

402 Elements on the Face of a Mailpiece

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1.0 All Mailpieces

1.1 Clear Space

A clear space must be available on all mail for the address, postage (permit imprint, postage stamp, or meter stamp), postmarks, and postal endorsements. [A010.1.5]

1.2 Delivery and Return Address

The delivery address specifies the location to which the USPS is to deliver a mailpiece. Except for mail prepared with detached address labels under [602.4.0](#), the piece must have the address of the intended recipient, visible and legible, only on the side of the piece bearing postage. (See [602](#) for additional information regarding addressing.) [A010.1.1]

1.3 Postage Payment

The mailer is responsible for proper payment of postage. Standards for postage payment are specified for each shape and class of mail. [P011.1.1]

2.0 Placement and Content of Markings

2.1 First-Class Mail and Standard Mail Markings

2.1.1 Placement

Markings must be placed as follows:

- a. Basic Marking. The basic required marking that indicates the class or subclass—"First-Class," "Presorted Standard" or "PRSRT STD," or "Nonprofit Organization" (or "Nonprofit Org." or "Nonprofit")—must be printed or produced as part of, or directly below or to the left of, the permit imprint indicia, meter stamp or impression, or adhesive or precanceled stamp.
- b. Other Markings. The rate-specific markings "ECRLOT," "ECRWSH," "ECRWSS," and "Customized MarketMail" (or "CUST MKTMAIL" or "CMM") (Standard Mail only) may be placed as follows:
 1. In the location specified in [2.1.1a](#).
 2. In the address area on the line directly above or two lines above the address if the marking appears alone or if no other information appears on the line with the marking except optional endorsement line information under [708.7.0](#) or carrier route bundle information under [708.6.0](#).



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3. If preceded by two asterisks (**), the “PRESORTED” (or “PRSRT”) or “CUSTOMIZED MARKETMAIL” (or “CUST MKTMAIL” or “CMM”) marking also may be placed on the line directly above or two lines above the address in a mailer keyline or a manifest keyline, or it may be placed above the address and below the postage in an MLOCR ink-jet printed date correction/meter drop shipment line.
- c. Additional Requirements for Carrier Route. “ECRLOT,” “ECRWSH,” and “ECRWSS” (Standard Mail only) must appear in their entirety wherever placed, except “ECR” may be placed in the postage area if “LOT,” “WSH,” or “WSS,” as applicable, is placed in the line above or two lines above the address. Pieces not mailed at ECR rates must not bear these markings. [M012.2.1]

2.1.2 Exceptions to Markings

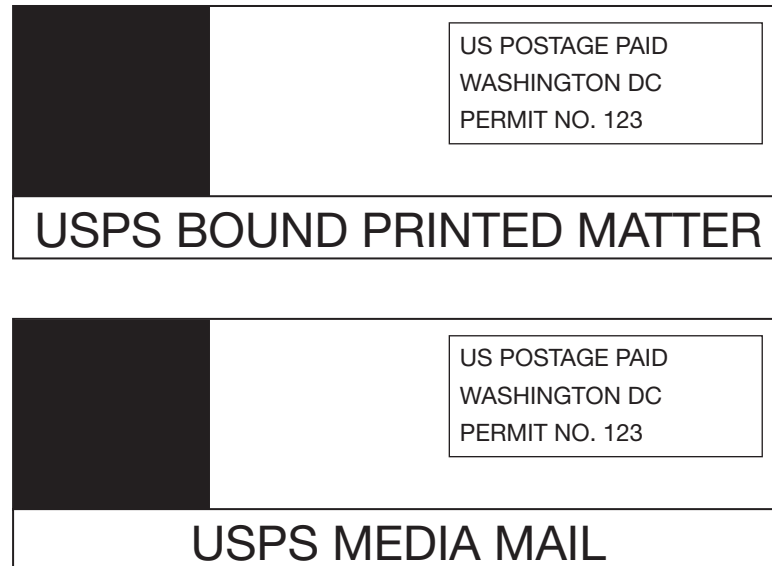
In manifest mailings, the basic marking must appear in the postage area on each piece. The two-letter rate category code required in the keyline on manifest mailing pieces prepared under [705.2.0](#) meets the requirement for other rate markings. [M012.2.2]

