**Folded Self-Mailer Reference Material**

This documentation provides summarized information for the standards that Folded Self-Mailers (FSM) and specific Unenveloped mailpiece designs must meet to receive automation letter discounts. This reference material is divided into sections for ease-of-use. The primary section is titled “Folded Self-Mailer Decision Tree Design Matrix” with other sections to supplement it. This information is only a summarized reference tool; please refer to the FR Final DMM section 201.3.14 for official language to revised FSM standards and 201.3.15 for the specific Unenveloped mailpiece design standards.

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**Definition** - A folded self-mailer is formed of at least two panels created when a single or multiple unbound sheets of paper are folded together and sealed to form a letter-size mailpiece.

**General Standards** - this section portrays mailpiece design elements applicable to all FSM letter designs.

**Recommended Standards** - this section portrays elements that are not required, but are recommended to improve handling and/or physical integrity of the mailpiece.

**Folded Self-Mailer Decision Tree Design Matrix** - the matrix table is a summarized version of specification elements for Folded Self-Mailers (FSM). The 1st column is a list of basic and optional elements of a finished mailpiece. The 2nd column provides the standards for a Basic FSM format. The remaining columns identify optional features that may be incorporated into a Basic FSM design. The cell where rows and columns intersect portray, where applicable, standard(s) that differ from the Basic FSM due to utilization of an optional feature. Where a standard differs from the Basic FSM design, the cell background is highlighted light blue; if the standard does not change, it will state “Same as Basic FSM” and the cell background is highlighted yellow.

N/A denotes the combination of elements or other feature not applicable to the finished mailpiece.

When a mailpiece contains multiple optional design elements, the standards in the rightmost column representing the utilized optional design apply to the mailpiece. ex: FSM has an internal attachment and Die-cutout; paper basis weight is 100lb which is the higher of the two optional elements.

**Illustrative Options of a Mailpiece** - this section provides illustration examples of variations for finished mailpieces. This list is not intended to portray every potential design for a finished mailpiece, nor is it meant to restrict mailpieces to look exactly like those shown.

**Common Fold Methods**

- **Bi-fold**: single sheet folded once in half forming two panels.
- **Tri-fold**: single sheet folded twice forming three panels.
- **Quarter-fold**: single sheet folded at least two times with the second fold at a right angle (perpendicular) to the preceding fold. One sheet of paper quarter-folded produces four panels.
- **Oblong**: mailpiece with fold(s) vertical to length of letter. Final fold must be on lead edge.

* When a folded self-mailer is made of multiple sheets, multiply the number of sheets by the number of panels created when folding a single sheet to determine the number of panels in the finished multi-sheet folded self-mailer. e.g. (3) sheets of paper folded once in half (2 panels) = (6) total panels. Both sides of a panel count as “one and the same” panel.

**Paper Basis Weights**

Standards for paper are based on Book Grade (Offset, Text) as represented in Exhibit 3.2 located in DMM section 201.3.2
## General Standards

### Dimension
Height: 3.5” min, 6” max  
Length: 5” min, 10.5” max

### Weight
- 3oz max

### Flaps
- extended portion of the address side panel as the final fold over and secured to non-address side panel. Flaps are used for closure of mailpiece.  
  - on horizontal folded pieces, external flap must extend from top on non-address side; be a minimum 1.5”L at the longest point, but extend to no closer than 1” from bottom.  
  - on vertical folded pieces, external flap must extend on non-address side from lead to trail edge; be minimum 5”L at the longest point, but extend no closer than 1” from trail edge.  
  - die-cut shape external flaps are allowed. Edge along contour must be well sealed to panel using tabs, glue spots or elongated glueline, however a 1/8” continuous glue line to seal along the contour of the die-cut pattern’s edge is highly recommended.

### Non-address side flaps
As shown: Lead edge is to the left, Trail edge is to the right

![Diagram of flaps](image)

### Panels
- created when sheets of paper are folded; each folded section of a sheet is a separate panel and are equal or nearly equal in size. Both sides of a panel count as “one and the same” panel. Folded Self-Mailer letters have a minimum of two panels.  
  - when combinations of folding techniques are used, resulting in panels of differing sizes, shorter panels must be internal and covered by a full size panel.  
  - internal partial panels are counted toward the maximum number of panels permitted by design.  
  - the final folded panel creates the non-address side of the mailpiece by folding from bottom to top, or lead to trail edge. Panel may be shorter but not exceed 1” from the top or trail edge; however when a (2) tab configuration is applicable, lead and trail placement is required for bottom - top panel design.

