



## COST SAVING MAIL FORMATS

Optimized Design Sizes to Save Money on Postage

# HOW TO PLAN YOUR MAILPIECE DESIGN

Mailpiece design affects mailing costs, brand image and effectiveness of a campaign. While visual design is important, the most fundamental part of mailing is the technical design of the piece itself.

### FORMAT & SIZING



Format and sizing drastically change the look and feel of your mailpiece (not to mention postage cost). Choose from typical aspect ratios and utilize all available space to get the most bang for your buck!

Pro-tip: Address, postage and barcode must be properly placed for a mailpiece to qualify for discounts through USPS.

### MESSAGING

Be concise in your messaging. Create great headlines to draw your customer in and condense your main copy to be short, sweet and to the point.



Pro-tip: Get personal! Variable data printing allows you to create a personalized message for different audiences.

### IMAGERY



Yes, a picture really is worth a thousand words! Carefully choose your artwork and build your design around one standout image or theme.

Remember, less is more and white space is your friend.

Pro-tip: Stay on brand, your imagery should look consistent across the board.

### BRANDING

Maintain your brand's integrity through consistent use of images, logos, fonts, colors, etc., across all mediums. Brand recognition can provide peace of mind to your audience and contributes to building customer loyalty.



Pro-tip: A positive brand experience can lead to word-of-mouth marketing.

### TRACKING



Track your marketing efforts. Include QR codes, special website links, coupon codes or unique phone numbers on your mailpiece to understand the response rate of your campaign.

Pro-tip: Tracking will show which areas are most relevant to your market and can provide insight for future targeted mailings.

Want to make sure you're using a mail format that will get you the best USPS postage rates on your campaign? Take out the guesswork and download our REACH InDesign templates!

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