

102 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 (postmarks), endorsements, and other mail markings (i.e., extra service label or form).

1.2 Delivery and Return Address

The delivery address specifies the location to which 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 [4.2](#) and [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

Priority Mail pieces must have the basic price marking of "Priority Mail" printed in a prominent location on the address side. When a shipping address label is used, the basic required price marking must be printed as provided under [202.3.9](#).

3.3 First-Class Mail and USPS Ground Advantage – Retail Markings

Each single-piece price First-Class Mail and USPS Ground Advantage – Retail piece must have a delivery address, but is not required to bear a price marking. When a shipping address label is used, the basic required price marking must be printed as provided under [202.3.9](#).

3.4 Media Mail and Library Mail Markings

Mailers must print the basic required Package Services subclass marking "Media Mail" or "Library Mail" 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). When a shipping address label is used, the basic required price marking must be printed as provided under [202.3.9](#).

3.5 Marking Expedited Handling on Mail

Mailpieces bearing references to expedited handling or delivery (e.g., "Urgent," "Rush Delivery," "Time Sensitive") meet the requirements under [604.5.3.5](#).

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 [508.1.1.8](#)) 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.

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).



Retail Mail: Elements on the Face of a Mailpiece

102.4.2