

# 7 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.

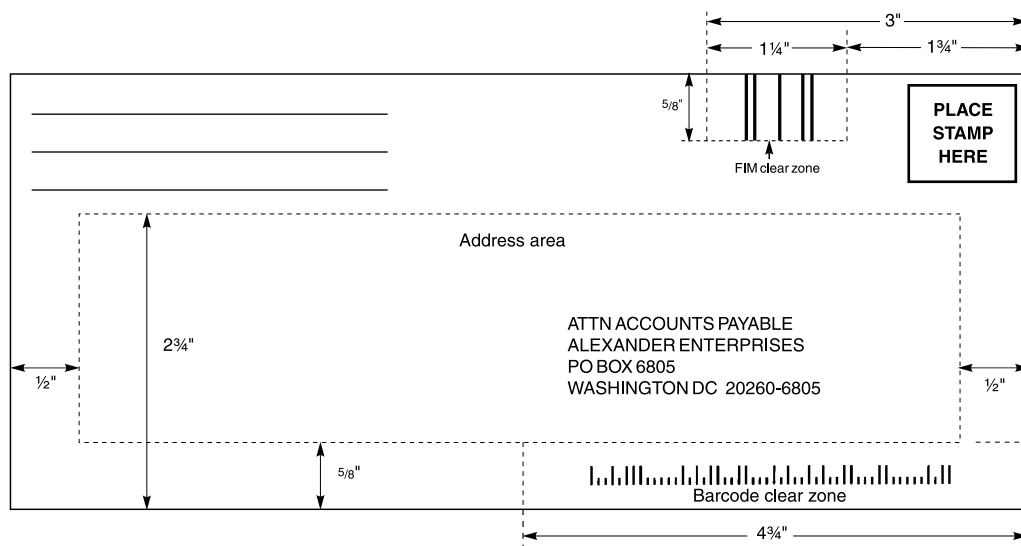
CRM pieces that are enclosed in automation rate mailings must meet the standards outlined in this chapter.

## Following Design Formats

### Basic Design

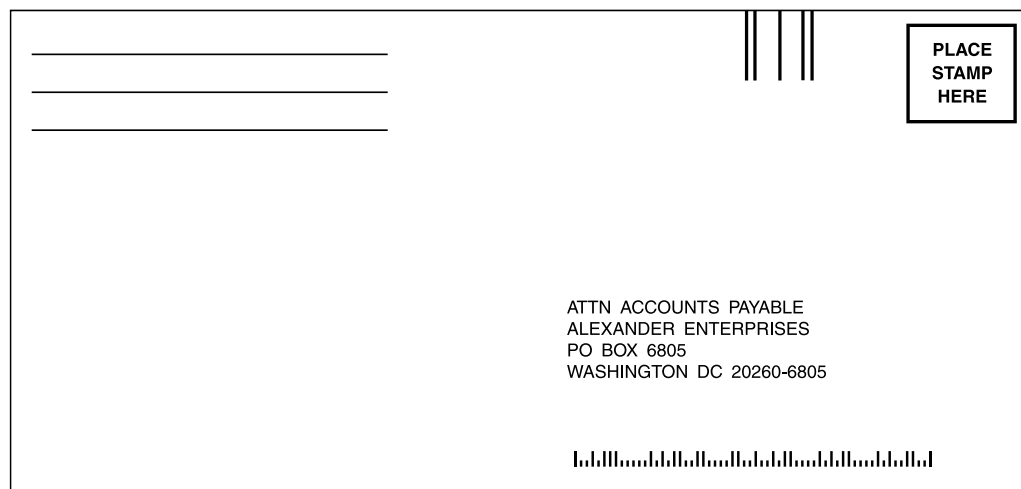
Make sure that the formats of your CRM envelopes and cards are correct before you print them. A Postal Service MDA can determine whether your CRM pieces meet the standards. Exhibit 7-1 shows the basic design of a CRM piece. Exhibits 7-2a, b, and c show sample envelopes.