2.2 Parcel Post, Bound Printed Matter, Media Mail, and Library Mail Markings

2.2.1 Basic Markings

The basic required Package Services subclass marking—“Parcel Post” or “PP,” “Bound Printed Matter” or “BPM,” “Media Mail,” or “Library Mail”—must be printed on each piece claimed at the respective rate. For Parcel Post destination entry rate mail, the marking “Parcel Select” may be used as the basic required marking instead of “Parcel Post.” The basic required marking must be placed in the postage area (i.e., printed or produced as part of, or directly below or to the left of, the permit imprint indicia or meter stamp or impression). Optionally, the basic required marking may be printed on the shipping address label as service indicators composed of a service icon and service banner (see [Exhibit 2.2.1](#)):

- a. The service icon that will identify all Package Services subclasses will be a 1-inch solid black square. If the service icon is used, it must appear in the upper left corner of the shipping label.
- b. The service banner must appear directly below the postage payment area and the service icon, and it must extend across the shipping label. If the service banner is used, the appropriate subclass marking (e.g., “BOUND PRINTED MATTER,” “MEDIA MAIL”) must be preceded by the text “USPS” and must be printed in minimum 20-point bold sans serif typeface, uppercase letters, centered within the banner, and bordered above and below by minimum 1-point separator lines. There must be a 1/16-inch clearance above and below the text. [M012.3.1]

Exhibit 2.2.1 Package Services Indicators

[Exhibit M012.3.1]

2.2.2 Parcel Post Markings

Marking requirements for Parcel Post are as follows:

- a. Destination Entry Rate Mail. Each piece mailed at a DBMC, DSCF, or DDU Parcel Post rate must bear the marking “Parcel Post” (or “PP”) or “Parcel Select” in the postage area as described in 2.2.1. If “Parcel Select” is shown in the postage area, then no other marking is required. If “Parcel Post” (or “PP”) is shown in the postage area, then the additional marking “Drop Ship” (or “D/S”) or “Parcel Select,” or both, must be placed on each piece in either the postage area or the address area (as described under 2.0) to indicate that the piece was entered at a destination entry rate.
- b. Other Parcel Post Mail. Pieces must bear the marking “Parcel Post” (or “PP”) in the postage area as described under 2.2.1. [M710.1.2]

2.2.3 Parcel Select (Parcel Post) Markings

Each piece in a Parcel Select (destination entry Parcel Post) mailing must bear a marking to indicate it was mailed at a destination entry rate. If the “Parcel Select” marking is used as the basic marking in the postage area on such pieces under 2.2.1, no additional marking is required because the “Parcel Select” marking identifies the mail as destination entry rate mail. If the “Parcel Post” (or “PP”) marking is used as the basic marking in the postage area under 2.2.1, one or both of the following markings also must appear on each piece in the mailing to identify it as destination entry rate mail: (1) “Drop Ship” (or “D/S”); (2) “Parcel Select.” These additional destination entry rate markings must appear in either the postage area described in 2.2.1 or in the address area on the line directly above or two lines above the address if the marking appears alone (i.e., if no other information appears



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on that line). The “Parcel Select” and “Drop Ship” (or “D/S”) markings must not appear on Parcel Post mail that is entered at rates other than DBMC, DSCF, or DDU destination entry rates. [M012.3.2]

2.2.4 Bound Printed Matter Markings

In addition to the basic marking “Bound Printed Matter” or “BPM,” each piece of Bound Printed Matter mailed at a presorted or carrier route rate must bear additional rate markings. The additional markings may be placed in the postage area as specified in 2.2.1. Alternatively, these markings may be placed in the address area on the line directly above or two lines above the address if the marking appears alone, or if no other information appears on the line with the marking except postal optional endorsement line information under 708.7.0 or postal carrier route bundle information under 708.6.0. The additional rate markings are:

- a. For Presorted rate mail, the additional required marking is “Presorted” (or “PRSRT”).
- b. For carrier route rate mail, the additional required marking is “Carrier Route Presort” (or “CAR-RT SORT”). [M012.3.3]

