



MAILING PROS INC.



YOUR ADVOCATE IN THE MAILING PROCESS

ASPECT RATIO POSTCARD & LETTER SIZE MAIL

Relationship Between Height and Width

Why is it important?

Mail designed to automated processing standards (i.e., postage discounts) must meet aspect ratio standards to run in post office machines.

Out-of-standard aspect ratio will likely result in a substantial increase in postage.

PRSRTD STD
US POSTAGE
PAID
HUNT BCH CA
PERMIT #438

How it works:

Divide Width by Height. Results must be ≥ 1.3 and ≤ 2.5 .

E.g., W (6") divided by H (4") = 1.5 OK 😊

W (8¹/₂") divided by H (5¹/₂") = 1.545 OK 😊

W (8¹/₂") divided by H (7") = 1.214 FAILS 😞

W (5¹/₄") divided by H (4¹/₈") = 1.2727 FAILS 😞

Address Block must read
In landscape orientation.