*Exhibit 7-1*  
**CRM Design Format**  
*(not drawn to scale)*



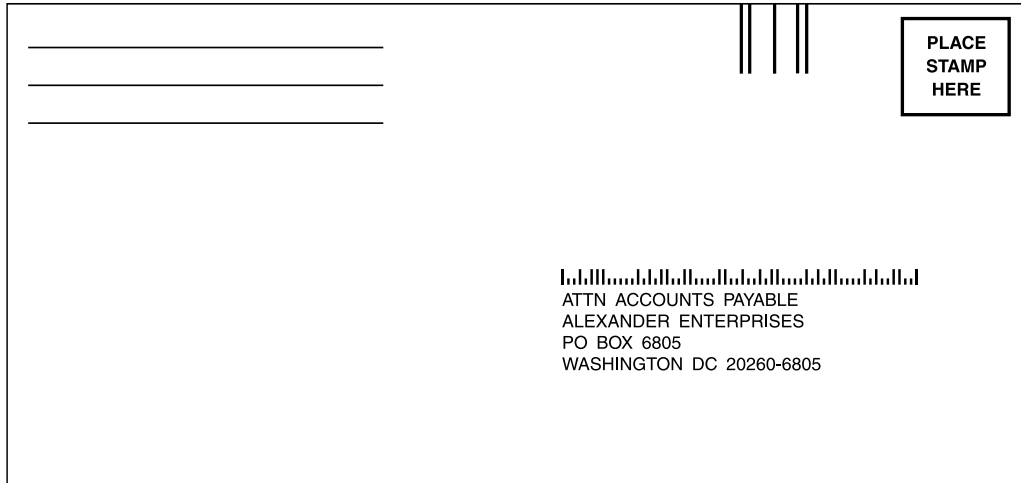
*Exhibit 7-2a*  
**CRM Envelopes**  
*(not drawn to scale)*

**CRM Envelope with Barcode in Barcode Clear Zone**



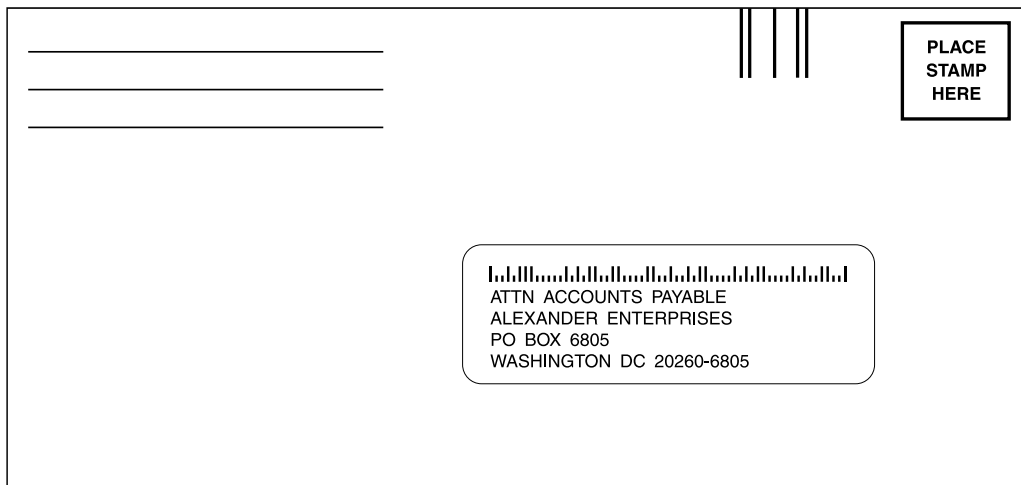
*Exhibit 7-2b*  
**CRM Envelopes**  
*(not drawn to scale)*

**CRM Envelope with Barcode in Address Block**



*Exhibit 7-2c*  
**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 in Exhibit 7-3.

