

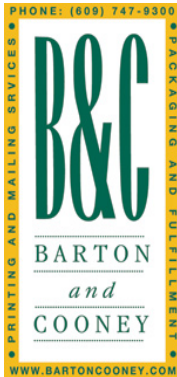
Dos and Don'ts of Direct Mail

Do Consider Bulk Mailings for the following reasons:

- Bulk postage rates are much lower than straight 1st class rates; which saves you money.
- Mailing in bulk requires a permit, so make sure you establish one or ask your mailer if you can use there's. Most mailers do not charge for this service
- There is only a 200-piece minimum per mailing; 500 pieces for 1st class
- Do work with the mail piece design analyst before printing your mailpiece.
- You don't have to do the work yourself you can use B&C who specializes in creating and preparing mail.
- B&C will process your entire mailing for you; from printing your mailpiece to delivering it to the Post Office.
- Customize your mail piece to your audience
- Target your audience by using demographic techniques.
- Use customize messages unique to the individual you are addressing.
- When purchasing your list DO make sure you mail within the 95 days to meet the Move update requirements
- Test your list, try an A – B split, to see what works for your audience.

Don'ts

- Don't assume that because you receive a piece in the mail that it meets all the USPS requirements, see your Mail piece design analyst.
- Don't mail to everyone in a specific ZIP CODE because the postage will be cheaper, mail to those who will be interested in your message.
- Don't mail your address list until you have processed it through NCOALink.
- Don't mail square shaped mailpieces unless you plan on paying additional postage.
- Unless you are approved for nonprofit status, don't try and mail at a nonprofit rate.
- Don't mail an out of date list, this will cost you more money in the long run.
- Don't hit your audience just once, remember to send a follow-up mailpiece; third time's a charm – repetition is the key to success.

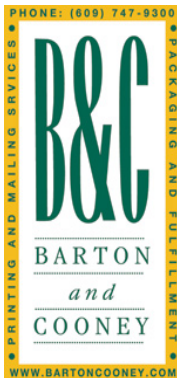


What is Bulk Mail?

The term “BULK” and “PRESORTED” are the same thing. If you plan to mail large volumes of mail, one step in helping to lower postage rates is to presort your address list. In order to qualify for these rates, first you must be planning on mailing at least **200 pieces or 50 pounds** for Standard Rates, or **500 pieces** or more for 1st class mail rates. (These counts are per mailing not per CARRIER Route). The advantage of mailing at bulk rates is simply to reduce the total postage cost.

Getting Started.

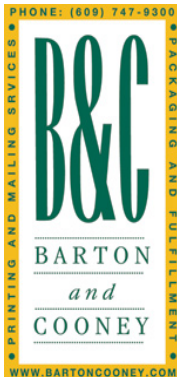
1. Establish a mailing permit and pay the annual mailing fees
2. Applying postage to your mailpiece can be done using any of the following methods.
 - a. Precanceled Stamps
 - b. Postage meter
 - c. Permit Imprint
3. Determine the size of your mailpiece; does it qualify as a Postcard, Letter or Flat?
 - a. Postcard:
 - Rectangular cardstock
 - At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
 - No more than 4-1/4 inches high x 6 inches long x 0.016 inches thick
 - b. Letter: (up to 3.5 ounces); also known as tri-folds, booklets and self mailers.
 - Rectangular
 - At least 3-1/2 inches high x 5 inches long x 0.007 inch thick.
 - No more than 6-1/8 inches high x 11-1/2 inches long x 1/4 inch thick.
 - c. Flats: also known as large envelopes, brochures, catalogs, newsletters, or magazines.
 - Have one dimension that is greater than 6-1/8 inches high OR 11-__ inches long OR __ inch thick.
 - Be no more than 12 inches high x 15 inches long x __ inch thick.



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Things to know:

- Letters are subject to a \$0.20 surcharge if they are **square**, rigid or meet certain nonmachinable characteristics.
- Once a piece of mail exceeds the maximum length, height, or thickness of one shape, it automatically gets classified as the next largest shape.
- Before you proceed with printing your mailpiece, it is strongly suggested that you take a mockup or sample of your mailpiece to your mailpiece design analyst or show it to B&C and make sure the mailpiece qualifies for the class of mail and postage price you want. Some up-front investigation could save you thousands of dollars in unplanned postage costs.



