

◆ Project Name

◆ Target Drop Date*
* Is content dated?

◆ Mailing Service Type

- First Class
- Non-Profit
- Standard

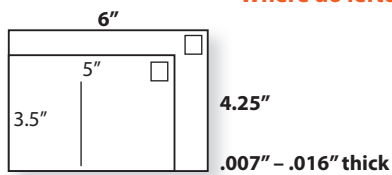
◆ List Type / Quantity

- Preferred Database Format (Customer-supplied list)
.DBF (Access), .CSV (Comma Delimited), XLS (Excel)
- Purchase List

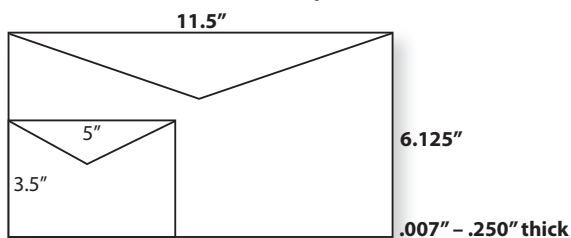
◆ Mail Piece Shape and # of Inserts*

- * Where are pieces coming from?
- * Where do leftover materials go?

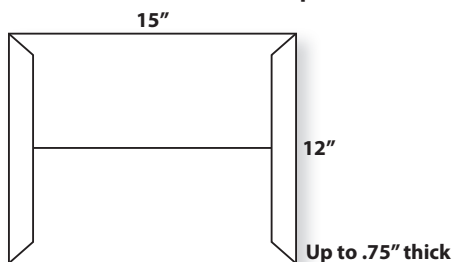
Postcards



Letters (self-mailers or envelopes)



Flats (self-mailers or envelopes)



One dimension must be: 11.5" L or 6.12" H or .250" thick

Return Address

- Post office requirement for all mailings

Tabbing (single on top preferred)

- Necessary on all automated self-mailers, excluding cards and flats
- We will determine quantity of tabs and location based on mail piece
- White and translucent tabs available

◆ Postage Type

- Preprinted Indicia Stamp (shown)
- Meter Tape (shown)
- Ink Jetted Indicia
- Postage must be prepaid**



Fold Location

- Preferred below address

Addressing Options

- Ink jet directly onto piece
- Mail merge into window envelope (personalized letter)
- Digital Variable Data Print (VDP) whole piece at once
- Address labels

Additional Mailing Services Guidelines / Considerations

List

We can attempt to use lists not provided in the preferred format, but additional charges may apply.

We can provide residential and commercial lists. Numerous demographics are available for each.

As of November 23rd 2008, all mail lists must go through National Change of Address (NCOA) address correction.

List merging and de-duping is also available.

Mail Service Type

Considerations:

The content of the mail piece may determine what service must be used. For example, invoices and statements that contain personal information must be sent first class. Certain content may disqualify a piece for non-profit rates.

First Class - Typical delivery is 1-4 days. Piece is returned to sender if it is undeliverable. It is more expensive than non-profit and standard services.

Non-Profit - Can be slower than first class, but it is processed before standard mail at the post office. Rates are lower than both first class and standard mail, but the sender must be registered with the USPS as a non-profit organization.

Standard - Delivery can be slower than first class and non-profit services, especially during peak mail volume seasons. Undeliverable pieces are not returned unless specific endorsements are included on the piece and additional charges will apply to the returned pieces.

We can also provide any of the other USPS services: bound printed material, library mail, media mail, parcel post, priority mail and express mail.

Automation - By adding a delivery point barcode and meeting other USPS requirements, rates on each of the services above can be further reduced. In general automation will also decrease delivery time. There is a minimum of 500 pieces for first class automated mailings and 200 pieces or 50 pounds total weight for non-profit and standard automated mailings.

Mail Piece Shape

Postcards - This rate class is only available on first class service. In general an 80# gloss cover stock meets the minimum (.007") thickness requirement for a postcard. Uncoated stocks vary greatly in thickness. Please verify the specific stock requested meets this requirement.

Letters - for automation there is an aspect ratio requirement in addition to the sizes shown on the other side of this sheet. The length divided by the height must be between 1.3 and 2.5. For example, square pieces are assessed a surcharge. In general a 100# gloss cover stock meets the minimum thickness (.009") requirement for a letter. Uncoated stocks vary greatly in thickness. Please verify the specific stock requested meets this requirement.

Flats - Beginning 3/29/2009 the address block location requirements for all flats- except straight first class- are changing. The "top half rule" will require that all of the address block must appear on the top half of the flat. More information is available from the production department or the USPS.

There must be enough contrast between an address and the background it is printed on to qualify for automated rates. Some pastels are acceptable, but it is safest to provide a white background.

Postage

We can estimate postage once the list has been provided and the mail piece contents are finalized.

Postage must be paid before we will deliver the mailing to the post office. For clients that do mailings on a regular basis we can set up postage accounts or postage deposits to facilitate this.

Clients may use our permit (119) if they do not have one of their own. If the organization is non-profit they will have to provide us with their USPS authorization number. Mailings with our permit are dropped at the Toledo post office. We can use a client's permit as long as it is registered at one of these post offices: Toledo, Bowling Green or Detroit. Contact production if it is a different post office.

Toledo is a Destination Sectional Center Facility (DSCF). Extra discounts are earned for mail going to much of the surrounding area. (Zip codes: 434, 435, 436)

Miscellaneous

Pieces with variable data on two sides must be auto duplexed on our digital copiers. (80# cover maximum weight)

The intelligent barcode offers many advantages and new possibilities for clients to track their mail. We are now applying this barcode to most automated mailings. Contact production for information on the

new capabilities available with this barcode. Reply mail (envelope or card) needs to have the FIM barcode and POSTNET barcode to claim automated rate. The Mail Design Analyst at the post office can create the artwork for the reply mail piece.

Machine inserting is available for up to six inserts into 6" x 9" and smaller envelopes.

We place seeds in each mailing. Typically we will add two names to the list to track the transit time and condition of the piece as received.

We will gladly review any artwork for USPS compliance and best practices.

Unless we are instructed otherwise, all extra pieces will be returned to the client after the mailing is complete.

The post office sometimes adds labels to a piece that may cover important copy. This can significantly impact the effectiveness of your piece. Designing the address block properly can minimize this risk.

Additional Resources

The USPS has a comprehensive website. A good place to start is www.USPS.com/prices.

The USPS also makes several reference tools available. Three good ones are:

- Transparent template for designing letter mail. Item D-1010706 REV G.
- First-Class Mail Shape-Based Pricing Template (PSN 7530-10-000-0765)
- USPS Quarterly Publication: *Mail Pro – News for Mailing Professionals*

BOTTOMLINE INK