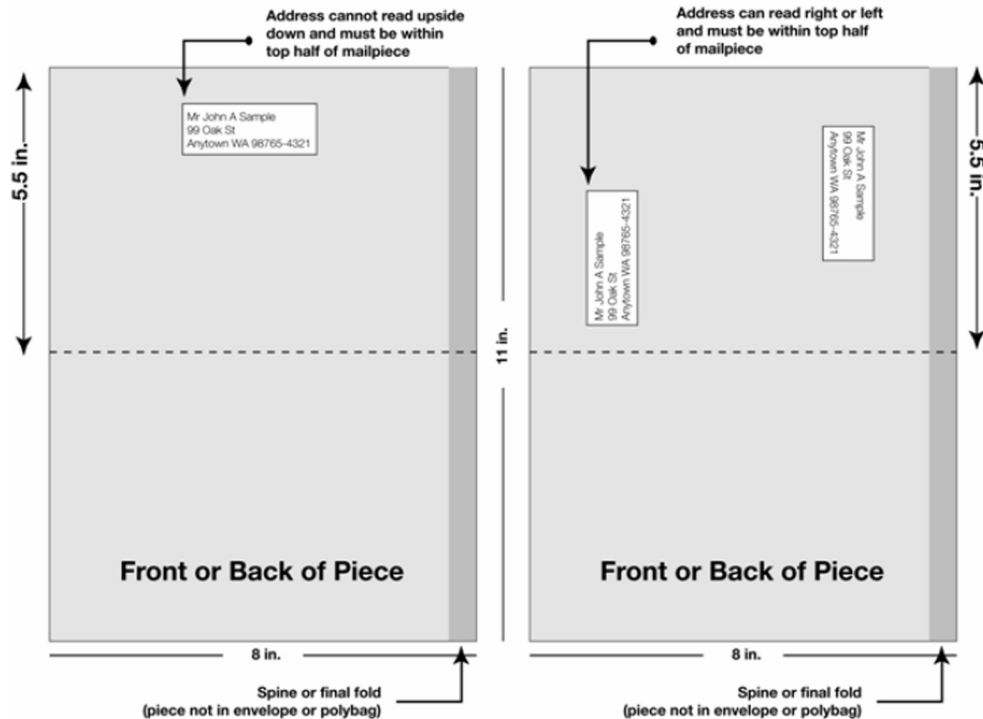
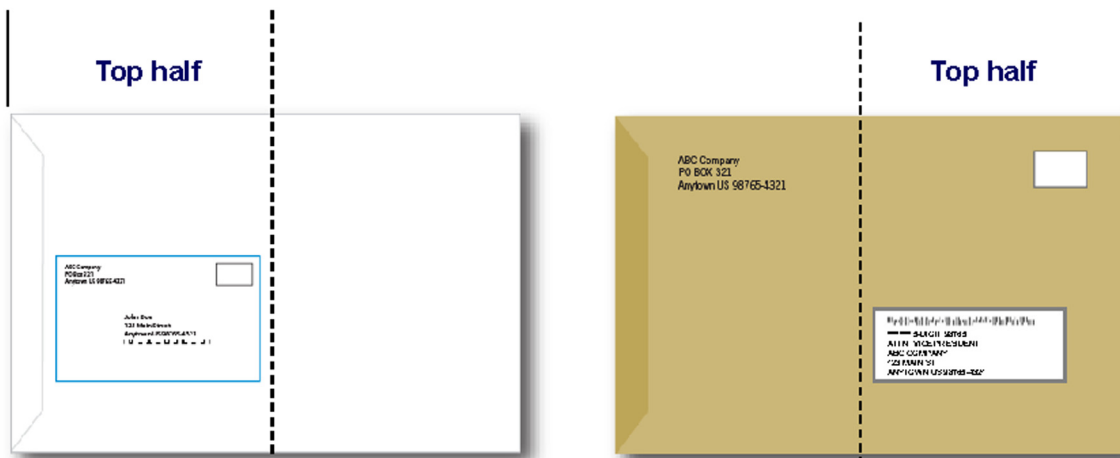


Address Placement — Unenclosed Flat



Address Placement — Business Envelope Examples

Horizontal format is fine:



(over for more information)

Address Placement — Step-by-Step

- **Identify the “top” of the mailpiece:**
 - ▶ **Either of the shorter edges, or the upper edge with the spine on the right.**
 - ▶ **Front or back of the mailpiece.**
 - ▶ **The “top” has nothing to do with the printing on the piece or how it is constructed. Pretend the mailpiece is a blank object.**
- **Define the “top half.” Fold and crease the piece, or measure with a ruler.**
- **Place the delivery address entirely in the top half. It can be parallel or perpendicular to the top edge, but not upside-down.**
- **Done with “top”! Now place the postage and return address in relation to delivery address as it is read (postage to the right or upper right, return address to the upper left).**

(over for more information)