADSHEET PRESENTED TO POST OFFICE AS HALF-FOLD



Label Option 1



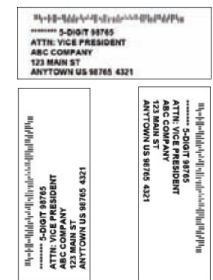
Final fold as presented to Post Office

Label Option 2



Final fold as presented to Post Office

**NOTE:** Labels may be placed either parallel or perpendicular to the top edge on either side. Labels may not be upside down as read when presented. Acceptable label positions are shown at right.



## LABELING FOR BROADSHEET PRESENTED TO POST OFFICE AS QUARTER-FOLD



Label Option 1



Broadsheet first folded in half, then folded again for quarter-fold.

Final fold as presented to Post Office

Label Option 2



Final fold as presented to Post Office

## LABELING FOR TABLOID PRESENTED TO POST OFFICE AS FLAT OR HALF-FOLD



Label Option 1 for Tabloid Presented Flat



Final fold as presented to Post Office

Label Option 2 for Tabloid Presented Flat



Final fold as presented to Post Office

Label Option 1 for Tabloid Presented with Half Fold



Final fold as presented to Post Office

Label Option 2 for Tabloid Presented with Half Fold



Final fold as presented to Post Office