



DataMark Mailing Services, Inc.
6700 Dixie Hwy LL
Florence, KY 41042

Phone: 859-283-9333
Web: www.DataMarkMailing.com

Courtesy Reply Mail

Receiving Customer Responses

Courtesy reply mail (CRM) is a good choice for responses that are fairly certain, such as payments for mailed invoices. With CRM, you (the sender) provide your customer (the respondent) with a preprinted return envelope or card without postage. The customer pays the return postage.

Compared with BRM, CRM has few design standards aside from barcodes and FIMs.

Making your CRM automation-compatible and using a FIM and barcode can lead to more efficient service through processing on automated equipment. For large billings, more efficient service means significant amounts of revenue received earlier. This revenue can increase your interest earned in the bank and improve your cash flow.

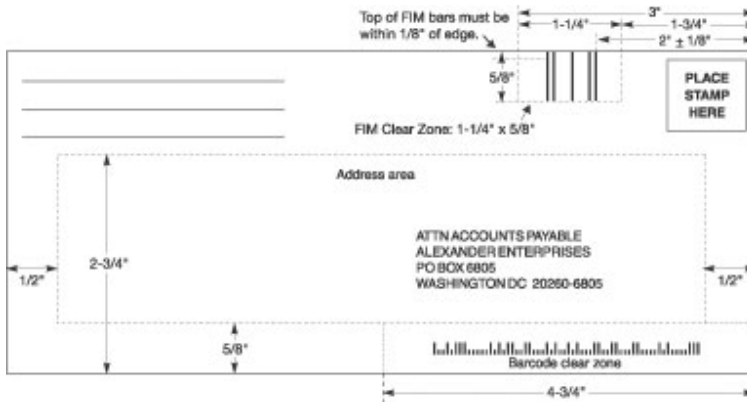
CRM pieces that are enclosed in automation rate mailings must meet the standards outlined in this chapter.

Following Design Formats

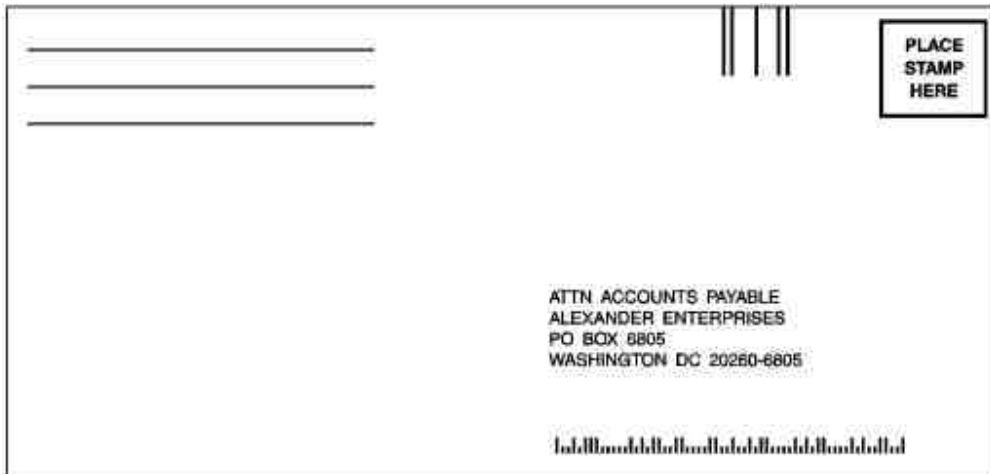
Basic Design

Make sure that the formats of your CRM envelopes and cards are correct before you print them. A Postal Service MDA can determine whether your CRM pieces meet the standards. Examples below.

