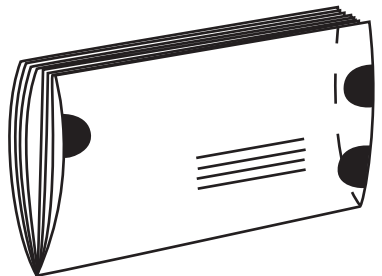
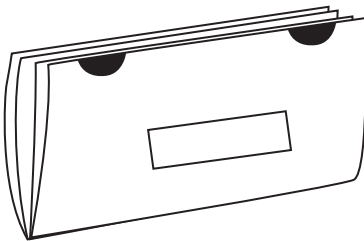
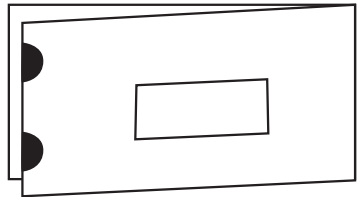
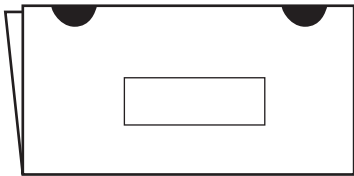




Professional Printers

# Tabbing Guidelines



Credit: Dick Vann

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May 2015

# Introduction

## What are Tabbing Guidelines?

The USPS provides New Tabbing Guidelines for self-mailers and booklets, effective as of January 05, 2013. In an effort to simplify the information, PostMark, Inc. created these Tabbing Guidelines to both inform and assist you when creating collateral.

## Why is this important to my company?

It is important to understand and stay within the guidelines when designing your mailpiece 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 mailpiece is not within the guidelines, will it get mailed?

Yes, if your mailpiece 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.

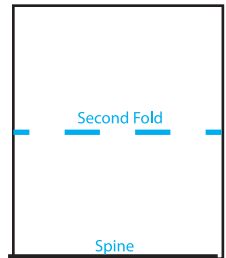
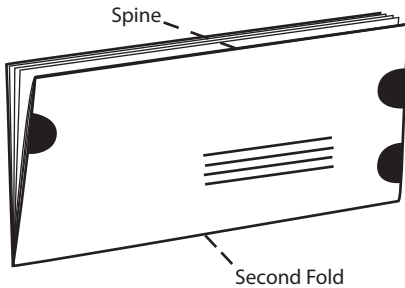
## What is the difference between a Self-Mailer and a Booklet?

- A Folded Self-Mailer is a mailer comprised of single or multiple unbound sheets of paper folded together and sealed to form a letter-sized mailpiece.
- 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 mailpiece divided by its height, and it must be between 1.3 and 2.5.

# Folded Booklet - Horizontal Spine



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

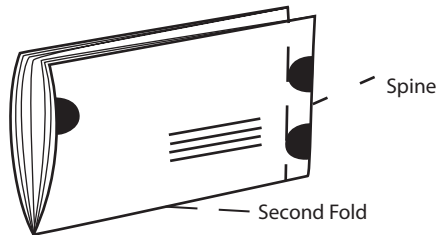
*\*In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Automation Rules	
Booklets	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Tabbing Instructions:

- \* Use nonperforated 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: For weight up to 2 oz. use 1.5" tabs, if over 2 oz. use 2" tabs
- \* Second Fold MUST be at bottom

## Folded Booklet - Vertical Spine



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

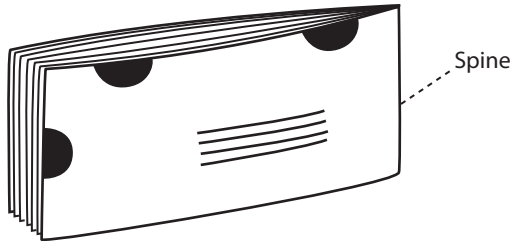
*\*In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Automation Rules	
Booklets	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

### Tabbing Instructions:

- \* Use nonperforated 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: For weight up to 2 oz. use 1.5" tabs, if over 2 oz. use 2" tabs.
- \* Second Fold MUST be at bottom

## Oblong Booklets (Basic-Horizontal/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.*

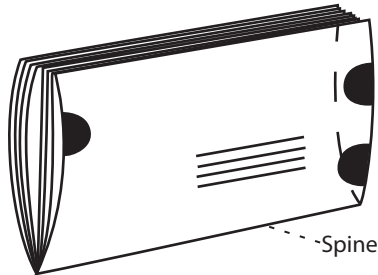
Automation Rules	
Booklets	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

### Tabbing Instructions:

- \* Use nonperforated 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

## Oblong Booklets (Basic-Horizontal/Oblong)

## Simple Spine Booklet (Basic-Vertical)



\*Multiple sheets bound together to form a booklet.

