THE BENNETT GROUP
MAILING TRAINING & CONSULTING

Best Use of Mailpiece Addressing Space

One decision that must be made on every mailing job is which fields from your address data records to select for printing on the mailpiece.

Here are some quick guidelines that are intended to ease your decision making process---at least as far as USPS requirements are concerned.

Sample Business Address Format

1.	Optional Endorsement Line	#ABCDEFG **********5-DIGIT 12345
2.	POSTNET Address Block Barcode	
3.	Mailstop Code (Internal)	MSC 789ABCD
4.	Attention or Contact Name	JOHN SMITH
5.	Individual Title	VICE PRESIDENT
6.	Department, Group, Division Name	BINDERY DEPT
7.	Business/Firm Name	XYZ MAILING INC
8.	Delivery Address Line	123 E MAIN AVE STE 456
9.	City, State, ZIP+4 Line	ANYTOWN PA 12345-6789

USPS *MLOCR's read the address from the ***last line up*** and from ***right to left***.

Directly affects USPS Delivery
Required for some USPS programs
Optional for the mailer

Get Your Mailpiece Into the Mail Box!

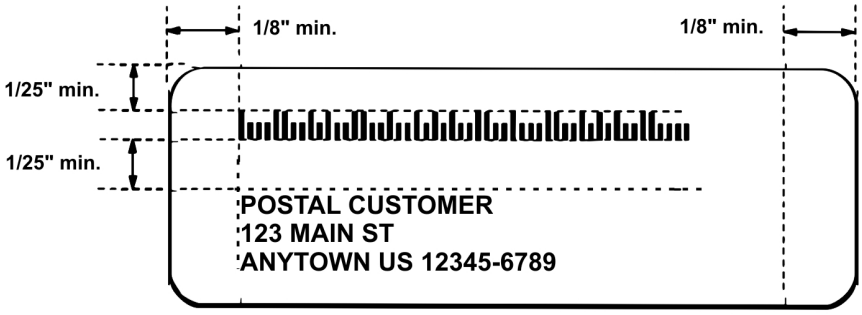
Line 1. Optional Endorsement Line (OEL): Must be the first line at the top of the address block or label except when an address block barcode is placed above it. A mailer receiving address corrections through Address Change Service (ACS) may use the first eight positions on the left side of the OEL for the ACS participant code. Do Not place any info on this line other than ACS and OEL.

Line 2. POSTNET (or IMB) Address Block Barcode: USPS preferred location of the barcode is above the address block or immediately below the OEL. However, it may be placed below the address block if necessary.

Lines 3, 4, 5, & 6. Optional Address Info: Mailstop Code, Contact Name, Title, and Department, Group, Division Name is information that does NOT directly affect the delivery of the mailpiece. Place it on your mailpiece only after you have allocated space for your required fields.

Lines 7, 8 & 9. Required for USPS Delivery: Business/Firm Name, Delivery Address and City, ST, ZIP+4 MUST appear as the last three lines of the address block in a business address. Each of these lines should be printed on a single line for maximum MLOCR matching. Use USPS standard business and address word abbreviations for address data elements whenever necessary.

Addressing for Window Envelopes:



Note: Not Drawn To Scale

"Window envelopes – You must locate the address window so that the barcode, as visible through the window, will meet the positioning requirements for address block barcoding. ***USPS acceptance personnel will conduct the "tap test" to check insert motion. The piece is tapped on the left, right and bottom.***

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