CRM Design Format
(not drawn to scale)

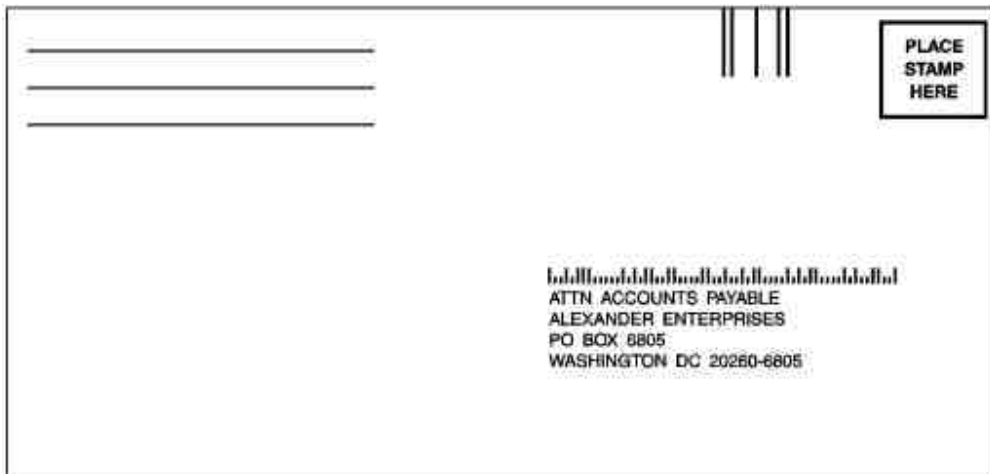


CRM Envelopes
(not drawn to scale)



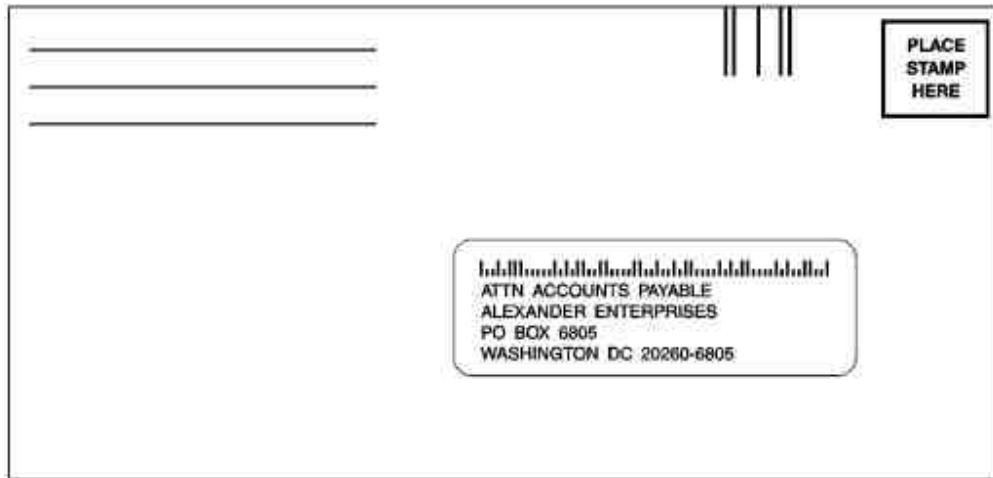
CRM Envelope with Barcode in Barcode Clear Zone

CRM Envelopes
(not drawn to scale)



CRM Envelope with Barcode in Address Block

CRM Envelopes
(not drawn to scale)



CRM Window Envelope with Barcode in Address Block

Dimensions

For your CRM pieces to be automation-compatible, make sure that they are within the dimensions shown.



Standard CRM Mailpiece Dimensions

CRM Dimension	Card Minimum	Card Maximum	Letter Minimum ¹	Letter Maximum ¹
Height	3-1/2 inches	4-1/4 inches	3-1/2 inches	6-1/8 inches
Length	5 inches	6 inches	5 inches	11-1/2 inches
Thickness	0.007 inch	0.016 inch	0.007 inches	1/4 inches

1. Letter mail may not be less than 0.009 inch thick if it is more than 4¹/₄ inches high or more than 6 inches long or if the mail exceeds both those dimensions. (The length of a mailpiece is the dimension that parallels the lines of the delivery address. The top and bottom also parallel the delivery address lines.)

