

# TechLines

## Technical Information Sheet

M7

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## Designing Your Mailpiece for Inkjet Addressing

These guidelines will help to obtain the savings available using inkjet addressing to automate your mail. There are diagrams in this document to help in setting up your design and we welcome, and encourage, you to submit preliminary designs for verification.

### The inkjet “window”

An area for the inkjet image must be reserved in the design of the mailpiece. We refer to this area as the inkjet “window.” It must be large enough to accommodate the image with required margins and be appropriate in background and lack of coatings. The window can not include the return address or indicia, or any other preprinted copy that might interfere with the inkjet imaging.

### Size

A typical address is 1" by 4" (8 lines by 40 characters) and requires a 1 1/2" by 5" window. A wider address, adding personal or constant messaging or adding endorsements requires a wider window.

To figure how wide your window must be, you must know how many characters/spaces are in the widest line of your data. Since each character uses the same amount of space, you can then figure the required image width and then add 1/2" to both the right and left side. Our standard font has 10 characters per inch (CPI). A font with 12 CPI is also available. Although not postal legal for addressing, there is a 15 CPI font available for messaging; however, legibility is reduced with this font.

Keep in mind that a delivery point barcode is 3 1/8" wide and takes one print line. An optional endorsement line will also use another print line. Vertical font pitch is normally 8 lines per inch on our printers with a 1" wide path. Adding 1/4" top and bottom margin will allow all 8 lines to be used. If your files require fewer lines, the window can be reduced accordingly. If more than 1" deep is required, contact your customer service representative. Insufficient width in the address area will result in truncated data which can affect deliverability.

### Coatings

Use of UV coatings or film laminates affect print quality. Even when using solvent-based ink, the print quality may not be good enough to meet postal barcode requirements. To ensure eligibility for postal automation discounts, a knockout window in the coating is required.

### Background

Though we can inkjet image over some printed areas, there are ink and paper combinations that repel water-based inks – especially printing on coated stocks or over ink blends that contain over 50% of yellow or white inks in their formulas. Any background color will reduce the contrast of the image to the paper, reducing the legibility of the print. This is especially a concern with regard to any postal barcode, as there are contrast requirements for the barcode to be legal. **Maintaining a white background, especially behind the mailing address/barcode area is strongly suggested.**



Please also note that background patterns, either printed or from colored fibers in the paper, can interfere with the barcode legibility and should be avoided for address areas. Our standard inkjetting color is black.

## The Location of the “Window”

The placement of inkjet windows is dependent on the processing category of the mail and if the piece is to image **in-line** or **off-line**. The processing category is determined according to postal regulations by the physical characteristics of the piece, such as size, weight, layout, etc. It is suggested that you design according to the in-line specifications whenever possible to allow the greatest flexibility in scheduling. **In-line is required whenever there is inkjet imaging on an inside page.**

The location of the inkjet window is determined by two factors – orientation and placement. Orientation refers to the direction of the image relative to the spine of the book. Inkjet imaging can be placed either parallel or perpendicular to the spine. Angles are not possible. Copy can be printed right side up or up side down relative to the spine. Placement is the distance from any edge of the piece, i.e. 3" from the spine.

Allowance must be made for any return address or permit imprint. This information must have the same orientation on the piece as the address and be above and outside of the address area.

