

## 3.16 Booklets

**3.16.1 Definition** Booklets must have a bound edge (spine.) Sheets that are fastened with at least two staples in the manufacturing fold (saddle stitched), perfect bound, pressed-glued, or joined together by another binding method that produces a spine where pages are attached together are considered booklets. Booklets are open on three sides before sealing, similar in design to a book. In general, booklets must be uniformly thick. Large bound booklets that are folded for mailing may qualify for automation and machinable prices if the final mailpiece remains nearly uniform in thickness and conforms to all other automation standards.

### 3.16.2 Paper

Booklet covers generally must be made with a minimum paper basis weight of 60-pounds or equivalent. Minimum basis weights are higher for some designs (see [3.16.4](#)).

### 3.16.3 Physical Standards for Booklets

Booklets must be:

- a. Height: not more than 6 inches or less than 3.5 inches high.
- b. Length: not more than 10.5 inches or less than 5 inches long. See [Exhibit 3.16.5](#) through [Exhibit 3.16.8](#) for some booklet designs with shorter maximum lengths.
- c. Thickness: not more than 0.25 inch or less than 0.009 inch thick.
- d. Weight: not more than 3 ounces.
- e. Aspect ratio: within 1.3 to 2.5 (see [3.7](#)).

### 3.16.4 General Booklet Design and Sealing

The position of the final fold and intermediate fold (or spine) for letter-sized booklets varies according to the specific design of the mailpiece. Open edges can be sealed with tabs, cellophane tape, glue lines, or glue spots. Except for the simple spine wallet-style design with a height of 4 inches and a maximum length of 8 inches; tabs used as seals on the leading edge of small booklets less than 5 inches high, may be placed closer to the top and bottom edges than shown in [Exhibit 3.16.5](#) through [Exhibit 3.16.8](#) and may overlap in some cases. See [Exhibit 3.16.5](#) through [Exhibit 3.16.8](#) for design and sealing standards by type of design.

### 3.16.5 Simple Spine

The spine forms the bottom edge of the mailpiece. The length or method used to seal the booklet determines the weight of the paper forming the cover.

#### Exhibit 3.16.5 Simple Spine Booklets

##### **SIMPLE SPINE BOOKLETS**

Maximum weight—3 ounces

Maximum height—6 inches

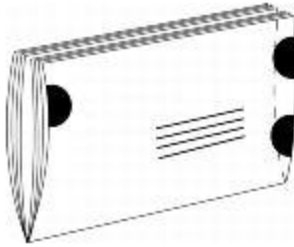
Maximum length—9.5 inches unless noted

**Cover paper weight—80-pound paper basis weight or equivalent unless noted:**

Basic

Cover:

5" to 9" long at least 50-pound paper



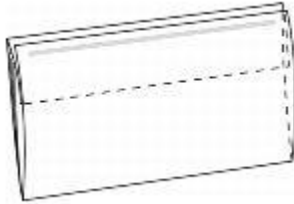
Internal Flap

Over 9" up to 10.5" at least 60-pound paper

The front cover may be up to a maximum of 0.25" shorter than pages and rear cover.

Nonperforated 1.5" tabs.

Place one tab on the leading and trailing edges within 1" from the top; position one tab leading edge 0.5" from the bottom.



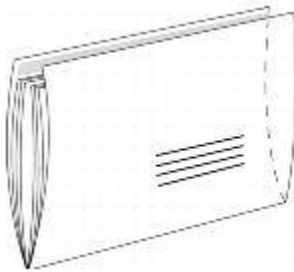
Cover:

Minimum 80-pound paper

Extended front folded over enclosed pages to create a nonperforated inner flap. Flap seals back cover.

Seal with a continuous glue line along flap as described in [3.11g](#) (preferred), or 1-inch glue spots as described in [3.11f](#).

Cover-to-Cover



Cover:

Minimum 80-pound paper

Cover extends no more than 5/8 inch beyond inner pages.

Seal with a continuous glue line along extended cover as described in [3.11g](#) (preferred) or glue spots as described in [3.11f](#).

### LIGHTWEIGHT SIMPLE SPINE BOOKLETS

Maximum weight—0.8 ounce

Maximum height—6 inches

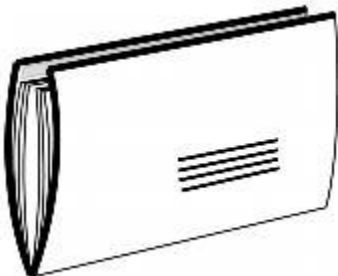
Maximum length—10.5 inches

**Cover paper weight—70-pound paper basis weight or equivalent unless noted:**

Cover-to-Cover

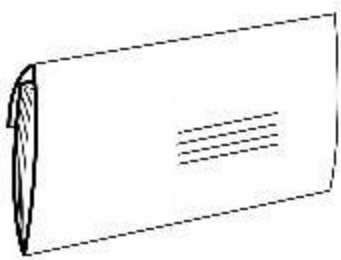
Cover extends no more than 5/8 inch beyond inner pages.

