

# Folded Self-Mailer / Tabbing Reference Guide

These illustrations are only intended to visually represent some of the standard variations of fold style / orientation, # panels, and closure methods EP Direct uses. Please check with mailing if you are unsure about a mailpiece.

## Dimension

Height: 3.5" min, 6" max

Length: 5" min, 10.5" max

Thickness: .009" - .25"

Weight: 3oz max

Over 3ozs has to mail in an envelope

Aspect ratio: within 1.3 to 2.5

Maximum numbers of panels: 12

**Folded Self-Mailer** - Formed of panels that are created when one or more unbound sheets of paper are folded together and sealed to make a letter-size mailpiece. The number of panels is determined by the number of sheets in the mailpiece and the number of times the sheets are folded.

**Panels** - Created when a sheet of paper is folded. Each two-sided section (front and back) created by the fold is considered one panel. When a folded self-mailer is made of multiple sheets, multiply the number of sheets by the number of panels created when folding a single sheet to determine the total number of panels.

**Flaps** - Formed when the final exterior panel is folded over and affixed to the unaddressed side of the mailpiece

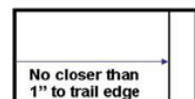
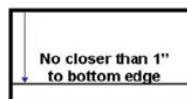
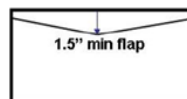
On horizontal folded pieces, external flap must extend from top on non-address side; be a minimum 1.5"L at the longest point, but extend to no closer than 1" from bottom.

On vertical folded pieces, external flap must extend on non-address side from lead to trail edge; be minimum 5"L at the longest point, but extend no closer than 1" from trail edge.

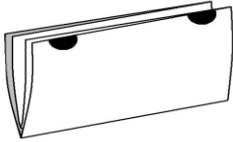
Die-cut shape external flaps are allowed. Edge along contour must be well sealed to panel using tabs, glue spots or elongated glueline, however a 1/8" continuous glue line to seal along the contour of the die-cut pattern's edge is highly recommended

## **Non-address side flaps**

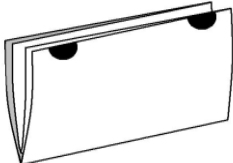
*As shown: Lead edge is to the left, Trail edge is to the right*



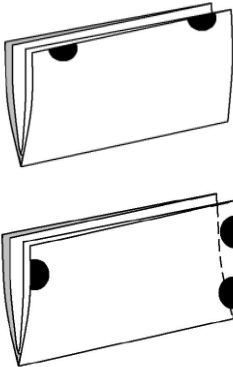
### Single sheet of 8 ½ x 11, folded to 8 ½ x 3 ¾:

<p>Tabs: 2 Top within 1 inch from lead/trail edges Folded Edge: Bottom Sheets: Single Basis Weight: 70# up to 1oz 80# over 1oz</p>		<p><b>Tri-fold:</b> single sheet folded twice forming three panels.  Address information must be on the middle panel.</p>
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### Single & multiple sheets of 8 ½ x 11, folded to 8 ½ x 5 ½:

<p>Tabs: 2 Top within 1 inch from lead/trail edges Folded Edge: Bottom Sheets: Single &amp; Multiple Basis Weight: 70# up to 1oz 80# over 1oz</p>		<p><b>Bi-fold:</b> single sheet folded once in half forming two panels.  An 8-1/2 x 11 inch sheet of 70# paper folded once to 8-1/2 x 5-1/2 does not meet the minimum thickness of 0.009 inch for an automation-compatible letter.  *12 panel maximum</p>
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### Single & multiple sheets of 11 x 17, folded to 8 ½ x 5 ½:

<p>Tabs: Up to 1oz - 2 tabs Top within 1 inch from lead/trail edges Over 1oz – 3 tabs 2 tabs on leading edge and one tab on trailing edge Folded Edge: Bottom Sheets: Single &amp; Multiple Basis Weight: 70# up to 1oz 80# over 1oz</p>		<p><b>Quarter-fold:</b> single sheet folded at least two times with the second fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter folded would produce four panels.  Reply envelope should be incorporated within first fold to prevent separation from mailpiece.  *12 panel maximum</p>
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\*Once a FSM exceeds 12 panels, it has to be mailed either in an envelope as an auto/mach letter (as long as it's under .25" thick) or be tabbed 3 times (2 tabs on leading edge and one tab on trailing edge) and mailed as a non-machinable letter.