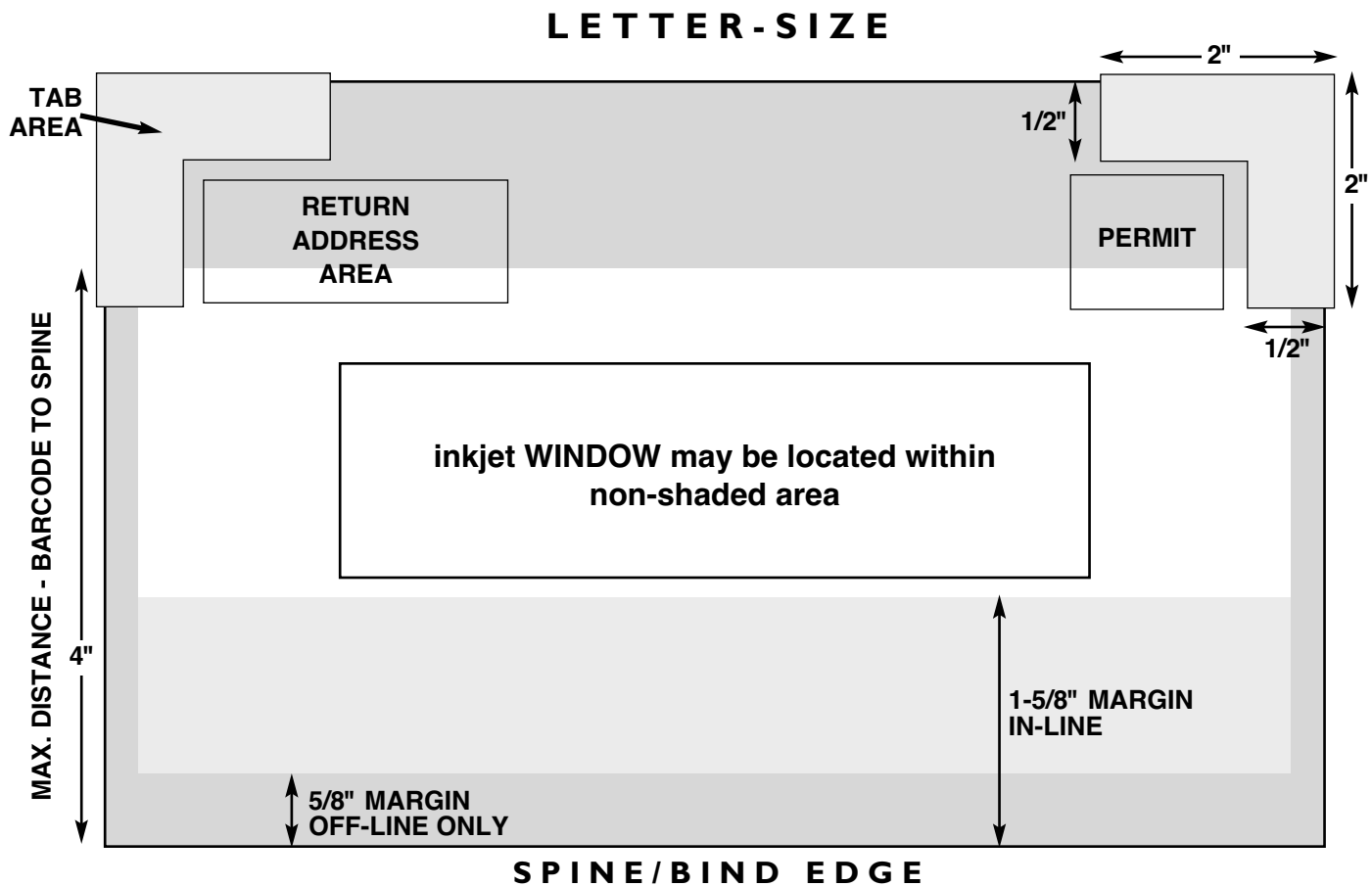
## Letter Mail

Letter-size mail requires the address to be placed so that it reads to you when the piece is held with the spine toward you.

There must be a 1/4" margin from the head, foot or face edge of the book to the inkjet window

Off-line production ONLY: The window may be no closer than 5/8" to the spine

In-line production: The window may be no closer than 1-5/8" to the spine



The barcode must be within 4" of the spine. In-line work usually has the barcode at the top of the address, so it's best to use this distance to set the top of the window. Also, the barcode must be 1/2" minimum from any edge and no part of the barcode can be more than 10 1/2" from right hand edge of the piece.

