

## The Postal Professor

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**From:** Everett, April S - New York, NY [april.s.everett@usps.gov]  
**Sent:** Thursday, December 31, 2009 1:09 PM  
**To:** Steve Colella  
**Cc:** Hall, Gregory A - New York, NY; george@postalprofessor.com  
**Subject:** RE: [mfsanet] postcard

Steve,

I wanted to provide you follow-up your concern.

The PCSC provided training to the field this week, and HQ BMA distributed information in their internal newsletter, to ensure all acceptance personnel knew we had a policy to accept, otherwise properly prepared 4-up cards, measuring 4.25 x 5.5, at automation pricing.

This is a policy and not a customer support ruling. Policies are not published in handbooks or manuals. There is no written authorization we can provide you; however, if you, or any other mailer, has difficulty with an acceptance unit not accepting a 4-up card for automation due to its aspect ratio, please contact the PCSC or HQ BMA immediately and we will promptly resolve the issue for the mailer.

Wishing you a healthy, happy New Year.

April Everett  
phone: 212.330.5300  
fax: 212.330.5320

-----Original Message-----

**From:** Steve Colella [mailto:scolella@calmark-inc.com]  
**Sent:** Monday, December 07, 2009 10:43 AM  
**To:** Everett, April S - New York, NY  
**Cc:** Hall, Gregory A - New York, NY; george@postalprofessor.com  
**Subject:** RE: [mfsanet] postcard

Thank you. Our concern is that the policy exception used to be in the handbook used by acceptance offices. Presently this exception is no longer in writing and our concern is that acceptance offices will not grant the exception. This may lead to some mailers paying non automation rates incorrectly especially if the local acceptance office is not aware of that the exception is still in place. How could they if this policy is not in writing? Can we get a CSR or some other written authorization that the industry can use when and if this issue comes up locally?

Thanks

Steve

-----Original Message-----

**From:** Everett, April S - New York, NY [mailto:april.s.everett@usps.gov]  
**Sent:** Monday, December 07, 2009 9:14 AM  
**To:** Steve Colella  
**Cc:** Hall, Gregory A - New York, NY  
**Subject:** RE: [mfsanet] postcard

Steve,

Thorough research uncovered that, for the last few years, it has been our policy to accept four-up cards (4.25 x 5.5) at automation pricing.

We can help you by contacting the District Manager Business Mail Entry, if you have any problems with acceptance at specific mailing sites.

April Everett  
phone: 212.330.5300  
fax: 212.330.5320

-----Original Message-----

From: Steve Colella [mailto:scolella@calmark-inc.com]  
Sent: Friday, December 04, 2009 1:24 PM  
To: Hall, Gregory A - New York, NY; Everett, April S - New York, NY  
Subject: RE: [mfsanet] postcard

Thanks I heard from her. I was just following up in part to keep in on my mind-I am old and forget things easily. Have a good weekend.

steve

-----Original Message-----

From: Hall, Gregory A - New York, NY [mailto:Gregory.A.Hall@usps.gov]  
Sent: Friday, December 04, 2009 12:13 PM  
To: Steve Colella; Everett, April S - New York, NY  
Subject: RE: [mfsanet] postcard

April's working on it, Steve. We will get back to you when its resolved

Greg Hall  
Manager, PCSC

-----Original Message-----

From: Steve Colella [mailto:scolella@calmark-inc.com]  
Sent: Friday, December 04, 2009 11:40 AM  
To: Hall, Gregory A - New York, NY; Everett, April S - New York, NY  
Subject: RE: [mfsanet] postcard

Any news on this issue?

-----Original Message-----

From: Hall, Gregory A - New York, NY [mailto:Gregory.A.Hall@usps.gov]  
Sent: Wednesday, December 02, 2009 12:05 PM  
To: Everett, April S - New York, NY  
Cc: Steve Colella  
Subject: FW: [mfsanet] postcard

April - would you review this and assist Steve? Regarding the DM 109, maybe check with Anthony Frost in BMA?