### Panels Diagram

<table>
<thead>
<tr>
<th>2 Panels</th>
<th>4 Panels</th>
</tr>
</thead>
<tbody>
<tr>
<td>Single sheet folded once in half (bifold)</td>
<td>Two nested sheets folded once in half</td>
</tr>
<tr>
<td></td>
<td>One sheet folded three times</td>
</tr>
<tr>
<td></td>
<td>One sheet quarter-folded; two folds perpendicular</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>3 Panels</th>
</tr>
</thead>
<tbody>
<tr>
<td>One sheet folded twice (trifold)</td>
</tr>
</tbody>
</table>
**General Standards**

**Closure Method: Glue** - adhesive or cohesive applied as a continuous line (preferred), glue spots or elongated glue lines placed within 1/4" of edge(s)*

*Illustrations of glue closure represented below are not to scale.

- **Continuous Glue Line**
  1/8" wide to within 1/4" of each edge

- **Glue Spots**
  3/8" diameter
  3 - 4 spots based on mailpiece design / wgt

- **Elongated Glue Lines**
  1/8" W x 1/2" L or 1/4" W x 1/2" L or 1/8" W x 1" L
  3 - 4 lines based on mailpiece design / wgt

**Closure Method: Tab** - non-perforated wafer seals or tabs are applied to top, or lead and trail edge to secure a folded self-mailer letter closed.*

*Illustrations of tabs represented below are not to scale.

- **Non-Perforated Tabs**
  2 - 3 tabs required based on mailpiece design
  Placement – either at top or on lead/trail edge within 1" of adjacent edge(s).
  Lower lead edge tab placed within 1/2" of bottom edge.

**Other Elements**

**Thumb / Insertion Notch** - a 1/2" semi-circular die-cut notch may be placed only on the trail edge of the address or non-address panel.

**Internal Attachments / Loose enclosures**
- if multiple attachments are adhered, they must be nearly uniform in thickness.
- if multiple attachments are adhered on separate panels, but in stacked alignment, combined thickness is applied to maximum thickness allowed.
- where multiple attachments are placed adjacent across length, the thickest attachment applies toward the maximum thickness allowed.
- loose enclosures must be secured in a pocket or another method that ensures containment within mailpiece and prevents excessive shift.

**Recommended Standards**

- **Co-Efficient of Friction**
  - kinetic coefficient of friction (paper to same paper) 0.26 to 0.34

- **Static**
  - static charge less than 2.0kv

- **Paper Cover Coating**
  - full coverage coating.

- **Address Placement**
  - when paper is uncoated, addresses should be placed in a mid to left position within the optical character reader (OCR) area as defined in DMM 202.2.1
<table>
<thead>
<tr>
<th>Page 4</th>
</tr>
</thead>
</table>

