BRM Card Template (3-3/4" x 5-1/4")

This template was created to help you accurately construct a 3-3/4" x 5-1/4" Business Reply Mail Card.

It consists of 3 layers:

1. Instruction Layer (which you are now on).
2. Working Layer (where you wil construct your BRM).
3. Dimensions Layer (shows you the boundaries for the placement of information).

As shown below, there are **three** areas that must be completed on the Working Layer of your BRM:

1 Business Reply Legend: Insert permit number, city, and state where permit is issued.
2 The address where BRM is returned.
3 Unique 9-digit ZIP+4 barcode assigned by Postal Service.
4 FIM C. (Do Not Move.)

For further technical information, please reference QSG 922 and DMM S922.5.

BUSINESS REPLY MAIL

FIRST-CLASS MAIL   PERMIT NO. 1234   ALEXANDRIA, VA

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

MR JOHN SMITH
MANUFACTURES ASSOCIATION
300 MAIN ST
ALEXANDRIA VA 22314-9801

USPS BRM Template Card   3-3/4" x 5-1/4"

Instructions Layer

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BUSINESS REPLY MAIL

FIRST-CLASS MAIL   PERMIT NO.

POSTAGE WILL BE PAID BY ADDRESSEE

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

3"

2"±1/8"

Top edges of bars must be within 1/8" shaded area

FIM Bars must be between 1/2" & 3/4" high (Do Not Move.)

Recommended placement of return address, logo, codes, and advertising copy.

5/8"

FIM Clear Zone

NO POSTAGE
NECESSARY
IF MAILED
IN THE
UNITED STATES

3-3/4"

BUSINESS REPLY MAIL

FIRST-CLASS MAIL   PERMIT NO. 1234   ALEXANDRIA, VA

POSTAGE WILL BE PAID BY ADDRESSEE

3/16" min.

Insert Permit Number & City/State (All caps)

1/2"

Optional
Logo
Area

MR JOHN SMITH
MANUFACTURES ASSOCIATION
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1/2"
minimum

Horizontal Bars must be 1/16" to 3/16" thick, evenly spaced, and at least 1" long. The bottom bar must be above the top of the delivery address line, see S922.5.7.

1" min.

Bottom Line 2-1/4" max., 5/8" min.
From Bottom Edge of Postcard

2-1/4"

Leftmost bar 4-1/4" max., 3-1/2" min. from right edge

5/8"

1/4"±1/16" is measurement between bottom of bars and bottom edge of piece

Barcode Clear Zone 5/8" x 4-3/4"

5-1/4"

USPS BRM Template Card   3-3/4" x 5-1/4"

Dimensions Layer

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