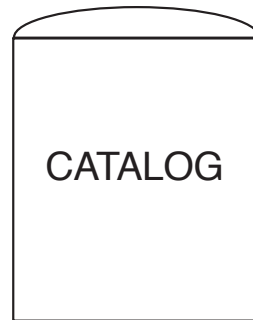
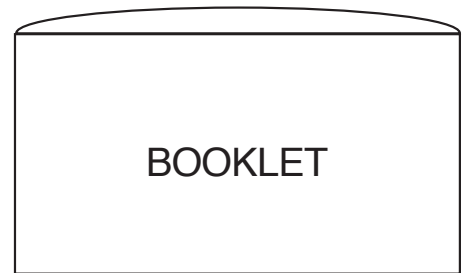


ENVELOPE RULES OF THUMB

Catalog — flap runs on END of envelope (“CATS come to a nasty END”)



Booklet — flap runs on SIDE of envelope (“BOOKies make SIDE bets”)



To determine relative position of window given ONLY window specifications, hold envelope with FLAP at TOP. LEFT is now to your left, and BOTTOM is OPPOSITE THE FLAP. Start measurements using this calculation.

To determine window coordinates from window spex only, remember that the dimensions are given with HEIGHT of window FIRST, and WIDTH of window SECOND. So —

- A 1x3 window has a height of 1” and a width of 3”, and runs PARALLEL to the flap; and
- A 3x1 window has a height of 3” and a width of 1”, and runs PERPENDICULAR to the flap.

