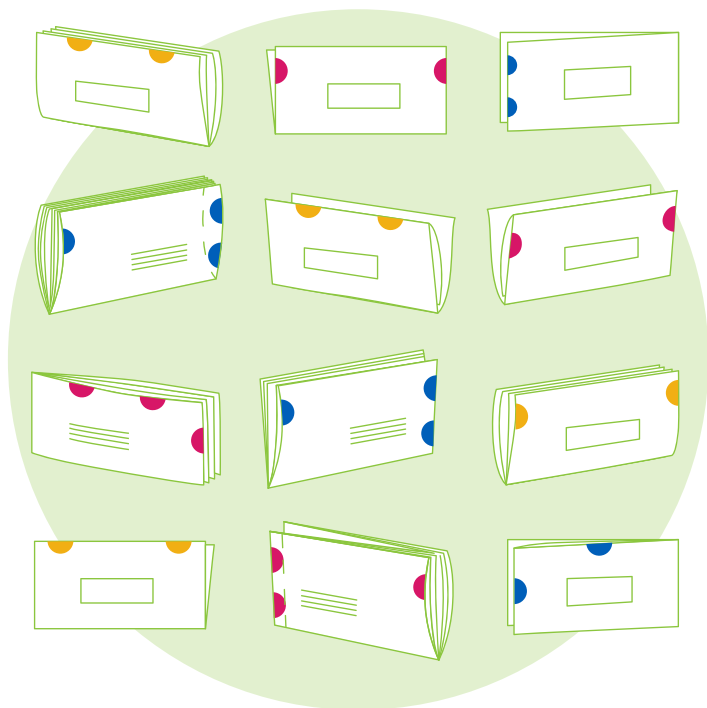


PEL HUGHES

PRINT | DIRECT MARKETING



TABBING GUIDELINES

INTRODUCTION

What are Tabbing Guidelines?

In an effort to simplify the information that the USPS provides for self-mailers and booklets, Pel Hughes has created these Tabbing Guidelines to both inform and assist you while creating your collateral.

Why is this important to my company?

It is important to understand and stay within the guidelines when designing your mail piece because it does make a difference as to whether it will mail automated or non-automated. This basically means whether or not you receive a **discounted postage rate**.

If my mail piece is not within the guidelines, will it get mailed?

Yes, if your mail piece does not meet standards, it will still mail, but you can expect a **significant increase in postage**. There will be no discount unless the design is within the guidelines.

What is the difference between a Self-Mailer & a Booklet?

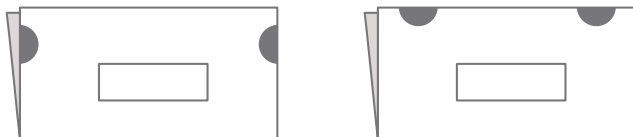
A **Folded Self-Mailer** is a mailer comprised of a single or multiple **unbound** sheets of paper folded together and sealed to form a letter-sized mail piece.

A **Booklet** must have a bound edge (spine). Sheets that are fastened with at least two staples in the fold (saddle-stitched), perfect bound, pressed-glued, or joined together are considered booklets. Booklets are open on three sides before sealing, similar in design to a book.

What is the Aspect Ratio?

The aspect ratio is the length of the mail piece divided by height and it must be between 1.3 and 2.5.

FOLDED SELF MAILER (HALF FOLD-HORIZONTAL)



*Single Sheet folded in half.

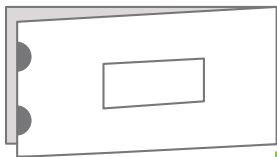
**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Up to 1 oz use two 1" non-perforated tabs
Over 1 oz use two 1.5" non-perforated tabs
- * Place one tab on lead edge and one tab on trail edge within one inch from the top (adjacent edge) or place two tabs on top edge within one inch from lead and trail edges.
- * Folded edge **MUST** be at bottom

AUTOMATION RULES	
SELF-MAILERS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

FOLDED SELF MAILER (HALF FOLD-VERTICAL)



Fold on Leading Edge

*Single Sheet folded in half vertically

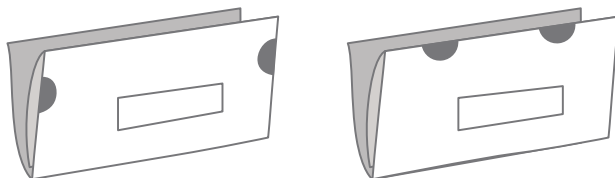
**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Up to 1 oz use two 1" non-perforated tabs
Over 1 oz use two 1.5" non-perforated tabs
- * Place two tabs on trail edge. One tab within one inch from the top and one tab within one inch from the bottom
- * Folded edge is on the right (lead edge)

AUTOMATION RULES	
SELF-MAILERS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

FOLDED SELF MAILER (HORIZONTAL)



***Single Sheet folded horizontally into multiple panels.**

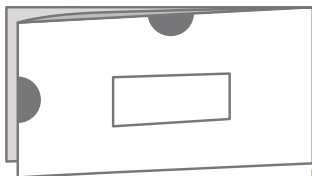
**In the above drawings, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Up to 1 oz use two 1" non-perforated tabs
Over 1 oz use two 1.5" non-perforated tabs
- * Place one tab on lead edge and one tab on trail edge both within one inch from the top (adjacent edge) or place two tabs on top edge within one inch from lead and trail edges
- * Folded edge **MUST** be at bottom

AUTOMATION RULES	
SELF-MAILERS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

FOLDED SELF MAILER (VERTICAL)



Fold on Leading Edge

*Single Sheet folded vertically into multiple panels.