Classes of mail

The most commonly used classes of mail are 1st Class and Standard A.

1. 1st Class – presorted and automated

- a. Minimum Weight: None.
 - b. Maximum Weight: 13 ounces (over 13 ounces, First-Class Mail becomes Priority Mail).
 - c. Letter Maximum Weight: 3.5 ounces.
 - d. Minimum Quantity to Mail at Commercial Prices: 500 pieces.
 - o First-Class Mail letter-size pieces that are square, rigid or meet at least one of the nonmachinable characteristics are subject to the nonmachinable surcharge.
- First-Class Mail includes:
- o cards
 - o letters
 - o flats

Things to know:

- All mailable matter can be mailed as First-Class Mail. Some things **MUST** be mailed as First-Class Mail, including:
 - o Handwritten or typewritten material
 - o Bills, statements of account or invoices, credit cards
 - o Personal correspondence, personalized business correspondence
 - o All matter sealed or otherwise closed against inspection.

2. Standard A – presorted and automated

- a. Minimum Weight: None.
- b. Maximum Weight: less than 16 ounces.
- c. Minimum Quantity: 200 pieces or 50 pounds of mail.
 - Mailers use Standard Mail to send:
 - o Printed matter, flyers, circulars, advertising.
 - o Newsletters, bulletins, and catalogs.
 - o Small parcels.

Things to know:

- Unlike First-Class Mail, there is no separate Standard Mail postcard rate (postcards are mailed as letters or flats).
- For beginning mailers, Standard Mail is often the best choice because postage prices are very low.
- Certain Extra Services can be used with Standard Mail parcels:

electronic Delivery Confirmation, bulk insurance, and return receipt for merchandise.

- Standard Mail is not forwarded or returned unless you request it with an ancillary service endorsement. Forwarding and return services will result in additional fees or postage.
- Lower nonprofit prices are available for Standard Mail but require specific authorization.
- Standard Mail is for domestic mail only. You cannot send Standard Mail to international addresses.

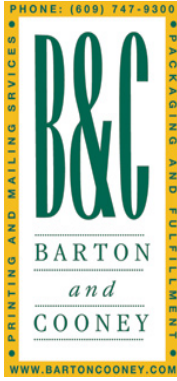
3. Nonprofit

a. There are special Prices for Nonprofit Standard mailers

o Organizations wishing to mail at nonprofit Standard Mail prices first must be authorized by the Postal Service as eligible. Then, they must make sure that the material being mailed complies with strict requirements for nonprofit prices

Things to know:

- Nonprofit postage prices are available only for domestic mail, not for international mail.



Direct Mail

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Address Accuracy and Move Update

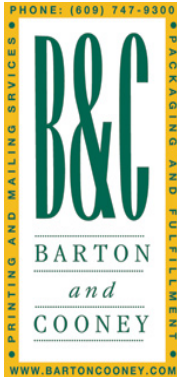
In order for the mailing list to qualify for presorted postage rates Mailing lists must be and are processed at B&C through the following USPS certified software programs:

1. CASS-certified- Coding Accuracy Supporting Software; the CASS system improves the accuracy of carrier route, five-digit ZIP®, ZIP + 4®, and delivery point codes that will appear on the mailpiece.
2. NCOALink – National Change of Address meets the move update standards and must be done within 95 days of the mailing date. NCOALink continually provides the following benefits to mailers:
 - a. Reduces undeliverable mail by providing the most current address information for matches made to the NCOALink file
 - b. Prevents re-mailings after address corrections are received because the address correction is applied prior to the mailing
 - c. Reduces mailer costs by reducing the number of undeliverable mailpieces by using most current address information
 - d. Provides the opportunity for faster product/service marketing through accurate mail delivery

Additional Tips

- Post Office™ Boxes are a great way to receive mail where and when it's most convenient for you. You can rent a P.O. Box online at www.usps.com or at most Post Offices. Prices vary depending on the location of the Post Office and the P.O. Box size.
- You can get supplies for your bulk mailings FREE from the USPS
- *In order for the customer to take advantage of lower*

postage rates the guidelines established by the USPS that must be met in preparing mail for bulk rate discounts. If the customer thinks this is more work than they want to take on; recommend they use a mailhouse/lettershop or ask B&C for a quote.



