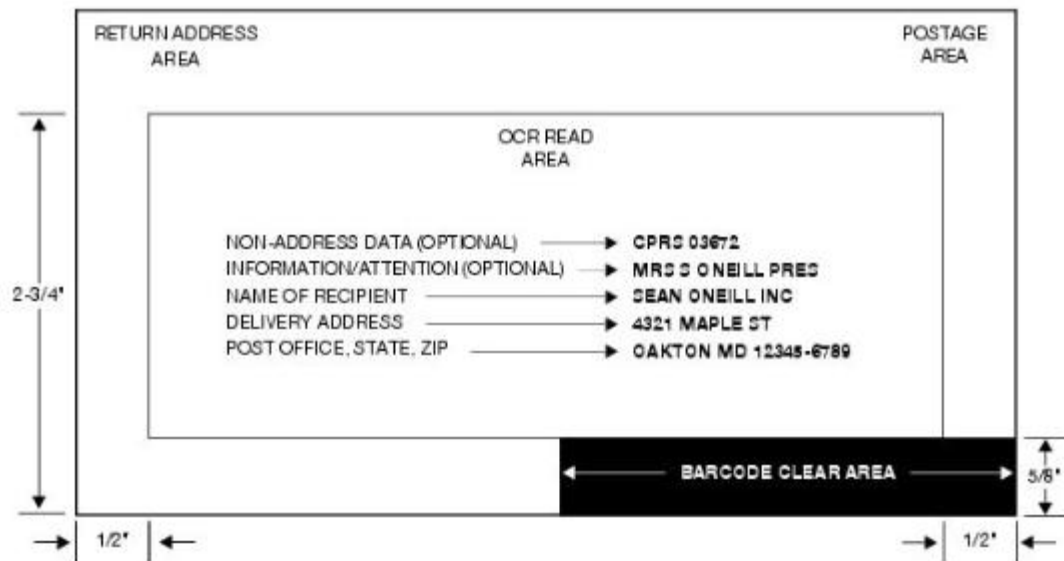




## Addressing for Automation Postal Regulations

An automation readable mail piece is defined as one that contains an accurate, correctly formatted, complete address or ZIP+4 POSTNET barcode and is readable on an OCR and/or a barcode sorter (BCS). The POSTNET barcode, whether pre-applied or printed via an OCR, should reflect the ZIP+4 Code that permits the finest level of sort for each mail piece.

The recommended address format is shown in the illustration below. For additional information on designing mail for OCR/BCS readability, we suggest you contact your Sales representative.



Addresses should be typewritten or machine printed in dark ink on a light background using uppercase letters. Except for the hyphen in the primary or secondary street number (if needed) or the ZIP+4 Code, all punctuation may be omitted. All lines of the address should be formatted with a uniform left margin. When using a foreign address, always place the country name by itself on the last line.

Be sure to include all pertinent information such as the directional code, apartment, floor, and suite number.

The entire address should be contained in an imaginary rectangle known as the OCR read area (see above illustration) that extends from 5/8 inch to 2 3/4 inch from the bottom of the mail piece, with 1/2 inch margins on each side.

The barcode clear area, 5/8 inch from the bottom, and 4 3/4 inch from the right edge of the mail piece (see above illustration), is the area where a POSTNET barcode is preapplied or printed by an OCR.


Extraneous (nonaddress) printing that appears in the OCR read area should be positioned above the delivery address line and as far away from the address block as possible.



## Addressing for Automation Postal Regulations

Secondary address unit designators, such as APARTMENT or SUITE, are preferred to be printed on the mail piece for address locations containing secondary unit designators. The preferred location is at the end of the Delivery Address Line. The pound sign (#) should not be used as a secondary unit designator if the correct designation, such as APT or STE, is known or is shown in the ZIP+4 file.

### Sample Business Address Format

Line #	Data Element	Example
*1.	Optional Endorsement Line	<b>#BXNHJVF *****C002</b>
**2.	Key Line Data	<b>#ABCDEFGHIJKLMNO3# /12345678</b>
**3.	POSTNET Address Block Barcode	
***4.	Mailstop Code	<b>MSC 4567ABCD</b>
***5.	Attention Line	<b>MS MILDRED DOE</b>
***6.	Individual Title	<b>PROFESSIONAL ENGINEER</b>
***7.	Functional Title	<b>DESIGN ENGINEERING MANAGER</b>
***8.	Group, Department, Division Name	<b>BRAKE CONTROL DIVISION</b>
*9.	Business/Firm Name	<b>BIG BUSINESS INCORPORATED</b>
*10.	Delivery Address Line	<b>12 E BUSINESS LN STE 209</b>
*11.	City, State, Zip+4 Line	<b>KRYTON TN 38188-0002</b>

\* These lines directly affect Postal Service distribution.

\*\* These lines are required for some Postal Service programs.

\*\*\* These lines are optional for the mailer.