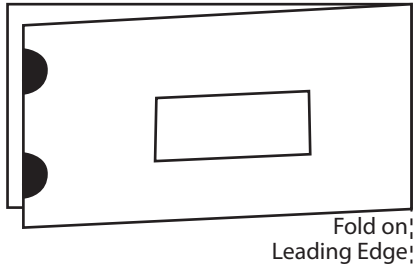
*\*In the above drawing, the lead edge is on the right and the trail edge is on the left.*

Automation Rules	
Booklets	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

### Tabbing Instructions:

- \* Use nonperforated 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

## Folded Self Mailer (Half Fold-Horizontal)



**\*Single Sheet folded in half horizontally.**

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

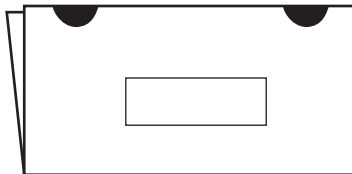
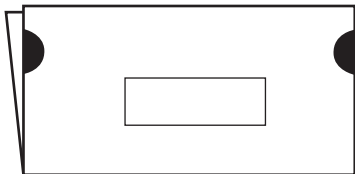
### Tabbing Instructions:

- \* Up to 1oz use two 1" nonperforated tabs  
Over 1oz use two 1.5" nonperforated tabs
- \* Place two tabs on trail edge. One tab within 1" from the top and one tab within 1" 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	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Folded Self Mailer (Half Fold-Horizontal)

## Folded Self Mailer (Half Fold-Vertical)



*\*Single Sheet folded in half.*

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

### Tabbing Instructions:

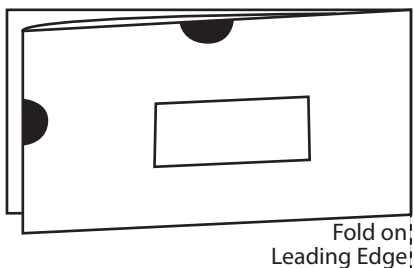
- \* Up to 1oz use two 1" nonperforated tabs  
Over 1oz use two 1.5" nonperforated tabs
- \* Place one tab on lead edge and one tab on trail edge within 1" from the top (adjacent edge) or place two tabs on top edge within 1" from lead and trail edges.
- \* Folded edge MUST be at bottom

Automation Rules	
Self-Mailers	
Minimum Height	3.5"
Maximum Height	6"
Minimum Length	5"
Maximum Length	10.5"
Minimum Thickness	.009"
Maximum Thickness	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Folded Self Mailer (Half Fold-Vertical)



## Folded Self Mailer (Horizontal)



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

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

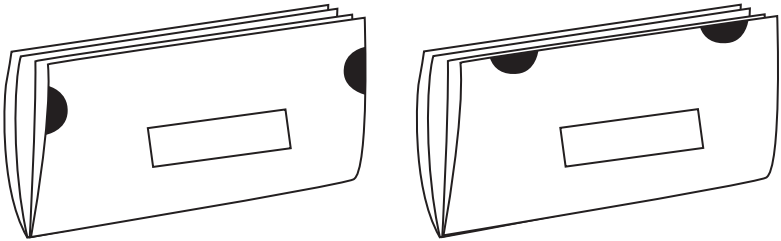
### Tabbing Instructions:

- \* Up to 1 oz use two 1" nonperforated tabs  
Over 1 oz use two 1.5" nonperforated 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	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Folded Self Mailer (Horizontal)

## Multiple Sheets (Half Fold-Vertical)



\*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.*

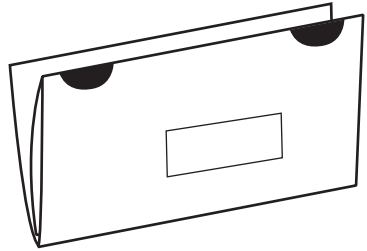
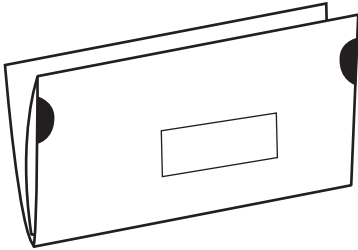
### Tabbing Instructions:

- \* Up to 1oz use two 1" nonperforated tabs  
Over 1oz use two 1.5" nonperforated tabs
- \* Place one tab on lead edge and one tab on trail edge both within 1" from the top (adjacent edge) or place two tabs on top edge within 1" 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	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Multiple Sheets (Half Fold-Vertical)

## Folded Self Mailer (Vertical)



\*Single Sheet folded vertically 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 1oz use two 1" nonperforated tabs  
Over 1oz use two 1.5" nonperforated tabs
- \* Place one tab on lead edge and one tab on trail edge both within 1" from the top (adjacent edge) or place two tabs on top edge within 1" 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	0.25"
Weight Maximum	3 oz
Aspect Ratio	1.3 to 2.5

## Folded Self Mailer (Vertical)



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