DIRECT MAIL 101

Everything you need to know to start offering mailing services

Presented by **AccuZIP, Inc.**

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Senior Product Specialist
Senior Support Specialist

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Website Coordinator

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TOP 7 REASONS TO ADD MAILING SERVICES

1. **Keep your customers**
2. **Generate more revenue**
3. **No additional labor costs**
4. **You're already doing most of the work**
5. **Mailing the printed job is nearly all profit**
6. **Mailing services create more print jobs**
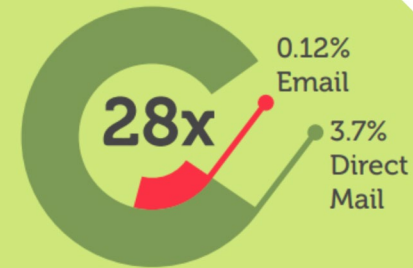7. **Mail is more efficient than email**

Direct Mail 79%

Email 45%

Consumers reporting they immediately act on direct mail vs email

70% to 80% of consumers say they open all of their direct mail

28x

0.12% Email

3.7% Direct Mail

Response rates for direct mail are 28 times higher than email

MAIL SERVICE PROVIDER TOOLS

Becoming a Mail Service Provider is easy!
You need four basic things:

- **Permit from the USPS** ®
- **Mailing Software**
- **Printing Equipment**
- **Trays and Sacks from the Post Office™**

WHY IS POSTAGE REDUCED WHEN MAILING IN BULK?

- **The Postal Service™ offers lower prices for bulk mailings because you do some of the work that otherwise would have to be done by USPS® employees**

For Example:
- Sorting the mail by ZIP Code™, Carrier Route within a ZIP Code™, or Area Distribution Center (Presorting)
- Transporting the mail to a destination postal facility

- **Work sharing: Mailers make an investment in time and technology, the Postal Service's costs are reduced and therefore, you pay less postage.**

MINIMUM QUANTITIES FOR COMMERCIAL MAIL
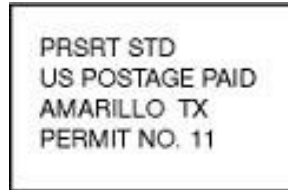
- **First Class Mail**®   **500 Pieces**   **13 oz max**
  - Bills, statements of account, invoices, credit cards, personalized correspondence
  - No nonprofit eligibility
  - Cards, letters, flats, parcels

- **Marketing Mail**™   **200 Pieces or 50 lbs of mail**   **16 oz max**
  - Advertising, flyers, circulars, newsletters, catalogs.
  - Nonprofit Eligible
  - Letters, Flats, Parcels