Greg Hall  
Manager, PCSC

-----Original Message-----

From: Steve Colella [mailto:scolella@calmark-inc.com]  
Sent: Wednesday, December 02, 2009 12:12 PM  
To: Hall, Gregory A - New York, NY  
Subject: FW: [mfsanet] postcard

Greg: I hope you had a nice Thanksgiving and got some well deserved relaxation. An issue came up yesterday on MFSAs list serve. A member had a mailing rejected because the card's aspect ratio was 1.2941 and not the minimum 1.3. Apparently the card has mailed at automation rates in the past under an exception in the Business Mail Entry Handbook DM-109. When George Heinrich researched this he found the exception is stated in the 2006 version of the handbook but not the 2009 version. Since I am MFSAs MTAC rep I agreed to take the issue forward. I would appreciate your guidance on two issues on this omission. The first is short term. I do not yet know if the mailing was rejected so I gathering information on this now. Once I have all the details regarding this specific job I may be asking for a one time pass on behalf of this members client. I will go through the proper appeal process unless you would like to handle it another way. The second issue is more long term. First was the omission an over sight or was there a reason the exception was removed? If it was an oversight can something official be provided (CSR perhaps) to allow the exception until the handbook can be revised. It is wasn't an oversight then would this be a topic to bring up in workgroup 129? I believe this has industry impact and I would poll MFSAs members to determine if it is an industry issue. If 129 feels it is out of scope and we feel it is an industry issue then I would be willing to present this to the leadership committee and request a workgroup. Of course all of this is unnecessary if it was just an oversight. So can you let me know your thoughts on this and suggest how I should proceed. Thanks

Steve

-----Original Message-----

From: The Postal Professor [mailto:george@postalprofessor.com]  
Sent: Tuesday, December 01, 2009 9:29 PM  
To: mfsanet@lists.mfsanet.org  
Subject: RE: [mfsanet] postcard

Hello again

Well.....I have some interesting news. There is no mention of the 4-cut postcard in the January 2009 version of Business Mail Entry Handbook DM-109. This could be a problem. I have a version of the handbook from September 2006 and it specifically says 4.25 x 5.5 (4-cut) postcards have an exception. Hopefully this statement from 2006 will suffice until we can get the PCSC to make a formal ruling that we all can use for the future.

Is there a member out there who will volunteer to submit the issue to the PCSC on behalf of the membership?

Here is the verbiage from DM-109, 9/2006

Physical Standards

Review sample mailpiece to ensure it meets the physical standards required for the class of mail and mailpiece shape you are reviewing.

a. Shape and size. Use Notice 3-A, Letter-Size Mail Dimensional Standards Template, to determine:

- (1) Height.
- (2) Length.

(3) Aspect ratio. Length divided by height must not be less than 1.3 or more than 2.5.

Exception: Cards cut from stock using a card cut or four cut and measuring 4.25" x 5.5" may have an aspect ratio of less than 1.3 (1.294). This exception applies to both automation and nonautomation rate cards; however, it does not apply to envelopes.

b. Thickness. See Exhibit

Keep your finger crossed that the PCSC will make the ruling.

G. P. Heinrich, PPhD, OMG, CMQCS, PIG, CMDP  
The Postal Professor

Cell - 303-332-4112  
Office - 303-325-3048  
Fax - 303-325-5104

POSTAL 911 is now available.  
Postal Emergencies? Need Help?  
Call - 303-325-3048 or e-mail - [help@postal911.com](mailto:help@postal911.com)

'Doing it right is no excuse for not meeting the schedule' (Plant Manager, Delco Corp)

-----Original Message-----

From: [george@postalprofessor.com](mailto:george@postalprofessor.com) [<mailto:george@postalprofessor.com>]  
Sent: Tuesday, December 01, 2009 11:23 AM  
To: [mfsanet@lists.mfsanet.org](mailto:mfsanet@lists.mfsanet.org)  
Subject: Re: [mfsanet] postcard

Hello everyone and Happy December 1th (pronounced oneth)

Wow a posting from 2007, I'm honored Phil.

