

# 102 Elements on the Face of a Mailpiece

## Overview

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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.

### 1.2 Delivery and Return Address

The delivery address specifies the location to which the USPS is to deliver a mailpiece. The piece must have a legible delivery address, only on the side of the piece bearing postage. A return address is required in specific circumstances under [602.1.5](#). See [602](#) for additional information regarding addressing.

### 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.

## 2.0 Address Placement for Letters

### 2.1 Delivery Address Placement

On a letter-size piece, the recommended address placement is within the optical character reader (OCR) read area, which is a space on the address side of the mailpiece defined by these boundaries (see [Exhibit 202.2.1](#)):

- a. Left: 1/2 inch from the left edge of the piece.
- b. Right: 1/2 inch from the right edge of the piece.
- c. Top: 2-3/4 inches from the bottom edge of the piece.
- d. Bottom: 5/8 inch from the bottom edge of the piece.

### 2.2 Address Placement Causing Mail to be Nonmailable or Nonmachinable

The location of the delivery address on a letter-size mailpiece determines which dimensions are the length and height of the piece. Consequently, the placement of the address may render a piece nonmailable or nonmachinable, see [601.1.1.3](#).



### 3.0 Placement and Content of Mail Markings

#### 3.1 Priority Mail Express Marking

Priority Mail Express pieces must be marked “Priority Mail Express,” by using a mailing label. See [115.2.0](#) for mailing label standards.

#### 3.2 Priority Mail Marking

The marking “Priority Mail” must be placed prominently on the address side of each piece of Priority Mail. If shipping address labels are used, it is recommended that they contain the Priority Mail service indicator composed of two elements, the service icon and service banner (see [Exhibit 3.2](#)):

- a. The service icon should appear in a 1-inch square in the upper left corner of the shipping label. The letter “P” must be printed inside the 1-inch square and must be 0.75 inches (3/4 inch) or greater. A minimum 3/4-point line must border the 1-inch square.
- b. The service banner should appear directly below the postage payment area and the service icon, and it should extend across the shipping label. When the service banner is used, the text “USPS PRIORITY MAIL” 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.

#### Exhibit 3.2 Priority Mail Service Indicator



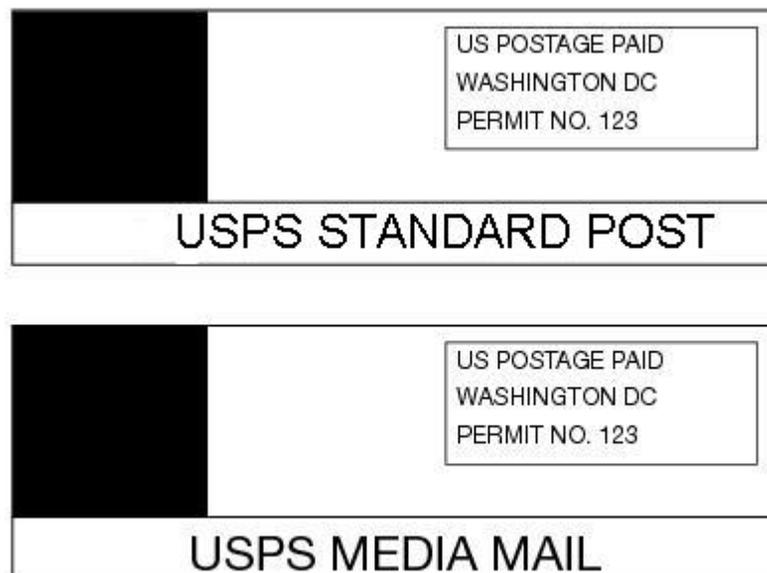
#### 3.3 First-Class Mail Markings

Each single-piece price First-Class Mail piece must have a delivery address but is not required to bear the price marking “First-Class” or “First-Class Mail.”

#### 3.4 Media Mail, Library Mail, and Standard Post Markings

Mailers must print the basic required Package Services subclass marking—“Media Mail,” “Library Mail”—or “Standard Post” on each piece claimed at the respective price. 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 3.4](#)):

- a. The service icon that will identify Standard Post and 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, Standard Post or the appropriate Package Services subclass marking (e.g., “MEDIA MAIL,” “LIBRARY 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.

**Exhibit 3.4 Standard Post and Package Services Indicator Examples**

## 4.0 Endorsement Placement

### 4.1 Endorsements for Delivery Instructions and Ancillary Services

The mailer must place the correct endorsement on each mailpiece to provide delivery instructions (retention period under [507.4.3.4](#), or carrier release under [508.1.2](#)) or to request an ancillary service (forwarding, return, or address correction under [507.1.0](#) and [507.1.8](#)), subject to the corresponding standards for use and availability. See [202.4.0](#) for information regarding the placement and printing of endorsements.



102.4.2

### 4.2 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).