

Picture Permit

Are you looking for a way to inspire someone to notice a particular mailpiece? **Introducing Picture Permit!**
If a picture is worth a 1,000 words... consider Picture Permit!

Printing Center and Bulk Mail Services have teamed up to offer a way to add impact, branding, and personality to your mailpiece without using any additional space. Instead of using a stamp or a plain mailing indicia, personalize the mailpiece with a photo or logo more likely to engage the recipient.



The Rules...

1. Photo must be in color.
2. Photo cannot exceed the boundaries of the indicia.
3. Mailing must be Full-Service and include Intelligent Mail barcode and endorsements (We'll take care of that part).
4. Must comply with all copyright laws.

The Cost...

1. First Class Mail: Additional 1¢ per mailpiece.
2. Marketing Mail/Non-Profit Mail: Additional 2¢ per mailpiece.

Did you know most TTUHSC non-profit mailings average less than 18¢ each for postage?

For questions, email Printing Center at PrintingCenter@ttuhsc.edu.

The Unabbreviated Rules

As options to the basic format under [5.3.11](#), permit imprint indicia may be prepared as picture permit imprint indicia under [5.4](#) or in other formats subject to these conditions:

- a. The rule that forms a box around the content of the indicia may be omitted if the content remains as specified in [5.3.6](#) through [5.3.9](#) and [Exhibit 5.3.11](#).
- b. Unless printed directly on an address label, the indicia content must be placed within a clear area no smaller than 1/2 inch high and 1/2 inch wide, no more than 1-1/2 inches below or left from the upper right corner of the mailpiece or of the address area when oriented to read the address, regardless of processing category or postage price claimed. If printed on an address label (including paper, adhesive, and multilayer sandwich labels), the space allowed for the indicia content must be rectangular, large enough to ensure legibility of that content from a normal reading distance and to separate it from other information on the label, and located in the upper right corner of the label when oriented to read the address.



- c. No printing appears in the indicia other than that required or allowed under [5.3.6](#) through [5.3.9](#).
- d. Except as required to enclose the permit information, no printing appears above or to the right of the permit information when the indicia is printed directly on the mailpiece or within the address area or on the address label.
- e. Except for indicia printed on address labels, the permit information is printed in no smaller than 4-point type. In indicia printed on address labels under [5.3.12b](#), the permit information must be legible.
- f. Except as required to enclose the permit information, decorative designs intended to be part of the indicia design must appear below or to the left of the permit information in an area extending no farther than 4-1/2 inches to the left of the right edge, and 1-1/2 inches below the top edge of the mailpiece, address area, or address label, as applicable. Such designs must not resemble or imitate a postage meter imprint, postage stamp, postcard postage, or other postage payment method; and they must not include words, symbols, or designs used by the USPS to identify a class of mail, price of postage, or level of service, *unless* such elements are correctly used under the applicable standards for the mailpiece on which they appear and the corresponding postage and fees have been paid.
- g. All other applicable standards in [5.0](#) are met.