Seal with a continuous glue line as described in [3.11h](#).



External Flap

Addressed side of the cover extends over all pages on the back to create a flap.

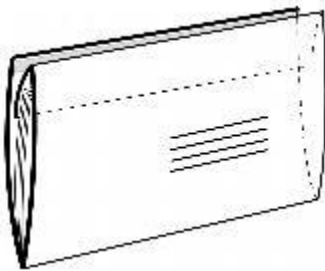


Internal Flap

Flap length: at least 1.5" wide when measured down from the top edge. May be longer closer than 1-inch from bottom edge.

Flap attaches to the outside of the nonaddressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#).



Addressed side of the cover extends over internal pages to create an inside flap.

Flap length: at least 1.5" wide when measured down from the top edge.

Flap attaches to the inside of the nonaddressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#).

### MID-WEIGHT SIMPLE SPINE BOOKLETS

Weight—over 0.8 ounce up to 1.6 ounces

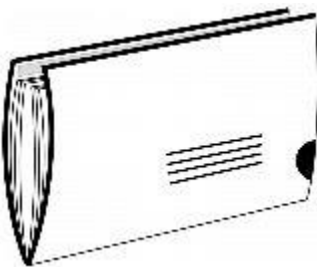
Maximum height—6 inches

Maximum length—10.5 inches

**Cover paper weight—70-pound paper basis weight or equivalent unless noted:**

Cover-to-Cover

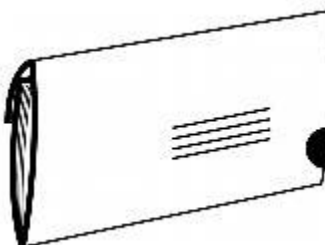
Cover extends no more than 5/8 inch beyond inner pages.



Seal with a continuous glue line as described in [3.11h](#), and one nonperforated tab 0.5 inch wide on bottom leading edge. Minimum tab size: 1.5 inches.

External Flap

Addressed side of the cover extends over all pages on the back to create a flap.

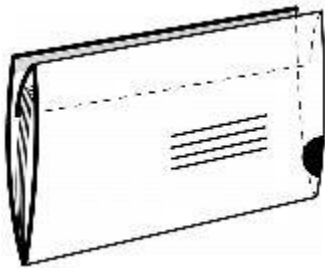


Flap length: at least 1.5" wide when measured down from the top edge. May be longer closer than 1-inch from bottom edge.

Flap attaches to the outside of the nonaddressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#), and one nonperforated tab 0.5 inch wide on bottom leading edge. Minimum tab size: 1.5 inches.

Internal Flap



Addressed side of the cover extends over internal pages to create a flap.

Flap length: at least 1.5" wide when measured down from the top edge.

Flap attaches to the inside of the non-addressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#), and one nonperforated tab 0.5" bottom leading edge. Minimum tab size: 1.5 inches.

**HEAVY WEIGHT SIMPLE SPINE BOOKLETS**

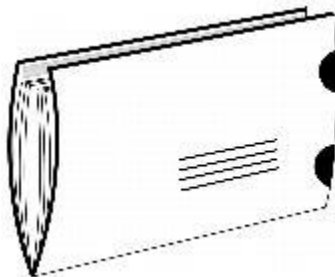
Weight—over 1.6 ounces up to 3 ounces

Maximum height—6 inches

Maximum length—10.5 inches

**Cover paper weight—70-pound paper basis weight or equivalent unless noted:**

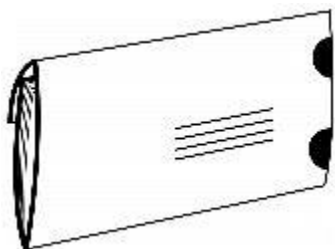
Cover-to-Cover



Cover extends no more than 5/8 inch beyond inner pages.

Seal with a continuous glue line as described in [3.11h](#) and two 1.5" nonperforated tabs on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.

External Flap



Addressed side of the cover extends over all pages on the back to create a flap.

Flap length: at least 1.5" wide when measured down from the top edge. May be longer, but not closer than 1 inch from bottom edge.

Flap attaches to the outside of the nonaddressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#) and two 1.5" nonperforated tabs on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.

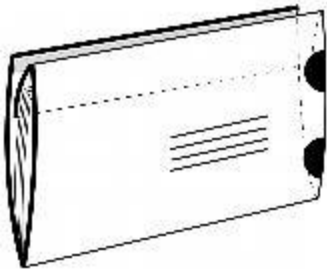
Internal Flap

Addressed side of the cover extends over internal pages to create a flap.

Minimum flap length: at least 1.5" wide when measured down from the top edge.

Flap attaches to the inside of the non-addressed side of the cover.

Seal with a continuous glue line as described in [3.11h](#) and two 1.5" nonperforated tabs on the leading edge 0.5 inches from bottom and one tab placed 1-inch from top leading edge.