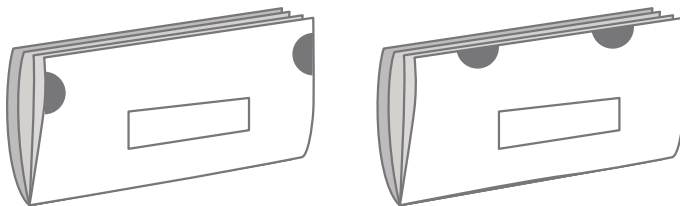
*In the above drawing, the lead edge is on the right and the trail edge is on the left.

Tabbing Instructions:

- * Up to 1 oz use two 1" non-perforated tabs
Over 1 oz use two 1.5" non-perforated tabs
- * Place one tab on top edge in center and one on trail edge in center
- * Folded edge is on the right (lead edge)

AUTOMATION RULES	
SELF-MAILERS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

MULTIPLE SHEETS (HALF FOLD-HORIZONTAL)



***Multiple sheets nested and folded in half, no binding in fold.**

**In the above drawings, the lead edge is on the right and the trail edge is on the left.*

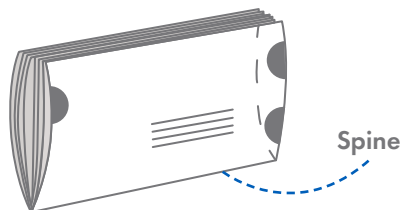
Tabbing Instructions:

- * Up to 1 oz use two 1" non-perforated tabs
Over 1 oz use two 1.5" non-perforated tabs
- * Place one tab on lead edge and one tab on trail edge both within one inch from the top (adjacent edge) or place two tabs on top edge within one inch from lead and trail edges.
- * Folded edge **MUST** be at bottom

AUTOMATION RULES	
SELF-MAILERS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

MULTIPLE SHEETS (HALF FOLD-HORIZONTAL)

SIMPLE SPINE BOOKLET (BASIC-HORIZONTAL)



***Multiple sheets bound together to form a booklet.**

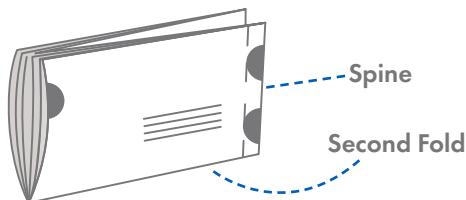
**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Use non-perforated 1.5" tabs
- * For the cover use 50 pound paper if 5" to 9" long
or use 60+ pound paper if 9" to 10.5" long
- * Place one tab on lead edge within 1" from the top and one tab on lead edge within 0.5" from the bottom. Place a third tab on trailing edge within 1" from the top.
- * Folded edge **MUST** be at bottom

AUTOMATION RULES	
BOOKLETS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

FOLDED BOOKLET - HORIZONTAL SPINE



***Multiple sheets that are bound and then folded to letter size in order to form a booklet.**

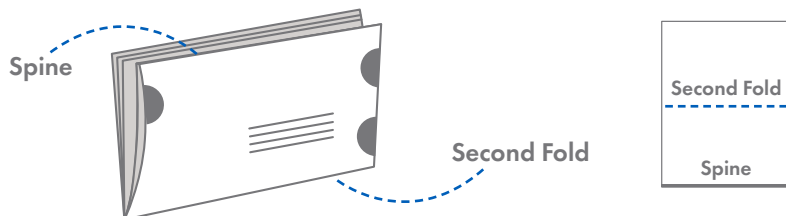
**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Use non-perforated 1.5" tabs
- * For the cover use 50 pound paper if up to 9" long
or use 60 pound paper if 9" to 10.5" long
- * Place one tab on lead edge within 1" from the top and one tab on lead edge within 0.5" from the bottom. Place a third tab on trailing edge within 1" from the top.
- * Note: Weight up to 2 oz. use 1.5" tabs, Over 2 oz. use 2" tabs.
- * Second Fold MUST be at bottom

AUTOMATION RULES	
BOOKLETS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

FOLDED BOOKLET - HORIZONTAL SPINE



***Multiple sheets that are bound and then folded to letter size in order to form a booklet.**

**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Use non-perforated 1.5" tabs
- * For the cover use 50 pound paper if up to 9" long or use 60 pound paper if 9" to 10.5" long
- * Place one tab on lead edge within 1" from the top and one tab on lead edge within 0.5" from the bottom. Place a third tab on trailing edge within 1" from the top.
- * Note: Weight up to 2 oz. use 1.5" tabs, Over 2 oz. use 2" tabs.
- * Second Fold MUST be at bottom

AUTOMATION RULES	
BOOKLETS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5

OBLONG BOOKLETS (BASIC-VERTICAL/OBLONG)



***Multiple sheets bound together to form a booklet.**

**In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Tabbing Instructions:

- * Use non-perforated 1.5" tabs
- * For the cover use 60 pound paper if 5" to 9" long or use 70 pound paper if 9" to 10.5" long
- * Place two tabs on top edge and one tab on trailing edge. Position top tabs at 1" from left and 1" from right. Position trailing edge tab in the middle of that edge.
- * Bound edge **MUST** be on the right

AUTOMATION RULES	
BOOKLETS	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	.25"
Maximum Weight	3oz
Aspect Ratio	1.3 to 2.5



PELHUGHES

PRINT | DIRECT MARKETING

3801 Toulouse Street, New Orleans, LA 70119

info@pelhughes.com | www.pelhughes.com

504.486.8646 | 1.800.253.0249