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.

**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.

**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.

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**Non-address side flaps**

*As shown: Lead edge is to the left, Trail edge is to the right*

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**2 Panels**
- Single sheet folded once in half (bifold)

**4 Panels**
- Two nested sheets folded once in half
- One sheet folded three times
- One sheet quarter-folded; two folds perpendicular

**3 Panels**
- One sheet folded twice (trifold)
**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.

<table>
<thead>
<tr>
<th>Continuous Glue Line</th>
<th>Glue Spots</th>
<th>Elongated Glue Lines</th>
</tr>
</thead>
<tbody>
<tr>
<td>1/8” wide to within 1/4” of each edge</td>
<td>3/8” diameter</td>
<td>1/8” W x 1/2” L or 1/4” W x 1/2” L or 1/8” W x 1” L</td>
</tr>
<tr>
<td>3 - 4 spots based on mailpiece design / wgt</td>
<td>3 - 4 lines based on mailpiece design / wgt</td>
<td></td>
</tr>
</tbody>
</table>

**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.

<table>
<thead>
<tr>
<th>Non-Perforated Tabs</th>
</tr>
</thead>
<tbody>
<tr>
<td>2-3 tabs required based on mailpiece design</td>
</tr>
<tr>
<td>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.</td>
</tr>
</tbody>
</table>

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

| DMM 2013.14-15 must be referenced for official standards | Basic FSM | Optional Mailpiece Design Elements (per DMM 2013.14*) | Die-Cutout Windows on Cover Address or Non-Address Side | Tear-off Opening Device on Lead and/or Trail Edge
<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Paper Basis Weight</strong>&lt;br&gt;<strong>Book Grade (min)</strong>&lt;br&gt;<strong>(Text, Offset)</strong></td>
<td>70# up to 1oz&lt;br&gt;60# over 1oz</td>
<td>70# up to 1oz&lt;br&gt;60# over 1oz</td>
<td>100# up to 1oz&lt;br&gt;120# over 1oz</td>
<td>60# min&lt;br&gt;60# recommended if over 1oz or contains inserts</td>
</tr>
<tr>
<td><strong>Fold Style / Orientation</strong>&lt;br&gt;<strong>Horizontal - final fold on bottom</strong>&lt;br&gt;<strong>Full panel folded up to top on non-address side or External flap folded down from top of non-address side.</strong></td>
<td>Quarter-Fold - first fold at Lead edge; final fold on bottom edge</td>
<td>Same as Basic FSM</td>
<td>Same as Basic FSM</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Closure Method - Glue</strong>&lt;br&gt;(cornermost spots or lines must be within 1/4” of edges)</td>
<td>Glue seal method cannot be used on this mailpiece</td>
<td>Up to 1oz - 1/8”W continuous glue line or 4) 3/8” spots or 4) elongated glue lines 1/8” W x 1/2” L</td>
<td>Up to 1oz - 1/8”W continuous glue line or 4) 3/8” spots or 4) elongated glue lines 1/8” W x 1/2” L</td>
<td>Seal unfolded edges. A perforated horizontal line joining the Lead and Trail edge perforation is allowed. Cannot extend out to edge.</td>
</tr>
<tr>
<td><strong>Placement</strong>&lt;br&gt;<strong>Over 1oz - 1/8&quot;W continuous glue line or 4) 3/8&quot; spots or 4) elongated glue lines 1/8” W x 1/2” L</strong></td>
<td>Up to 1oz - (2) 1.5” tabs placed either on Top within 1” of Top edge or on Lead/Trail edge within 1” of Top edge; Over 1oz - (2) 2” tabs placed either on Top within 1” of Top edge or on Lead/Trail edge within 1” of Top edge; or Over 1oz - (3) 1.5” tabs with (2) placed on Lead edge - one within 1” of top, one 1/2” from Bottom and 3rd tab on Trail edge within 1” of Top</td>
<td>Up to 1oz - (2) 1.5” tabs placed either on Top within 1” of Lead/Trail edge or on Lead/Trail edge within 1” of Top edge; Over 1oz - (2) 2” tabs placed either on Top within 1” of Lead/Trail edge or on Lead/Trail edge within 1” of Top edge; or Over 1oz - (3) 1.5” tabs with (2) placed on Lead edge - one within 1” of top, one 1/2” from Bottom and 3rd tab on Trail edge within 1” of Top</td>
<td>Up to 1oz - (2) 1.5” tabs placed either on Top within 1” of Lead/Trail edge or on Lead/Trail edge within 1” of Top edge; Over 1oz - (2) 2” tabs placed either on Top within 1” of Lead/Trail edge or on Lead/Trail edge within 1” of Top edge; or Over 1oz - (3) 1.5” tabs with (2) placed on Lead edge - one within 1” of top, one 1/2” from Bottom and 3rd tab on Trail edge within 1” of Top</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Perforations</strong>&lt;br&gt;<strong>When newspaper or paper is used on this mailpiece</strong></td>
<td>N/A</td>
<td>Pull-Open Vertical Strip: 5” clear zone (non-perf) from Lead edge and 2” from Trail edge or - Pull-Open Horizontal Strip in flap: 1” clear zone from Top edge Lead/Trail edge sealed to within 1” of Top 1mm Cut (max) to 1mm Tia (min) ratio</td>
<td>Pull-Open Vertical Strip: 5” clear zone (non-perf) from Lead edge and 2” from Trail edge or - Pull-Open Horizontal Strip in flap: 1” clear zone from Top edge Lead/Trail edge sealed to within 1” of Top 1mm Cut (max) to 1mm Tia (min) ratio</td>
<td>Tear-off strips 9/16” max with&lt;br&gt;Up to 1oz - 1/2” Tia (min) ratio recommended&lt;br&gt;Over 1oz - 1/4” Tia (max) to 2mm Tia (min) ratio recommended</td>
</tr>
<tr>
<td><strong>Die-cutout</strong>&lt;br&gt;<strong>When newspaper or paper is used</strong></td>
<td>N/A</td>
<td>Die-cut and perforation elements on exterior panel cannot be combined on this mailpiece</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td><strong>Die-cutout and perforation elements on exterior panel cannot be combined on this mailpiece</strong></td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>