2.2.5 Media Mail Markings

Each piece of Media Mail mailed at a presorted rate must bear the required marking “Presorted” or “PRSRT” in addition to the basic marking “Media Mail.” This additional marking may be placed in the postage area as specified in 2.2.1. Alternatively, these markings may be placed in the address area on the line directly above or two lines above the address if the marking appears alone, or if no other information appears on the line with the marking except postal optional endorsement line information under 708.7.0. [M012.3.4]

2.2.6 Library Mail Markings

Each piece of Library Mail mailed at a presorted rate must bear the required marking “Presorted” or “PRSRT” in addition to the basic marking “Library Mail.” This additional marking may be placed in the postage area as specified in 2.2.1. Alternatively, these markings may be placed in the address area on the line directly above or two lines above the address if the marking appears alone, or if no other information appears on the line with the marking except postal optional endorsement line information under 708.7.0. [M012.3.5]

2.3 Enclosures

Enclosures, attachments, and mixed rate mailpieces must be marked under the applicable standards in 703.9.0, *Mixed Classes*. [M012.1.2]

2.4 Printing and Designs

Required markings may be printed by a postage meter or other means that ensures a legible marking. A marking may not include or be part of a decorative design or advertisement. [M012.1.3]

2.5 Marking Hazardous Materials

All mailable hazardous materials must be labeled and/or marked as required in 601.10.0. [M012.1.1]

3.0 Endorsement Placement

3.1 Endorsements for Delivery Instructions and Ancillary Services

The mailer must place the correct endorsement on each mailpiece to provide delivery instructions (retention period under [507.3.4.4](#) or carrier release under [508.1.2](#)) or to request an ancillary service (forwarding, return, or address correction under [507.1.0, Treatment of Mail](#)), subject to the corresponding standards for use and availability. [M012.4.1]

3.2 Return Address

When an ancillary service endorsement is used, a domestic return address must be placed in the upper left corner of the address side of the mailpiece or the upper left corner of the addressing area. If the return address is a multiple delivery address, it must show a unit designator (e.g., an apartment number). [M012.4.2]

3.3 Placement of Endorsements

Placement of the endorsement on the mailpiece is determined as follows:

- a. The carrier release endorsement must be placed directly below the return address. If any other endorsement is used, the carrier release endorsement must be separated by the equivalent of one blank line of the type size used.
- b. A retention period specified by the mailer must be placed directly above the return address.
- c. Any ancillary service endorsement (e.g., Address Service Requested, Forwarding Service Requested, Return Service Requested, Change Service Requested) must be placed in one of these four positions:
 1. Directly below the return address.
 2. Directly above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline, or optional endorsement line).
 3. Directly to the left of the postage area and below or to the left of any rate marking.
 4. Directly below the postage area and below any rate marking. [M012.4.3]

3.4 Physical Standards for Endorsements

Endorsements must meet these physical standards:

- a. The type size of the endorsement must be at least 8 points.
- b. The read direction of the endorsement and return address must be the same as the read direction of the delivery address.
- c. The color contrast between the endorsement and the mailpiece background must be kept at a reasonable degree. A brilliant colored background or reverse printing is not permitted.
- d. A clear space of at least 1/4 inch around (above, below, and both sides) the total area containing the endorsement(s) is required. [M012.4.4]



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4.0 General Barcode Placement for Parcels

4.1 Barcode Location

The address and barcode (see [708.5.0](#)) must be placed squarely onto the largest surface area of the parcel, except when its shape and contents requires specific orientation for stability during processing; then the address and barcode(s) must be placed on the top. The address and barcode label(s) must not overlap any side of the parcel or other label. The barcode should be placed immediately adjacent to the delivery address and at least 1 inch from the edge of the parcel. The delivery address and barcode may be printed on an attachment or enclosure in a window envelope affixed to the parcel, subject to the reflectance standards in [708.5.8](#). The barcode may be placed on a separate label or in an alternate location on the address label, subject to the clearance standards in [4.2](#). Barcodes that are not placed immediately adjacent to the delivery address must not encroach the return address, postage, applicable markings, endorsements, and extra service labels. [C850.3.0]

4.2 Clear Zone

The barcode must be located as specified in [4.1](#). No printing may appear in an area 1/8 inch above and below the barcode. A minimum clear (quiet) zone equal to 10 times the average measured narrow element (bars or space) width must be maintained to the left and right of the barcode. [C850.2.2]