

# THE PERFECT LETTER

## Guidelines for print field and PPI

To ensure an efficient and trouble-free sorting and a correct distribution, the following specifications and guidelines must be complied.

## The Envelope

- The envelope must be closed and comply with the following dimensions and objectives: **Min. 140x85 mm to 324x229 mm (postcard to C4). Max weight 100g.**
- The envelope's design must comply with the specified guidelines for print field and PPI. *Please see the illustration on page 2.*
- The envelope must be produced by paper quality of min. 60 grams and be responsive to ink-jet printing.
- The envelope must be max. 8 mm thick and the content must be able to "bend" in the machine. *Please see figure 1.*
- It is important that the glue/envelopes are not too moist and are not packed too tight within the boxes to avoid them from "sticking together". Make sure the glue stays within the rim.

## The Address

- Make sure to use standard fonts such as Times, Arial, Verdana, Univers, Tahoma or other similar OCR-readable fonts. Point size must be 10 or greater.
- To avoid letters and lines from floating together please keep sufficiently space in between. *Please see illustration 2.*
- "/" is not allowed in the adress. *Please see illustration 3.*
- The readability of the entire addressing field should be as high as possible. The address must be printed as black text on white background.
- The content in the envelope must be placed so that the address field can be read regardless of any movement of the envelope. *Please see illustration 4.*

dao cannot guarantee a distribution if your mailing does not apply to the above given measurements and guidelines.

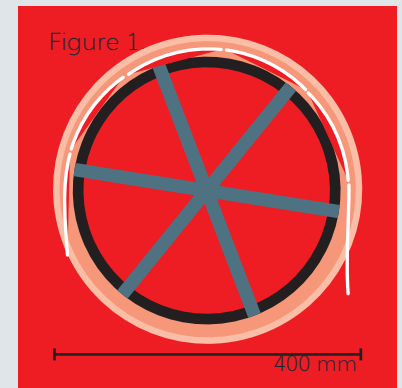


Figure 2.



Navn Navnesen  
Sjælør Boulevard 23, 2. th  
2500 Valby



Navn Navnesen  
Sjælør Boulevard 23, 2. th  
2500 Valby

Too little space.  
Letters are flowing together.



Navn Navnesen  
Sjælør Boulevard 23, 2. th  
2500 Valby

Too little space between  
the lines.

Figure 3.



Navn Navnesen  
Sjælør Boulevard 23/2/th  
2500 Valby

Avoid '/' in the adress

Figure 4.



Navn Navnesen  
Sjælør Boulevard 23, 2. th  
2500 Valby



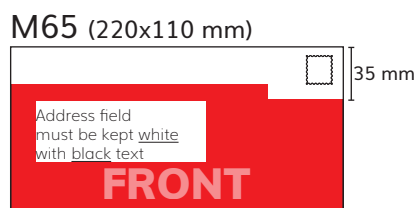
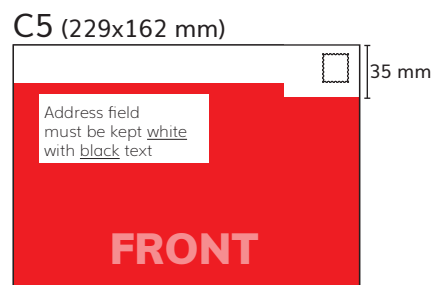
Navn Navnesen  
Sjælør Boulevard 23, 2. th

If you have any questions, please contact us at  
+45 44 51 72 40 or [booking@dao.as](mailto:booking@dao.as)

dao

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## Guidelines

- Illustrations shown on this page are standard envelope sizes. However, envelopes within following sizes are acceptable: Min. 140x85 mm to 324x229 mm (postcard to C4).
  - Areas marked in yellow on the illustrations on the left, are for your free disposal for image, text and graphics.
- The following must be applied:
- Addressing field must be kept white with black text
  - The additional white areas on the illustrations must be kept white and free of any text and print. Only exception is the **PPI** which must be printed in the top right corner.

If you have any questions, please contact us at +45 44 51 72 40 or [booking@dao.as](mailto:booking@dao.as)