Automation pieces do require tabbing. The tabs will cover small areas of the front and back cover, blocking out any copy. Care must be taken to ensure that no critical information is printed in these areas. **See the upside down "L" shaped areas on the diagram.** The off-line process will apply two tabs along the face edge (opposite the spine) of the book, and the in-line process will apply tabs to the head and foot. The tabs are normally 1" circles.

## Flat-Size Mail

When placement of the address is perpendicular to the spine, the address must be oriented as shown below and must be within the top half of the mailpiece. When placement of the address is parallel to the spine, the address can be oriented in either direction as shown at right and must fall fully in the top half or be within 1" from the top of the piece. Please note spine must always be held to the right.

Address can not read upside down with the spine or last fold held to the right. For pieces contained in a polybag or envelope, the longest edge is considered the height.

Off-line production: There must be a 1/4" margin from the head, foot or face edge of the book to the inkjet window.

In-line production: Parallel to the spine – the window may be no closer than 1 5/8" to the spine.

## Inside Imaging

Refer to diagram on back page.

Inkjet imaging at specific locations inside the book can be done with the in-line process. A window for the inside image must also be allowed for.

Book *must* be saddle stitched.

Any outside (cover) inkjet window must follow the in-line guidelines.

Orientation of the inside image **must** be parallel to the spine.

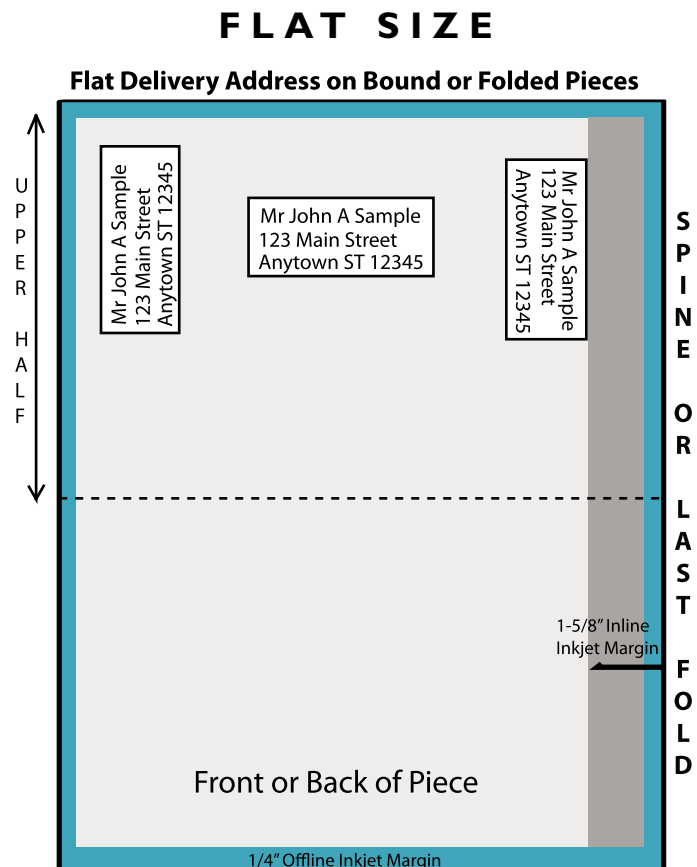
Imaging may be at the centerspread of the book or on the outside of any press signature or bind-in piece, such as a business reply card or order form envelope.

- If at centerspread, window must be no closer than 3 1/8" to the spine.
- If on outside of any other form, the window must not be closer than 1 3/4" to the spine.

