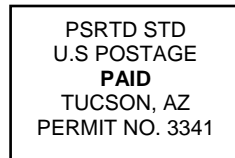


Innovative Mailing Services

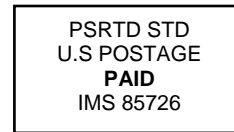
Sample Indicia Using IMS Permit

Please call Innovative with questions on any variation to these samples.
520-623-0551

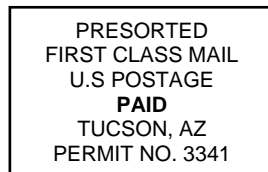
Presorted Standard



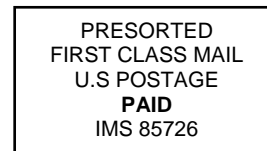
OR



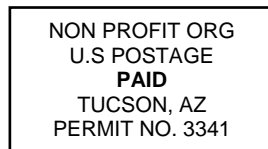
Presorted First Class



OR



Non Profit Org



OR



Indicia Design, Placement, and Content

6.3.1 Production

Embossed or unembossed permit imprint indicia may be made by printing press, hand stamp, lithography, mimeograph, multigraph, address plate, or similar device. They may not be typewritten or hand-drawn. **[P040.2.1]**

6.3.2 Permit Imprint Indicia Content and Format

The content and format of a permit imprint indicia must meet the standards below. No other formats may be used. **[P040.2.2]**

6.3.3 Indicia Legibility and Color

The permit imprint indicia must be legible and of a color that contrasts sufficiently with the paper and the indicia's background for readability. A different color may be used to highlight the background of an indicia. **[P040.2.3]**

6.3.4 Indicia Placement on Mailpiece

Permit imprint indicia must be aligned parallel with the address of the mailpiece. The indicia must not encroach on reserved space (e.g., ACS participant code, delivery point barcode) if such a standard applies and can be placed in one of these four positions:

- a. Upper right corner of the mailpiece.
- b. Upper right corner of the address area.
- c. To the right of the address on an address label.
- d. To the right of the address on an insert appearing through a window envelope. **[P040.2.4]**