- **Bound Printed Matter**   **300 Pieces**   **15 lb max**
  - Advertising, promotional, other editorial material (catalogs, phone directories)
  - Flats, Parcels
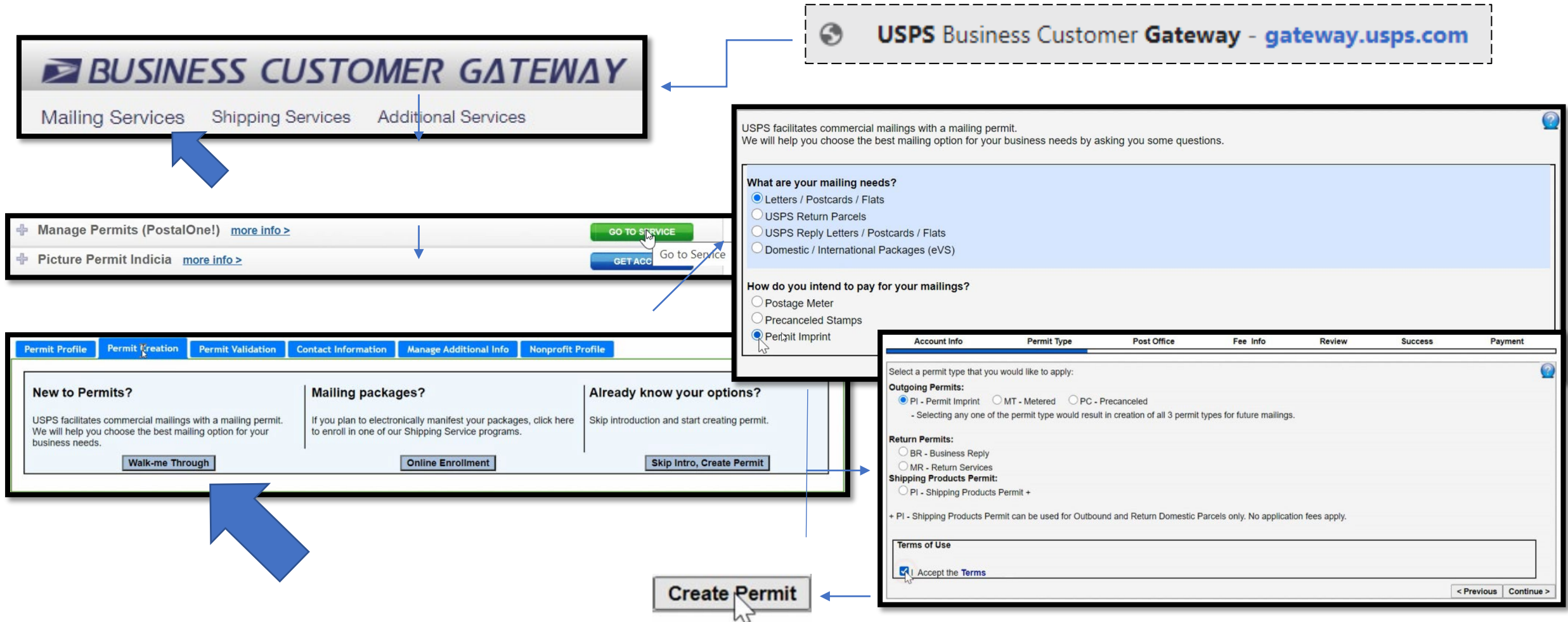 - No nonprofit eligibility

REQUIREMENTS FOR MAILING AT COMMERCIAL PRICES

- **Obtain a mailing permit online**

- **Pay an annual mailing fee*** for each class of mail

  (First-Class Mail® and Marketing Mail™)

- Pay postage using one of three convenient methods:

  - Pre-canceled stamps

  - Postage meter

  - **Permit imprint**

  PRSRT STD
  US POSTAGE PAID
  AMARILLO TX
  PERMIT NO. 11

  USA
  PRESORTED FIRST-CLASS
  2005

- Ensure that the **addresses in your mailing list are accurate**

- Presort the mail pieces

- Take the mail to the post office™ where your mailing permit is held

HOW TO GET A PERMIT ONLINE

accuzip

USPS Business Customer **Gateway** - gateway.usps.com

BUSINESS CUSTOMER GATEWAY

Mailing Services   Shipping Services   Additional Services

✛ Manage Permits (PostalOne!) more info >   GO TO SERVICE

✛ Picture Permit Indicia more info >   GET ACC   Go to Service

USPS facilitates commercial mailings with a mailing permit.
We will help you choose the best mailing option for your business needs by asking you some questions.

What are your mailing needs?
- ⦿ Letters / Postcards / Flats
- ◯ USPS Return Parcels
- ◯ USPS Reply Letters / Postcards / Flats
- ◯ Domestic / International Packages (eVS)

How do you intend to pay for your mailings?
- ◯ Postage Meter
- ◯ Precanceled Stamps
- ⦿ Permit Imprint

Permit Profile	Permit Creation	Permit Validation	Contact Information	Manage Additional Info	Nonprofit Profile

New to Permits?

USPS facilitates commercial mailings with a mailing permit. We will help you choose the best mailing option for your business needs.

Walk-me Through

Mailing packages?

