



Mailing Information Systems

Picture Permit Requirements

June 21, 2012

Version 1.0

1 Introduction

A mailer is authorized to mail material without affixing postage when payment is made at the time of mailing from a permit imprint (indicia) advance deposit account established with the USPS for that purpose. For more details see the Domestic Mail Manual (DMM) 604.5 at:

<http://pe.usps.com/text/dmm300/604.htm#wp1080814>.

Some mailers may also want to take advantage of Full Service mailings using Intelligent Mail® barcodes (IMb™) that include color images within the indicia. Picture Permit Imprint Indicia standards allow customers to include business-related color images, such as corporate logos, company brand or trademarks in the permit indicia area on Full Service IMb mailings of automation First-Class Mail® letters and postcards, and Full Service IMb mailings of Standard Mail® automation letters, for a per-piece fee in addition to postage.

2 Objective

Ensure Picture Permit color images remain compatible with USPS automation equipment. Ensure that the mailpieces comply with all the applicable DMM mailing standards. Ensure that the elements necessary for USPS revenue protection are retained.

3 General Requirements

3.1 Full Service IMb Mailings

All mailpieces in the mailing must bear a Picture Permit and the mailing must meet all the requirements of the *Full Service mailing* standards as provided in DMM 705.24. Mailings that do not qualify as Full Service cannot contain Picture Permit. For additional information on Full Service IMb requirements, see the link below:

http://ribbs.usps.gov/intelligentmail_guides/documents/tech_guides/GuidetoIntelligentMailLettersandFlats.pdf

3.2 Print Reflectance Difference (PRD)

The text used within the indicia area must meet PRD requirements defined in DMM section 708.4.4: <http://pe.usps.com/text/dmm300/708.htm#wp1352817>.

3.3 Indicia Design and Placement

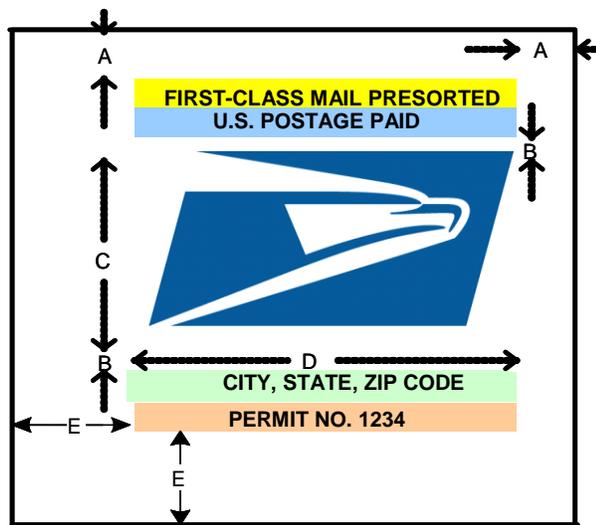
Indicia design and placement, including Picture Permit color images, are defined in DMM 604.5 at <http://pe.usps.com/text/dmm300/604.htm#wp1080814>. Mailing standards have been added into

the DMM for Picture Permit to allow color images in the indicia. The Picture Permit indicia shall include the following:

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- CITY, STATE (ZIP CODE optional)
- PERMIT NO.

OR

- MAIL CLASS (in ALL CAPS)
- U. S. POSTAGE PAID
- COMPANY NAME [Use of a Company Permit Imprint format has specific requirements and must bear a complete domestic return address; see DMM 604.5.3.9)



This is a sample only. The image is not to scale.

<p>Mail Class → See DMM 604.5 for more details</p> <p>Example:</p> <p>PRSRT FIRST-CLASS MAIL</p> <p>PRSRT STD MAIL</p>
<p>Clearance Dimensions:</p> <p>A: ¼" (0.25") Minimum</p> <p>B: 5/32" ± 1/32" (0.156" ± 0.031")</p>
<p>Image Dimensions:</p> <p>Height (C): 0.84" to 1.00"</p> <p>Width (D): 1.31" to 1.50"</p>

Clear Zone (E): 0.500"
Imprint (Image + Text area) Dimensions: Width: 1.31" to 1.50" Height: 1.625" to 2.00"
Image Type: Only "Color Images" are permitted
Intelligent Mail Barcode Each mailpiece must bear an Intelligent Mail barcode and comply with the applicable standards for Full Service IMb mailings.
NOTES: <ol style="list-style-type: none">1. Black and white images are NOT ACCEPTABLE2. Highlighted colors in the exhibit above are shown for illustration only3. Text within imprint area must be a minimum of size 8 and must be OCR readable fonts