Glossary

Automation–Compatible Mail - Mail that is prepared according to USPS standards so it can be scanned and processed by automated mail processing equipment such as a barcode sorter.

Bulk Mail - The term is generally used to describe commercial mail.

Business Mail Entry Unit (BMEU) - The area of a postal facility where mailers present bulk and permit mail for acceptance. The BMEU includes dedicated platform space, office space, and a staging area on the workroom floor.

Carrier Route Mail - Mail sorted by carrier route. The mail requires no primary or secondary distribution. The term is a general descriptor of the available prices for this type of preparation.

Destination Entry Discount - A postage discount for depositing mail at specific postal facilities (e.g., delivery unit or bulk mail center) that are closer to the final destination of the mail.

Full Letter Tray - A tray filled at least 85% full with faced, upright pieces. Each tray must be physically filled to capacity before the filling of the next tray. A tray with less mail may be prepared only if less–than–full or overflow trays are permitted by the standards for the price claimed. (Also see less–than–full tray and overflow tray.)

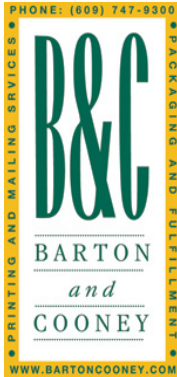
Indicia - Imprinted designation on mail that denotes postage payment (e.g., permit imprint).

Mailing Permit - Permission to mail at bulk (presorted) prices.

Meter Tape - A piece of adhesive paper that is fed through a postage meter and imprinted with postage. The meter tape is then applied to a mailpiece (usually a large envelope or parcel that is too big to fit through the postage meter).

Nonmachinable Surcharge - First-Class Mail letters that are square, rigid or have one or more nonmachinable characteristic are subject to the nonmachinable surcharge. Also, Parcel Select packages that cannot be sorted on mail processing equipment

because of size or weight. These mailpieces must be processed manually.



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Permit Imprint - Printed indicia, instead of an adhesive postage stamp or meter stamp that shows postage prepayment by an authorized mailer.

Postage Meter - A device that can print one or more denominations of postage onto a mailpiece or meter tape. It is available for lease only from designated manufacturers.

Presort - The process by which a mailer prepares mail so that it is sorted to the finest extent required by the standards for the price claimed. Generally, presort is performed sequentially, from the lowest (finest) level to the highest level, to those destinations specified by standard and is completed at each level before the next level is prepared. Not all presort levels are applicable to all mailings.

Presorted First-Class Mailing - A non-automation category for a mailing that consists of at least 500 addressed mailpieces and is sorted and prepared according to USPS standards. This mail does not bear a barcode.

Presorted Mail - A form of mail preparation, required to bypass certain postal operations, in which the mailer groups pieces in a mailing by ZIP Code or by carrier route or carrier walk sequence (or other USPS-recommended separation).

Presorted Prices - A discounted price. In exchange for this lower postage price, mailers must sort their mail into containers based on the ZIP Code destinations on the mail.

Sectional Center Facility (SCF) - A postal facility that serves as the processing and distribution center (P&DC) for Post Offices in a designated geographic area as defined by the first three digits of the ZIP Codes of those offices. Some SCFs serve more than one 3-digit ZIP Code range.

Single-Piece - The "undiscounted" or "full" postage price available for individual pieces of Express Mail, First-Class Mail, Priority Mail, and Package Services. Single-piece prices are higher than prices available for commercial mail.

Sortation - The distribution or separation of mail to route it to its final delivery point.

Walk Sequence Information "General" - Walk-sequence pieces must be sequenced using USPS data from one of the following sources, issued within 90 days before the mailing date:

- a. The Computerized Delivery Sequence (CDS) file.
- b. The Delivery Sequence File (DSF) or Delivery Sequence

File, Second Generation (DSF2).

c. Delivery sequence information from USPS address sequencing services, as requested by the customer.

Out-of-Date Walk Sequence Information - [8-3-09] Mailings prepared with out-of-date walk-sequencing or delivery statistics information are not eligible for prices requiring walk-sequence preparation.

Questions? Just ask your B&C contact.