If you plan to electronically manifest your packages, click here to enroll in one of our Shipping Service programs.

Online Enrollment

Already know your options?

Skip introduction and start creating permit.

Skip Intro, Create Permit

Account Info	Permit Type	Post Office	Fee Info	Review	Success	Payment

Select a permit type that you would like to apply:

Outgoing Permits:
- ⦿ PI - Permit Imprint   ◯ MT - Metered   ◯ PC - Precanceled
- - Selecting any one of the permit type would result in creation of all 3 permit types for future mailings.

Return Permits:
- ◯ BR - Business Reply
- ◯ MR - Return Services

Shipping Products Permit:
- ◯ PI - Shipping Products Permit +

+ PI - Shipping Products Permit can be used for Outbound and Return Domestic Parcels only. No application fees apply.

Terms of Use

☑ I Accept the Terms

< Previous   Continue >

Create Permit

PERMIT FEES

- **$265 one-time fee: Permission to use Permit Imprint for postage**
  - There is **no fee** to apply for a permit to mail with **precanceled stamps or postage meter**
  - You must mail **at least once every two years** to keep this permit active
- **$265 annual fee: Permission to mail at bulk rates**
  - Separate fees for First-Class™ and Marketing Mail™
  - Your permit allows you to drop mailings at the Post Office™ where your permit is held
  - Using a customer's permit requires you to drop mailings at the post office of their permit
  - You don't have to pay your annual fee until you drop off your first mailing
  - Your annual fee is due 365 days from the date of your first payment
- **How to get the annual fee waived**
  - At least 75% of mailings are **Full-Service mailings** with ZIP+4's on 90% of your pieces

FULL-SERVICE MAILING REQUIREMENTS

![accuzip logo]

- **Apply a unique Intelligent Mail® barcode (IMb™) to each piece**

- **Apply a unique intelligent mail tray barcode to trays, sacks** (when using trays or sacks)

- **Apply a unique intelligent mail container barcode to placards** (when using pallets)

- **Submit postage statements electronically**

When 90% of your addressed pieces in full-service mailings have ZIP+4® and 75% of all pieces you mail are full-service eligible...

your annual permit fees are waived!
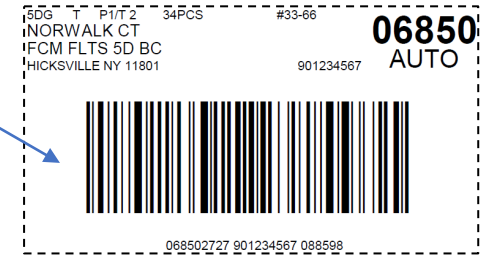
***************5 DIGIT 93442

EDMUND DANTES
THOMPSON AND FRENCH
3216 EL CAMINO REAL
ATASCADERO, CA 93422-2500

5DG   T   P1/T 2   34PCS   #33-66
NORWALK CT   **06850**
FCM FLTS 5D BC
HICKSVILLE NY 11801   901234567   AUTO

068502727 901234567 088598

MXD LONG ISLAND NY 11700
FCM FLTS BC WKG

DENTON TX 76201

——— USPS SCAN REQUIRED ———

99 M 901234567 000008898

(Job ID: 6B31EAT0)
Pallet ID: #1(MADC)
1,452 Pieces (544.50 lbs.)
Flat Tubs: 38

Entry Post Office
DENTON
101 E MCKINNEY ST
DENTON TX 76201-4255
940-387-8555

REQUIREMENTS FOR MAILING AT COMMERCIAL PRICES

- **Get a mailing permit** (permission to mail) **online**
- **Pay an annual mailing fee*** for each class of mail
  (First-Class Mail® and Marketing Mail™)
- **Pay postage** using one of three convenient methods:
  - Pre-canceled stamps
  - Postage meter
  - **Permit imprint**
- Ensure that the **addresses in your mailing list are accurate**
- **Presort** the mail pieces
- **Take the mail to the post office** where your mailing permit is held

MORE ABOUT POSTAGE PAYMENT METHODS

- **Permit Imprint**
  - Instead of applying precanceled stamps to each piece or running each piece through postage meter, the mailer prints postage information in the upper right corner of the mailpiece. This postage block is called an "indicia."

