

Folded Self Mailers

By definition: A folded self-mailer is formed of panels created when a single or multiple unbound sheets of paper are folded together and sealed to form a letter size mail piece.

Dimensions

Height: 6" maximum

Length: 10.5" maximum

Weight: up to 3 ounces maximum (closure method based on mail piece weight)

Paper Basis Weight

Based on design/weight

Book grade (Text/Offset)

70lb. minimum if final piece weight is under one ounce

80lb. minimum if final piece weight is over one ounce

Newsprint minimum 55lb. – equates to 60lb. book grade (quarter fold design only)

Closure Method

Continuous glue line or elongated glue lines, glue spots (3 minimum if using spots)

Tabs: 2 or 3 non-perforated tabs

Up to one ounce requires 2 (1 inch) tabs (Basic FSM)

Over one ounce requires 2 (1.5 inch) tabs (Basic FSM)

Quarter Fold Designs require 2 (1 inch) tabs if under one ounce

Quarter Fold Designs require 3 (1.5 inch) tabs if over one ounce

Fold style/orientation

Horizontal or vertical

Panels

Minimum of 2 panels, maximum of 12 (newsprint is 8 minimum/24 maximum)

Formed when sheet(s) of paper are folded

Final fold is to non-address side; from bottom to top or lead to trail

This means if you have a tri-fold self-mailer (8.5x11 folding to 3.5x8.5) the mailing address **HAS** to be on the center panel.

Flap (if used)

Is final fold used in closure of mail piece

Mail piece must have 2 full panels before a flap can be part of the piece

External flap is final fold down from top on non-address side or from lead to trail edge

Minimum flap size is 1.5" and the maximum size of a flap must be no closer to the bottom edge than 1 inch

Die-cut shape allowed; must be sufficiently sealed to panel

Interior attachments/loose enclosures

Attachments secured to panel

Enclosures in pocket or other style containment method

Optional creative elements

Die-cutout hole(s)

No through holes allowed

Placement, size, shape and amount defined

Perforation elements: cut-to-tie vary by design/weight

Pull-open strip, pop-out or pop-open panes

Fold Style/Orientation

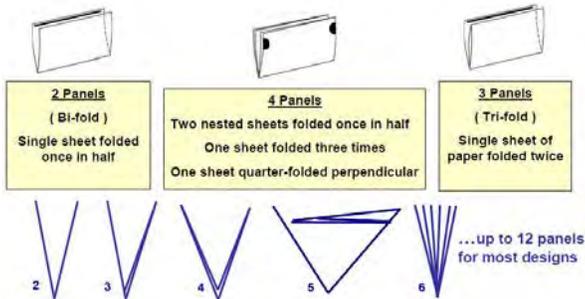
- Horizontal - final fold at bottom edge to non-address side



- Vertical - final fold on lead edge to non-address side
- Oblong is a common name for this fold style



Panel Count



Paper Basis Weight

Book Wt.	Bond Wt.	Cover Wt.	Newsprint Wt.
39	15	21	35
40	16	22	36
50	20	27	45
55	22	30	50
60	24	33	55
70	28	40	64
75	30	41	68
80	31	44	73
90	36	50	82
100	40	56	91
110	44	60	100
128	50	70	116

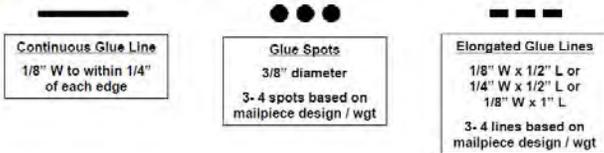
NOTE: Paper basis weight is based on the weight of 500 sheets of:

- 25 X 38 inch sheets of book-grade paper
- 17 X 22 inch bond-grade paper
- 20 X 26 inch sheets of cover-grade paper
- 24 X 36 inch sheets of newsprint

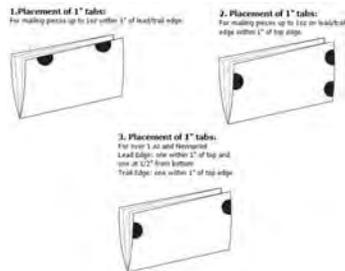
FOR EXAMPLE: If 500 sheets of book-grade paper weigh 39 pounds, the paper is considered 39-pound paper.

Closures – Glue or Tabs

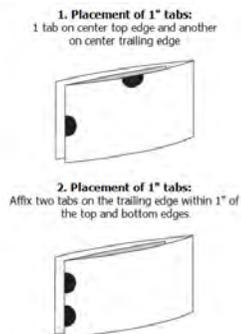
- Glue (adhesive or cohesive)



Quarter-fold



Vertical Fold



Basic closure – Tabs

For either 1" or 1-1/2" Tabs within 1" of lead/trail edge



3/4" & 15/16" Tabs Eliminated!

For either 1" or 1-1/2" Tabs on lead/trail edge within 1" of top edge

