

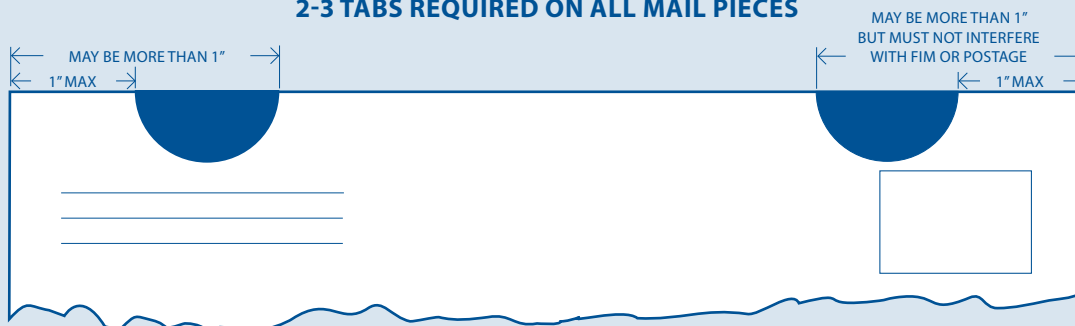


SELF-FOLDED MAILER (FSM) REQUIREMENTS

Understanding the new tabbing requirements is vital to a successful mailing project. Below we have outlined the basics. There are other more technical aspects of these requirements. Your KCI representative can help you meet all aspects of the new rules. Please contact them before producing your project. You can also find more specifications here:
kentcommunications.com/uploads/FSMReference.pdf

PLACEMENT OF NON PERFORATED TABS & WAFER SEALS

2-3 TABS REQUIRED ON ALL MAIL PIECES



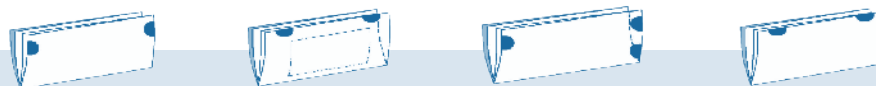
BASIC FSM



FOLD STYLE ORIENTATION:

Horizontal - Final fold on bottom. Full panel folded up to top on non-address side or external flap folded down from top of non address side.
 Vertical (Oblong) - Final fold on bottom or lead edge (right-hand side of address panel). No bottom opening allowed.

QUARTER FOLD



FOLD STYLE ORIENTATION:

Quarter Fold - First (inside) fold must be on right-hand edge. Final fold must be on bottom edge.

BOOKLETS



FOLD STYLE ORIENTATION:

Bound and then folded to letter-size. Spine must be on bottom or right-hand edge of address panel.