Nonmachinable Surcharge

Letter-rate First-Class mail that weighs 1 ounce or less is nonmachinable and subject to the applicable surcharge if it meets the criteria beginning on page 12 under 'Nonmachinable Characteristics'. Nonmachinable mailpieces are not automation-compatible.

Postage Reminder

You can include in the upper right corner of your CRM piece a reminder to affix postage .

Postage Reminder *(not drawn to scale)*



Facing Identification Mark

You must use FIM A with prebarcoded CRM to ensure efficient automated processing.

FIM A Location *(not drawn to scale)*



Return Address Lines

You can print a series of horizontal lines in the upper left corner for the sender's return address. The return address should be placed higher than $2\frac{3}{4}$ inches above the bottom edge of the CRM piece. It is recommended that the return address occupy an area no more than one-third the height and one-half the length of the CRM piece.

Return Address Lines

(not drawn to scale)

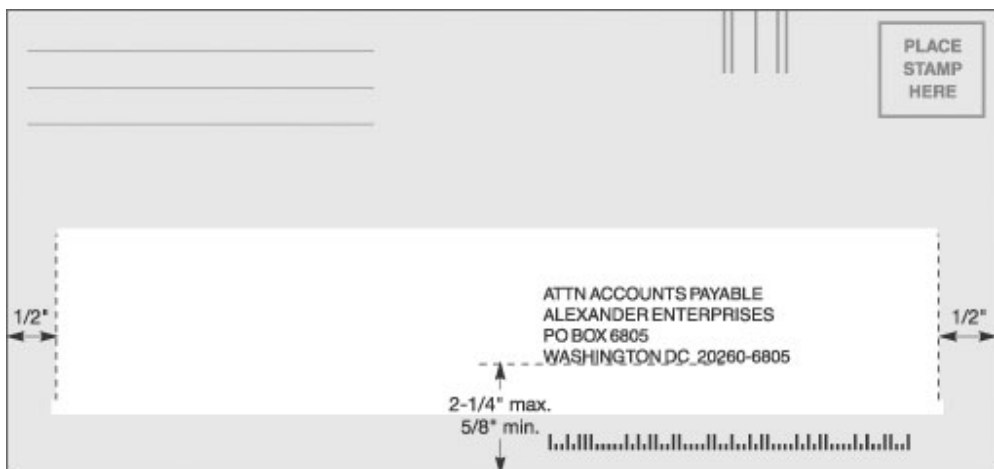


Delivery Address

The bottom line of your delivery address should be between $\frac{5}{8}$ inch and $2\frac{1}{4}$ inches from the bottom edge of the CRM piece. A clear $\frac{1}{2}$ -inch margin is recommended on the left and right edges of the piece.

Complete Delivery Address

(not drawn to scale)



Barcodes

Barcodes may be placed either in the address block or in the barcode clear zone. The correct barcode could be a delivery point barcode or a ZIP+4 barcode. Barcodes must meet all the standards outlined in Chapter 4. Contact your local post office for your applicable barcode.

Company Logo

If you include your company logo, be sure that the logo does not extend lower than $\frac{5}{8}$ inch from the bottom edge.

Company Logo

(not drawn to scale)



Printing Your Mail

Design Specifications

The design specifications for CRM are the same as those for all other automation-compatible letter-size pieces.

Using Window Envelopes

Basic Design

For successful automated processing, design window envelopes and inserts so that all four sides of the delivery address and barcode (when included) show in the window area by at least a $\frac{1}{8}$ -inch margin regardless of how much the insert shifts.

Meter Reply Mail

Meter stamps may be used to prepay postage on CRM postcards and envelopes. This is meter reply mail (MRM). Follow the same format standards as with CRM.

An additional format standard for MRM is its legend. The words "NO POSTAGE STAMP NECESSARY POSTAGE HAS BEEN PREPAID BY:" are printed above the delivery address.

Meter Reply Mail *(not drawn to scale)*