### 3.16.6 Wallet Style Booklets

A spine forms the bottom edge. Wallet style booklets must be from 5.2 inches to 8 inches long, 4 inches high; can weigh up to 2.5 ounces; and must be sealed with nonperforated tabs. Tab size and placement are dictated by the weight of the booklet.

#### Exhibit 3.16.6 Wallet Style Booklets

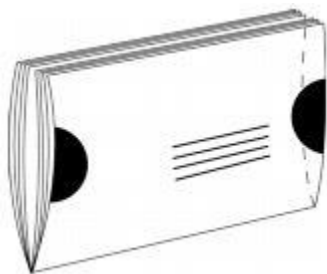
#### WALLET STYLE BOOKLETS

Maximum weight—2.5 ounces

Maximum height—4 inches

Maximum length—5.2 to 8 inches

**Cover paper weight—70-pound paper basis weight or equivalent unless noted:**



Cover:

Entire booklet 60-pound paper, **OR**

Cover 70-pound paper, inner pages 50-pound paper.

Booklets up to 2 ounces: sealed with 1.5" nonperforated tabs placed 1-1/4" from bottom trailing edge.

Over 2 ounces: use 2" nonperforated tabs placed 3/4" from bottom leading and trailing edges. ±1/8" vertical tolerance for tab placement in both cases.

### 3.16.7 Oblong Booklets

Oblong booklets have a spine on the leading (shorter) edge.

#### Exhibit 3.16.7 Oblong Booklets

#### OBLONG BOOKLETS

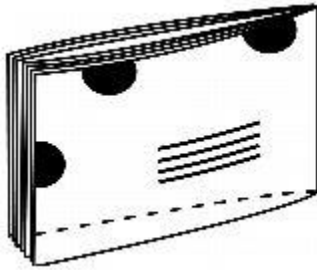
Maximum weight—3 ounces

Maximum height—6 inches

Maximum length—10.5 inches

**Cover paper weight—70-pound paper basis weight or equivalent unless noted:**

All Tab



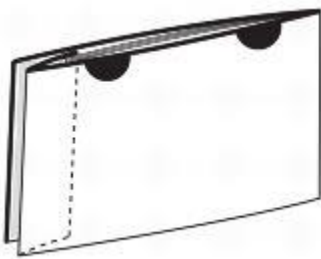
Cover:

5" to 9" long: 60-pound paper

Over 9" up to 10.5": 70-pound paper

Place two 1.5" nonperforated tabs on the top edge and one tab on trailing edge. Position tabs 1 inch from left and right edges. Position one 1.5" nonperforated tab in the middle of the trailing edge.

Internal Flap



Cover:

5" to 9" long 60-pound paper

Over 9" up to 10.5" 70-pound paper

The front OR back cover sheet is extended on the trailing edge and folded over the nonperforated internal pages. The flap is sealed inside the opposite cover sheet with glue. Extended covers are not allowed with glue line seals.

Seal with a continuous glue line as described in [3.11h](#). Place two 1.5" nonperforated tabs on the top edge 1-inch from the leading and trailing edges.

### 3.16.8 Folded Booklets

Folded booklets are mailpieces that are bound and then folded to letter-size. The folded spine may be the leading edge or at the top of the booklet. If necessary, the booklet may be prepared with the spine as the trailing edge, however, this configuration is not recommended. The cover is at least 40-pound paper. Folded booklets must be sealed with nonperforated 1.5" tabs.

#### Exhibit 3.16.8 Folded Booklets

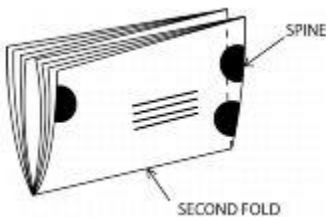
#### FOLDED BOOKLETS

Maximum weight—3 ounces

Maximum height—6 inches

Maximum length—10.5 inches unless noted

**Cover paper weight—60-pound paper basis weight or equivalent unless noted:**



Spine

Vertical

Cover paper weight—40-pound paper

Two 1.5" nonperforated tabs on leading edge and one tab on trailing edge. Position tabs within 1-inch from the top edge. Position lower leading tab 0.5 inch from the bottom edge.



**DIMACO**

DIRECTMAILCOMPANY.COM

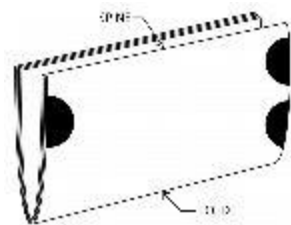
972-242-2427

Cover paper weight—up to 9" long 50 pounds;  
over 9" up to 10.5" 60 pounds.

Tabs up to 2oz use 1.5" nonperforated tabs;  
over 2oz use 2" nonperforated tabs.

Spine at top on address-side panel.

Place one tab on the leading and trailing edge within 1" from the top; position lower leading edge 0.5" from the bottom.



Horizontal Spine