



NEWPORT
CREATIVE
COMMUNICATIONS

New Rules for Labels, Stickers and Release Cards

By John D. Thackray

Effective November 29, 2009, the United States Postal Service (USPS) revised the Domestic Mail Manual (DMM) to allow the placement of certain types of labels, stickers, and release cards on a wider variety of Standard Mail letters and flats. The USPS eliminated the requirement that the attachment had to be repositionable, and increased the size and included permanent adhesives (These new rules can be found under DMM 201.3.13 for letters and 301.1.7 for flats).

The new ruling requirements have been separated to Letters & Flats.

Standard Letter size mail is now permitted to have affixed permanent label, sticker, and release cards including letters eligible for automation rates. This also includes bar-coded carrier route letters meeting automation standards.

Standard Flat size mail is eligible to affix a permanent label, sticker, or a release card (no more than one per mail piece).

Letter and Flat size mailings with release card on the outside of the mail piece must send an eight (8) piece sampling to "USPS Engineering – Letter or Flat Mail Technology" with the attention line: "Release Card Sampling" using the street address in the DMM 608.8.1.

Anyone that is interested in the detailed specifications of this ruling for letters or flats can to reference the DMM sections shown above, or feel free to contact me.

John D. Thackray
Senior Postal Coordinator
21 Naus Way
Bloomsburg, Pa 17815-0150
(570) 759-6690 Ext. 267