**Notes:**
- **Die-Cutout Windows on Cover Interior Attachments or Loose Enclosures in Pocket**
- **Address or Non-address Side**
- **4" max size**
- ***Rectangle, Square, Circle, Oval shape**
- **Pull-Open Pane - full perimeter perforation 4” max size**
- **Pull-Open Pane - three sides perforated 4” max size**
- **One Address window - up to 2”H x 4”L or 1) (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5” apart circular with a 2” max diameter rectangular; 1.5” H x 2”L with .25” radius corners**
- **Perforations and die-cutout elements on exterior panel cannot be combined on this mailpiece**
- **Die-cut holes on non-address side must be at least 5” from Lead & 1.5” from other edges.**

**Additional Notes:**
- **Die-cutout and perforation elements on exterior panel cannot be combined on this mailpiece**
- **Pull-Open Pane - full perimeter perforation 4” max size**
- **Pull-Open Pane - three sides perforated 4” max size**
- **One Address window - up to 2”H x 4”L or 1) (1) to (2) die-cut holes on (1) external panel - must be placed at least 1.5” apart circular with a 2” max diameter rectangular; 1.5” H x 2”L with .25” radius corners**
- **Perforations and die-cutout elements on exterior panel cannot be combined on this mailpiece**
- **Die-cut holes on non-address side must be at least 5” from Lead & 1.5” from other edges.**
These represent some of the variations for fold-style, closure method, and optional elements of a finished mailpiece.

## Basic Folded Self-Mailer Styles

<table>
<thead>
<tr>
<th>Style</th>
<th>Image</th>
</tr>
</thead>
<tbody>
<tr>
<td>Quarter-Fold Style</td>
<td><img src="quarter-fold.png" alt="Image" /></td>
</tr>
<tr>
<td>Attachments or Loose Enclosures in Pocket (Internal)</td>
<td><img src="pocket-internal.png" alt="Image" /></td>
</tr>
<tr>
<td>Perforated Tear-Off Devices on Lead or Trail Edge</td>
<td><img src="tear-off.png" alt="Image" /></td>
</tr>
<tr>
<td>Die-Cutout</td>
<td><img src="die-cutout.png" alt="Image" /></td>
</tr>
<tr>
<td>Perforations on non-Address Side Panel</td>
<td><img src="perforations.png" alt="Image" /></td>
</tr>
</tbody>
</table>

### 1 - 10
- **1**: Die-Cutout on non-address cover
- **2**: Pull-open strip in flap
- **3**: Pull-open strip
- **4**: Vertical Pull-open strip
- **5**: Die-Cutout on non-address cover
- **6**: Die-Cutout on address cover
- **7**: Die-Cutout on address cover
- **8**: Die-Cutout on address cover
- **9**: Die-Cutout on address cover
- **10**: Die-Cutout on address cover

### 11 - 20
- **11**: Open Sleeve
- **12**: Open Sleeve
- **13**: Open Sleeve
- **14**: Open Sleeve
- **15**: Open Sleeve
- **16**: Open Sleeve
- **17**: Open Sleeve
- **18**: Open Sleeve
- **19**: Open Sleeve
- **20**: Open Sleeve

### 21 - 30
- **21**: Die-Cutout on address cover
- **22**: Die-Cutout on address cover
- **23**: Die-Cutout on address cover
- **24**: Die-Cutout on address cover
- **25**: Perforations on non-address side panel
- **26**: Perforations on non-address side panel
- **27**: Perforations on non-address side panel
- **28**: Perforations on non-address side panel
- **29**: Perforations on non-address side panel

### Notes
- **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.