Technical specifications for addressed direct mail items

When preparing addressed direct mail items, the addressee's or sender's name (initial letter) and family name must be given first. The addressees name is followed by the name of a state or municipality institution, office, company, organization or subject of another type (hereinafter referred to as the "institution"). Then the address should be given. The person's name (initial letter) and surname may be preceded by a title or/and honorific or their abbreviations. No numbers of passports, tickets or other documents may be given in the address details.

The addressee's address must be given on the bottom of the address-side of the item in the right-hand corner:
- 40mm from the top edge of the envelope (tolerance 2mm);
- 15mm from the right-hand edge of the envelope;
- 15mm from the bottom edge of the envelope;
- Not more than 140mm from the left-hand edge.

When sending letters in envelopes with transparent panels, the addressee's address must be given in the area of the transparent panel.

The sender's address must be given on the top of front-side of the envelope in the left-side corner. If this area cannot be used for the sender's address, or the envelope has a transparent panel, the sender's address can be written on the back-side of the envelope in the middle of the top edge.

The mark (label) REKLAMINĖ PAŠTO SIUNTA (direct mail item) must be given on the front-side of the envelope in the top right-side corner.

Limits of size for addressed direct mail items*

Maxima: length, width and depth combined: 900mm, but the greatest dimension may not exceed 600mm, with a tolerance of 2mm; in roll form: length plus twice the diameter: 1040mm, but the greatest dimension may not exceed 900mm, with a tolerance of 2mm.

Minima: to have a surface measuring not less than 90x140mm, with a tolerance of 2mm; in roll form: length plus twice the diameter: 170mm: but the greatest dimension may not be less than 100mm.

* Limits of size may be subject to negotiations.