

# Bar Code Placement

Since September 1991, the USPS has replaced its original scanners with newer and more capable Wide Area Bar Code Readers. These newer readers make placement of the bar code on your mail piece a lot more flexible than before. In fact, you can now even print bar codes on mailing labels!

The bar code and mailing address must be located completely inside a region known as the Address Block Bar Code Read Area. The following page illustrates how you must place these items on the mail piece.

## Other Addressing Considerations:

Make sure the BARcode field is formatted to 12 point size using the Postnet font. (Note: the Postnet font must always be 12 points.)

When formatting the mailing address, do the following:

Choose a sans serif font for your address, such as Helvetica.

Choose a font size for your address that is between 9 and 16 pts.

Make sure all the letters in your address are all uppercase. (Computer Freelance does this for you when you send your mailing list for CASS certification.)

Remove all punctuation from the address (i.e., commas, periods, apostrophes, # signs, etc.) (Computer Freelance does this for you when you send your mailing list for CASS certification.)

Make sure your address is left justified (ragged right).

