

## Addressing That Works – When Seconds Count

Because help often arrives from the opposite direction of the mail service, only 50% of your street addresses are visible to 9-1-1 first responders or anyone else.

Don't keep them guessing, identifying your street address on **BOTH** sides of your mailbox using a minimum of 3-inch high white reflective numbers on a dark background.

3" High White Reflective Numbers on a Dark Background

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House 4-5 inch



If you live in an area that uses community mailboxes rather than individual mailboxes, it is important to display your address on your house using a minimum of 4-inch high numbers that are well illuminated and have a high contrast to the background, both day and night. As an alternate, place a small post with the address sign attached, visible from both sides, and located near the roadside.

**DO** Use a minimum of 3-inch high white reflective numbers on a dark background.

**DO** use a directional arrow on the mailbox if you share a driveway with another house or if the mailboxes are all on the same side of the road.

**DO** display your address ON YOUR HOUSE using a minimum of 4-inch high numbers and make sure they are visible from the street and brightly illuminated.

**DO** call your local fire department and ask about their addressing guidelines.

**DO NOT** use black numbers under any circumstance. What color is not visible at night? Black numbers on a white reflective background are common but hard to see at night. The white reflective background has a tendency to balloon from the bright lights of an approaching emergency vehicle and hide the black letters.

**DO NOT** use brass numbers, they are difficult to see in the daytime and impossible at night.

*Eleven Eighty Four*

**DO NOT** use cursive numbering. 1184 is easier to read than

**DO NOT** allow shrubbery or holiday decorations to block the address on your mailbox or house.

**DO NOT** rely on curbside painted numbers. Responders cannot see them as they approach from down the road. The numbers are easily covered by snow, dirt, debris, and completely hidden by a parked car.



Addressing That Works – When Seconds Count  
 Good Addressing Helps Everyone  
**When Seconds Count**  
 Don't Keep Them Guessing



Not On Both Sides



Not On Both Sides



Excellent Night Visibility



Excellent Night Visibility



Poor Night Visibility



Black On Reflective Background



Excellent Day & Night Visibility



Excellent end of Cul-de-sac



Faded Curb Numbers



Cursive Hard to READ



Excellent On Both Sides



Excellent Post Signage



No Arrow To Property Owner



Excellent Arrow



Brass Hides In Daytime



Brass Numbers Hide At Night



Excellent On Both Sides



Vegetation Hides Numbers



Addressing That Works – When Seconds Count  
Numbers and Lettering Sources

**Do It Yourself Lettering**.com

[www.doityourselflettering.com/](http://www.doityourselflettering.com/)

**1654**

3 inch self-adhesive vinyl white reflective on black ~ \$14-

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**numbersandletters.com**

[www.numbersandletters.com/](http://www.numbersandletters.com/)

3 to 6 inch self-adhesive white reflective ~\$3.5 each

**3**

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**ebay**

**0011  
2233  
4455  
6677  
8899**

Reflective Sheet of White Vinyl Street Address  
Mailbox Number Decal Sticker Kit ~ \$16

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3 inch, Home Depot in store  
white on black nail on







Addressing That Works – When Seconds Count  
 4 inch, Lowe's, in store, one for under \$2-  
 white reflective nail on 4-inch white on black



4-inch Walmart in store, one for under \$1-  
 white reflective nail on



[www.SmartSign.com](http://www.SmartSign.com) 3 or 4 inch ~ \$20-



Horizontal or Vertical Red, Black,  
 Green, Blue and Brown backgrounds,  
 Reflective both sides



SafetySign.com 3 or 4 inch high ~ \$20



Horizontal or Vertical Red, Black, Green, Blue and Brown backgrounds, Reflective both sides

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**INTERSTATE SIGN PRODUCTS**

www.Interstate911.com

3 or 4 inch ~ \$18

Horizontal or Vertical Red, Green, Blue and Brown backgrounds, Reflective both sides



www.SignSpecialist.com

911 Signs, 6"x18", both sides under \$20-