Buzz, I think posterior is the best choice.

Anyhoo... The DM-109 from the link Phil provided is from 2006. I have a more recent version on my computer which I don't have access to right now. When I return to my office, I'll look up the 4-cut card guidelines from that version tonight and send a pdf. to Tyler to post on the website.

In the meantime, Christine, if the USPS gives you any more grief, call my cell at 303-332-4112 and I'll be happy to help you out.

George

-----Original Message-----

From: Buz Prosser [<mailto:buzp@cmcmailing.com>]  
Sent: Tuesday, December 1, 2009 01:03 PM  
To: [mfsanet@lists.mfsanet.org](mailto:mfsanet@lists.mfsanet.org)  
Subject: Re: [mfsanet] postcard

Thanks, Phil: That's likely where I got it. Just couldn't recall, but I knew there was an exception. Probably because I'm an "old post" too. George, your words, live for posterity, or posterior, or whatever. Buz Prosser

President/CEO Consolidated Mailing Corp. 5735 Kessler Ln. Shawnee Mission  
KS. 66203-2591 913-262-4400 buzz@cmcmailing.com ----- Original Message -----  
From: "Phil Roura" To: Sent: Tuesday, December 01, 2009 11:49 AM Subject:  
RE: [mfsanet] postcard > Here's an old post from George Heinrich that  
answers your question. > > Phil Roura, MQCS > Triune Color Corporation >  
2605 River Rd > Cinnaminson NJ 08077 > 856-829-5600 > 856-829-8977 (fax) > >  
> > -----Original Message----- > From: The Postal Professor  
[mailto:george@postalprofessor.com] > Sent: Friday, March 02, 2007 11:56 AM  
> To: MFSANet Listserv > Subject: [mfsanet] 4.25 x 5.5 postcard update > > Hi  
Gang > > I have news for you. It took a while but I finally found the >  
documentation to support the fact that a postcard 4.25 x 5.5 is > automation  
and machinable compatible although the aspect ratio is not > 1.3 to 2.5. > >  
This documentation is on page 102 of the USPS Handbook DM-109 Business >  
Mail Acceptance Rules. This handbook is available to BMEU clerks and >  
guides them to proper procedures for the acceptance of discounted mail. > >  
The regulation reads like this; > > Section 323.22.a.3 under Physical  
Standards > > Exception: Cards cut from stock using a card cut or four cut  
and > measuring 4.25" x 5.5" may have an aspect ratio of less than 1.3 >  
(1.294). This exception applies to both automation and non-automation > rate  
cards; however it does not apply to envelopes. > > Now you know the rest of  
the story! > > Have a great weekend. > > George Heinrich, PPhD, OMG, CMQCS >  
The Postal Professor > > Mobile - 303-332-4112 > Office - 303-325-3048 > Fax  
- 303-325-5104 > > Your Best Source for Mailing Success > > > -----Original  
Message----- > From: Christine Soward [mailto:CMSoward@daytonmailing.com] >  
Sent: Tuesday, December 01, 2009 12:30 PM > To: mfsanet@lists.mfsanet.org >  
Subject: [mfsanet] postcard > Importance: High > > My client had a mailing  
rejected for being outside of aspect ratio 4.25 > x 5.5 - this size has  
always been accepted as mailable - does someone > know the ref in the dmm  
for this exception. > > > > Thanks! > Christine Soward, President > Dayton  
Mailing Services, Inc. > 100 S Keowee Street > Dayton OH 45402 >  
937.222.5056 x104 (Phone) > 937-222-2696 (Fax) > 937-608-6250 (Cell) >  
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