**Folded Self-Mailer Standards - Decision Tree Design Matrix**

<table>
<thead>
<tr>
<th>DMM 2013.14-15 must be referenced for official standards</th>
<th>Basic FSM</th>
<th>Optional Mailpiece Design Elements (per DMM 2013.14.1*)</th>
<th>Die-Cutout Windows on Cover Address or Non-address Side</th>
<th>Tear-off Opening Device on Lead and/or Trail Edge (Unenveloped per DMM 201.3.15.2)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Paper Basis Weight Book Grade (min) (Text, Offset)</td>
<td>70lb up to 1oz</td>
<td>80lb over 1oz</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td>60lb up to 1oz</td>
<td>80lb over 1oz</td>
<td>Same as Basic FSM</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td>70lb up to 1oz</td>
<td>80lb over 1oz</td>
<td>N/A</td>
<td>N/A</td>
<td>60lb min</td>
</tr>
<tr>
<td>70lb up to 1oz</td>
<td>80lb over 1oz</td>
<td>N/A</td>
<td>N/A</td>
<td>60lb recommended if over 1oz or contains inserts</td>
</tr>
<tr>
<td>Fold Style / Orientation</td>
<td>Horizontal - final fold on bottom</td>
<td>Same as Basic FSM</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td>Full panel folded up to top on non-address side or External flap folded down from top of non-address side.</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Vertical (Oblong) - final fold on Lead edge to non-address side Trail edge</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Quarter-Fold - first fold at Lead edge; final fold on bottom edge</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Closure Method - Glue (outerset spots or lines must be within 1/4&quot; of edges)</td>
<td>Up to 1oz - 1/8&quot;W continuous glue line or (3) 3/8&quot; spots or (3) elongated glue lines 1/8&quot; W x 1/2&quot; L</td>
<td>Up to 1oz - 1/8&quot;W continuous glue line or (4) 3/8&quot; spots or (3) elongated glue lines 1/8&quot; W x 1/2&quot; L</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td>Over 1oz - 1/8&quot;W continuous glue line or (4) 3/8&quot; spots or (3) elongated glue lines 1/8&quot; W x 1/4&quot; x 1/2&quot;</td>
<td>Over 1oz - same as Basic FSM over 1oz standard</td>
<td>Over 1oz - same as Basic FSM over 1oz standard</td>
<td>Over 1oz - same as Basic FSM over 1oz standard</td>
<td>N/A</td>
</tr>
<tr>
<td>Not applicable with nested sheets</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Host Piece Panels</strong></td>
<td>2 min to 12 max</td>
<td>4 min to 12 panels max except Newsprint - 8 min to 24 panels max</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Interior Attachment / Loose Enclosure Thickness</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Internal attachment:</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>.012 max, secured. .5&quot; from all edges.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Rear label incorporated within first fold to prevent separation from mailpiece.</td>
<td>0&quot; when total piece weight is up to 1oz. 0 when total piece weight is over 1oz</td>
<td>0&quot; when total piece weight is over 1oz</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Loose enclosures (paper) must remain secure in pocket or other containment method (pocket does not count as a panel).</td>
<td>0.05&quot; when total piece weight is up to 1oz. 0 when total piece weight is over 1oz</td>
<td>0.05&quot; when total piece weight is over 1oz</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Perforations</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>When newsprint paper is used on this mailpiece</td>
<td>N/A</td>
<td>Die-cut and perforation elements on exterior panel cannot be combined on this mailpiece</td>
<td>Tear-off strips 9/16&quot; max width</td>
<td>Over 1oz - 1mm Cut (max) to 2mm Tab (min) ratio recommended</td>
</tr>
<tr>
<td>Full Open Vertical Strip:</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>3&quot; clear zone (non-perf) from Lead edge and 2&quot; from Trail edge or -</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Full Open Horizontal Strip in flap:</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1&quot; clear zone from Top edge Lead/Trail edge sealed to within 1&quot; of Top</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1mm Cut (max) to 1mm Tab (min) ratio</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Multi-panels, must space 1&quot; apart</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1mm Cut (max) to 1mm Tab (min) ratio</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>*Pop-Open Pane - full perimeter perforation 4&quot; max size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1&quot; clear zone (non-perf) from all edges Multi-panels, must space 1&quot; apart</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1mm Cut (max) to 1mm Tab (min) ratio</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>*Pop-Open Pane - three sides perforated 4&quot; max size</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1&quot; clear zone (non-perf) from all edges Multi-panels, must space 1&quot; apart</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>1mm Cut (max) to 1mm Tab (min) ratio</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>*Rectangular, Square, Circle, Oval shape</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Die-cut holes on non-address side must be at least 5&quot; from Lead &amp; 1.5&quot; from other edges.</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Die-cutout</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>When newsprint paper is used</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>One Address window - up to 2.5&quot; x 4&quot;, or (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5&quot; apart circular with a 2&quot; max diameter rectangular; 1.5&quot; H x 2&quot;L with .25&quot; radius corners</td>
<td>One Address window - up to 2.75&quot; x .4&quot;, or (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5&quot; apart circular with a 2&quot; max diameter rectangular; 1.5&quot; H x 2&quot;L with .25&quot; radius corners</td>
<td>N/A</td>
<td>N/A</td>
<td></td>
</tr>
</tbody>
</table>
These represent some of the variations for fold-style, closure method, and optional elements of a finished mailpiece.

**Basic Folded Self-Mailer Styles**

1*  
2  
3  
4  
5  
6  
7  
8  
9  
10

**Quarter-Fold Style**

11  
12  
13  
14  
15  
16  
17  
18  
19  
20  
21  
22  
23  
24

**Attachments or Loose Enclosures in Pocket (Internal)**

25  
26  
27  
28  
29  
30  
31  
32  
33

**Perforations on non-Address Side Panel**

These are some of the potential variations of fold style/orientation, # panels, and closure methods. Designs are not restricted to these.*

*Horizontal folded pieces: 1-6, 11-15, 17, 19-20, 22-23, 26-27, 29-30, 33
Vertical folded pieces (Oblong): 7-10, 16, 18, 21, 25, 28, 31-32
Multi-sheet pieces: 3, 5, 25-26, *11-14 are normally multi-sheet style

*Glue spots or elongated glue lines may be used vs. continuous glue line; see information in General Standards - “Closure Method: Glue” section.
*Continuous or elongated glue line, or glue spots may be used on both Lead and Trail edge instead of across top edge to seal horizontal folded pieces.