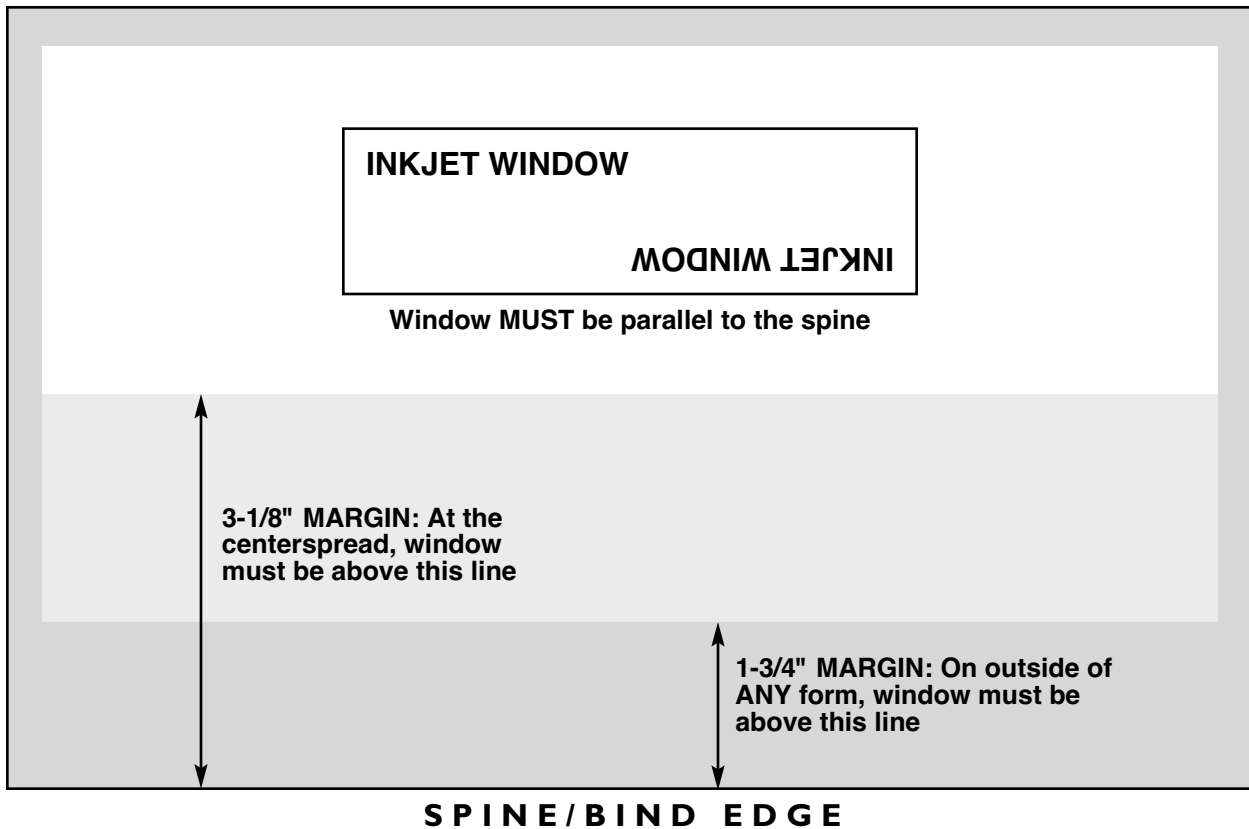
Bind-in pieces will align with the bottom of the book if imaging on the back cover:

There must be a 1/4" margin from the head, foot, or face edge to the inkjet window.

2-up digest-size pieces (5 3/8" x 8 3/8") require all inkjet imaging be parallel to the spine.



## INSIDE IMAGING



### **Other Things...**

#### **Enclosures**

Anything included in an automated mailing that will be returned to you, such as a reply card, must also be automation compatible. Please discuss any inserts with your account service representative prior to production.

#### **Die cut windows**

We can inkjet through cut-outs in covers. In most cases, this will not affect qualifying for automation rates. The cut-out must be at least as big as the inkjet window.

#### **Thumbedge Imaging is also available**

This refers to inkjet imaging on the trimmed face of a perfect bound book. The image to be printed is handled as a graphic image rather than a data file that requires a specific font. The image must be sized so that there is a minimum of  $\frac{1}{8}$ " margin from the copy to the front and back cover and  $\frac{1}{8}$ " margin to the head and foot. The image must be line copy (not grayscale) and please keep in mind that the resolution of the printer and the roughness of the printing surface will obscure any fine detail.