*Exhibit 7-3*

### **Standard CRM Dimensions**

CRM Dimension	—Card—		—Letter*—	
	Minimum	Maximum	Minimum	Maximum
Height	3½"	4¼"	3½"	6⅛"
Length	5"	6"	5"	11½"
Thickness	0.007"	0.016"	0.007"	¼"

\* Letter mail may not be less than 0.009 inch thick if it is more than 4¼ 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.)

## Nonstandard Size

Letter-rate First-Class Mail that weighs 1 ounce or less is nonstandard and is subject to the applicable surcharge if it is thicker than ¼ inch or if, based on the placement (orientation) of the address, it is longer than 11½ inches, higher than 6⅛ inches, or its length divided by its height—the aspect ratio—is less than 1.3 or more than 2.5. Nonstandard-size pieces are not automation-compatible.

## Postage Reminder

You can include in the upper right corner of your CRM piece a reminder to affix postage (see Exhibit 7-4).

*Exhibit 7-4*

### **Postage Reminder**

*(not drawn to scale)*

Diagram illustrating the placement of a postage reminder on a CRM piece. The reminder box is located in the upper right corner and contains the text "PLACE STAMP HERE". Below the reminder box, the address is printed: "ATTN ACCOUNTS PAYABLE, ALEXANDER ENTERPRISES, PO BOX 6805, WASHINGTON DC 20260-6805". A barcode is located at the bottom of the piece.

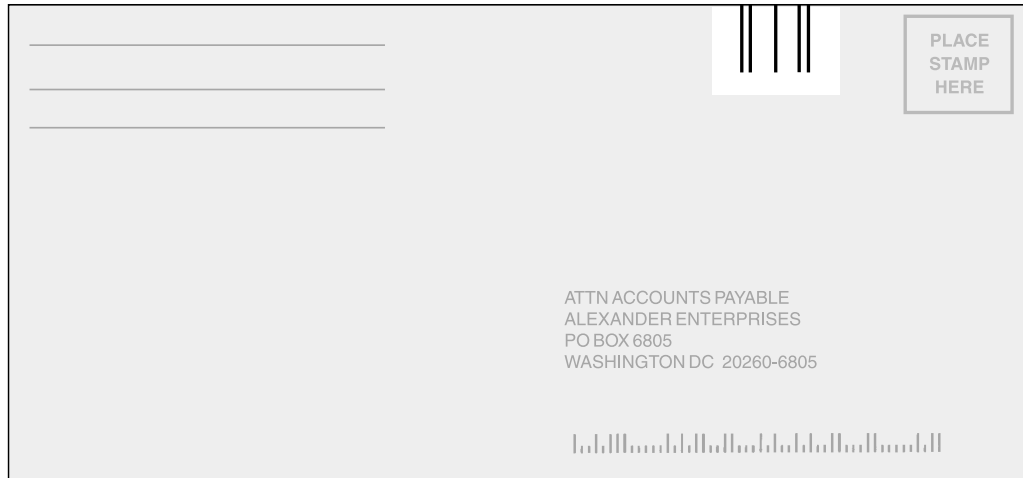
## Facing Identification Mark

You must use FIM A with prebarcoded CRM to ensure efficient automated processing (see Exhibit 7-5). For FIM specifications, see Chapter 5.

