



Desktop Publishing

Business Reply Mail

*Attention to detail
makes the difference
between mail that
gets delivered on
time and mail that
gets lost. Closely
follow postal
requirements for
success.*



Precision Counts!

A business reply card has a number of different text and graphic objects that must be positioned precisely. Designing one provides a good exercise for learning the controls and features of a page layout program. One benefit of doing this assignment carefully is that the resulting file can be used as a template for other reply card projects in the future.

When you apply for a Business Reply Mail permit, the Post office takes the necessary information and collects an application fee. In a

few days, you should receive from the nearest Post Office Business Center a set of guidelines for the design of the card itself. Also, you get a special ZIP+4 code and postnet barcode, a permit number, and FIM-C (Facing Identification Mark) artwork.

Size of Card

Post card size is limited from a minimum of 3.5" tall by 5" wide to a maximum of 4.25" tall by 6" wide. Begin this assignment by starting a new document having dimensions of 6 inches wide by 4 inches high. Set all margins to zero, and turn off Automatic Text Box if it is checked.

FIM Mark

The FIM artwork may be used as provided, but

you can make your own in most DTP programs. The bars are 0.03125" wide plus or minus 0.008" (which equals 2.25 points plus or minus 0.5 point). They are $\frac{5}{8}$ inch long and they are spaced $\frac{1}{16}$ or $\frac{1}{8}$ inch apart, depending on whether they are outside or inside lines. Be sure to position the FIM mark according to postal requirements.

Bar Code

The Postnet bar code may also be used as provided by the post office, but there are a number of programs that create the barcode based on the numbers that you enter for the ZIP+4 number. I have provided a file of such a barcode for the fictitious zip code 45701-9900. It can be found in the Reply Card folder on the Lab Server.

Registration Marks

To print this document with trim and registration marks showing on an 8.5 x 11 inch page, select either Center or Off-Center in the Registration part of the Print dialog box.

NO POSTAGE
NECESSARY
IF MAILED IN
THE UNITED
STATES

BUSINESS REPLY MAIL
FIRST CLASS MAIL PERMIT NO. 111 ATHENS OH

POSTAGE WILL BE PAID BY ADDRESSEE

b.e. jeepers
17 W STATE ST
ATHENS OH 45701-9900

|||||

Strongly Agree
Agree
No Opinion
Disagree
Strongly Disagree

The products were easy to find☐☐☐☐☐
Sales people were readily available☐☐☐☐☐
Sales people were polite and friendly☐☐☐☐☐
Sales people were knowledgeable☐☐☐☐☐
Checkout was reasonably quick☐☐☐☐☐
I felt welcome☐☐☐☐☐
I would recommend this store to others☐☐☐☐☐
Name
Address
City State Zip
Phone ()