

We make DIRECT MAIL easy... ...it's as easy as 1, 2, 3, 4



GUIDELINES FOR STEP 4- SUPER SEAL POSTCARD

**If mailing from your local post office, we strongly recommend you check with them on their guidelines.*

Magnet Placement

- 1: A 1/2" space between the magnet and edge of postcard for a good seal. If magnet is 3" x 5" or larger, call Customer Service for guidelines.
- 2: Imprint on postcard should be at least 1/8" away from magnet placement (this includes any type of surrounding border, etc.).
- 3: Imprint under magnet should be at least 1/8" smaller than magnet.

Magnet placement should be verified with factory.

STAMP & METERED MAIL AREA ONLY

STAMPS AND METERED MAIL HERE ONLY. UPPER RIGHT HAND CORNER OF MAIL PIECE.

INDICIAS CAN BE IN EITHER LOCATION

INDICIAS

Return Address
Required for ALL non-profit indicias (must match form) and for ALL use of Ancillary Service Endorsements.

Indicia content must be at least 1/2" w x 1/2" h
Box NOT required

ADDRESS LABEL INFORMATION
Allow a 4" W x 1.5" H area for addresses.

Call Customer Service for specifications on ink-jet addressing and pressure sensitive label addressing.

BARCODE AREA
No ink-jetting of addresses in this area. Keep in mind that some post offices may affix a bar code sticker that could cover up important imprint information, such as a phone number for example.

Postal Information

Understanding Postage Permits

3/5 Digit Presort - Your customers' mailings will get the best postal rates when their list is presorted as 3/5 digit. This means that your mailing list is presorted either by the first three digits or by all five digits of the zip code.

Permit Indicia - All postcards will be mailed from the post office or mail house where the indicia (permit imprint) was issued. Customers must have their permit number included in the indicia and it must be printed on the return address side of the Smartline Card. If you use our Permit numbers, they will be mailed from St. Louis, MO.

Magnet LLC Mailings - If Magnet LLC processes the mailing we will use our permit number and all postage must be paid in full prior to mailing.

Postage listed below is approved for Stock Superseal, Stick-Up and Perfcards. For custom cards and Skin Pack cards, call Customer Service for quote.

First Class* (up to 1 oz.)

Per piece letter rates (minimum to mail: 500 pieces)

Smartline Card Sizes	Non-Auto	Non-Auto	Automation
	Basic	Presort First Class	Basic
Minimum size: 3½" x 5"	.44	.414	.39
Maximum size: 6⅞" x 11½"	.44	.414	.39

Standard Mail (A)* (up to 3.3 oz.)

Per piece letter rates (minimum to mail: 200 pieces)

Smartline Card Sizes	Non-Auto	Non-Auto	Automation
	Basic	AADC	Basic
Minimum size: 3½" x 5"	.276	.26	.273
Maximum size: 6⅞" x 11½"	.276	.26	.273

*Rates are subject to change without notice. Final rates are determined upon receipt of mailing list. Rates are effective 4/17/11.

Frequently Asked Questions...

Do I need my own postage permit?

If we are mailing your postcards you are welcome to use our permit. We will add our permit information to your design prior to printing. If not, indicia information will need to be acquired. If Magnet LLC processes the mailing for you, we are required to use our permit numbers.

Where will my postcards be mailed from?

All of the postcards we mail are mailed from the main Post Office in St. Louis, MO. If you, or a mail house, are preparing the mailing, postcard will be dropped in the city the indicia was issued. If mailing from your local post office, we strongly recommend you check with them on their guidelines.

How long will it take for my postcards to be delivered?

If you select First Class Mail, your postcards will typically be delivered in 3-5 business days. If you select Standard Rate, your postcards will typically be delivered in 7-10 business days. Where the delivery actually falls in this range depends on how far from where the postcards are mail dropped, to where the recipient is located.

If Magnet LLC processes the mailing, can I mail the extras using the permit?

No. Unfortunately, even though the permit information says "US Postage Paid" it isn't actually paid until we deliver them to the post office. If you put them in a regular mailbox they will not get delivered. However, you can cover the permit information with a stamp and then mail them.

How should the mailing list be provided?

All mailing lists must be updated within 90 days prior to the mailing date. Lists must be updated using an approved Postal Service method such as NCOA or Fastforward. We can provide this service for \$150.00 (G). If the list is submitted on pressure-sensitive labels, we charge .10 (E) each to attach to Smartline Cards in catalog quantities. Non-profit mailing call for quote. If the list is provided on disk/email, add .10 (E) each to print and attach labels in catalog quantities. The labels need to be submitted in accordance with USPS regulations. For the best postal rates, make sure labels are presorted in zip code order. If mailing list is submitted on disk/email, be sure it's in ASCII text format including a sample of 25 records of the file. Excel spreadsheets are acceptable. Please submit lists to Customer Service; do NOT send with art files.