*Exhibit 7-5*

### **FIM A Location**

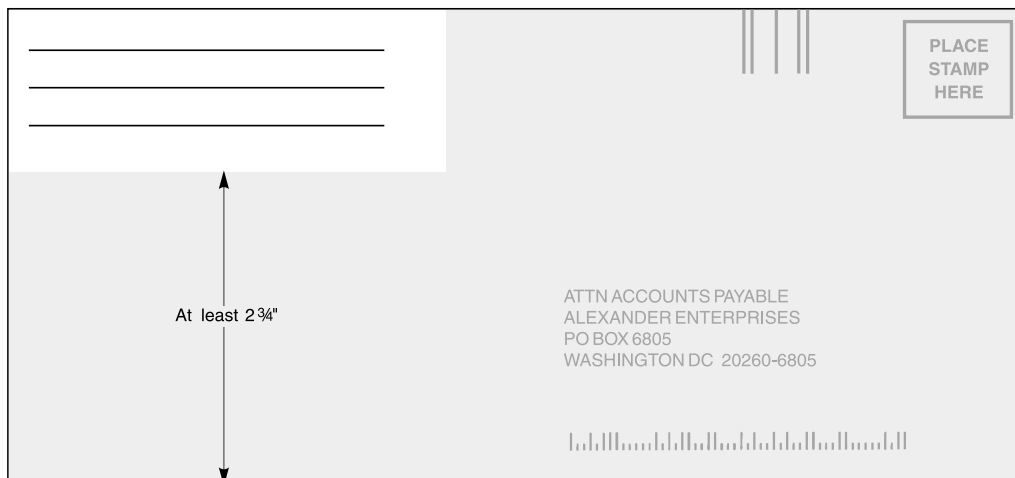
*(not drawn to scale)*



## 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 (see Exhibit 7-6).

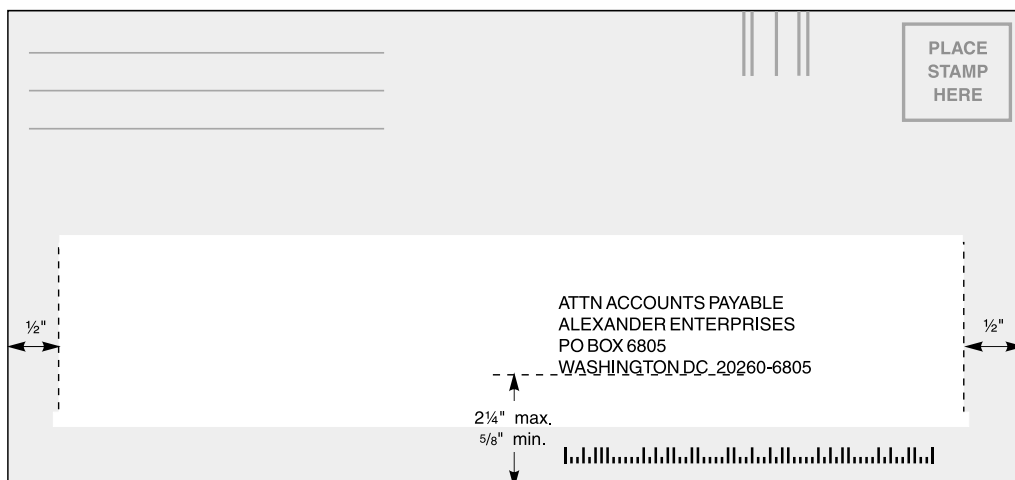
*Exhibit 7-6*  
**Return Address Lines**  
*(not drawn to scale)*



### 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 (see Exhibit 7-7).

*Exhibit 7-7*  
**Complete Delivery Address**  
*(not drawn to scale)*



## Barcodes

Barcodes may be placed either in the address block or in the barcode clear zone (see Chapter 4 on POSTNET barcodes). 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 (see Exhibit 7-8).

*Exhibit 7-8*

### **Company Logo**

*(not drawn to scale)*



## Printing Your Mail

### Design Specifications

The design specifications for CRM are the same as those outlined in Chapter 2 for all other automation-compatible letter-size pieces.

## Using Window Envelopes

### Basic Design

Exhibit 7-2c shows the basic design of a CRM piece with a window envelope and insert. 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 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 (see Exhibit 7-9).

For more MRM standards, see Quick Service Guide 924 and DMM P030.

*Exhibit 7-9*

**Meter Reply Mail**  
(not drawn to scale)