  - All mailpieces must weigh the same. The Postal Service™ weighs an individual piece and the entire mailing to verify the total number of pieces and calculate the postage owed.

  - Pros:
    - Pre-print the indicia or print it at the same time as the addresses
  - Cons:
    - Not as personal-looking as a precanceled Stamp
    - $265 Permit Fee

PRSRT STD
U.S. POSTAGE **PAID**
ATASCADERO, CA
PERMIT NO. 1

MORE ABOUT POSTAGE PAYMENT METHODS

- **Precanceled Stamps**
  - Special stamps specifically for presorted First-Class™ and USPS® Marketing Mail™
  - Stamps are applied at a lower postage price. Pay the difference when mail is dropped off at the Post Office™, either by meter strip, check, or EPS account
    - $0.25 for First-Class, $0.10 for Marketing Mail, $0.05 for Nonprofit
  - Pros:
    - No permit fee, as opposed to the $265 permit imprint fee
    - Marketing advantage over Indicia as it looks like a regular postage stamp
  - Cons:
    - Requires the time-consuming processes of purchasing rolls of stamps at retail counter of post office where permit is held and applying stamps to each piece by hand or with a machine

MORE ABOUT POSTAGE PAYMENT METHODS

- **Postage Meter**
  - Print postage indicia directly onto the mailpieces or on a meter strip, which then gets affixed to the pieces
  - If all mail doesn't have the same price per piece, set the meter to the lowest price
  - Your meter manufacturer will help you comply with requirements for what appears in the meter permit
  - **Pros:**
    - No permit fee, as opposed to the $265 permit imprint fee
    - Convenient way to track postage costs for your business
  - **Cons:**
    - Requires the time-consuming processes of getting a postage meter, filling the meter with enough postage, and running pieces through the meter

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- **Pay postage** using one of three convenient methods:
  - Pre-canceled stamps
  - Postage meter
  - **Permit imprint**
- Ensure that the **addresses in your mailing list are accurate**
- **Presort** the mail pieces
- **Take the mail to the post office** where your mailing permit is held

ACCURACY OF YOUR ADDRESS LIST IS ESSENTIAL

- 17% of Americans change addresses annually.

- 45 million people move each year.

- Approximately one out of every six families moves each year.

- Undeliverable mail costs the USPS® $1.5 billion a year

- Postage for pieces with ZIP+4's is less than those with only 5-Digit ZIP Codes™.

	Machinable	
Entry Discount	AADC	Mixed AADC
None	$0.323	$0.336
DNDC	0.302	0.315
DSCF	0.296	-

	Automation[1,4]		
Entry Discount	5-Digit	AADC	Mixed AADC
None	$0.277	$0.309	$0.330
DNDC	0.256	0.288	0.309
DSCF	0.250	0.282	-

To claim commercial USPS Marketing Mail™ and First-Class Mail prices, you MUST have checked the accuracy of ZIP Codes within 90 Days

HOW POSTAL SOFTWARE SAVES YOU MONEY

- Perform address standardization, address correction, and append ZIP+4's[®]

- Change of address processing

- Duplicate Removal

- Identification and elimination of Undeliverable As Addressed mail

- Postal Presorting following USPS[®] regulations to achieve postal discounts

- Generate necessary paperwork and container tags

- Generate Intelligent Mail[®] barcodes for mailpieces, containers, and pallets

ADDRESS STANDARDIZATION AND CORRECTION

Address Standardization and Correction is the process of altering addresses to conform to USPS® conventions.

Examples include:

- Changing Avenue to AVE

- Changing # to APT or STE

- Changing Box or POB to PO BOX™

- Changing BLVD to DR if the street suffix was incorrect and fixing street name mistakes

Address standardization assists with duplicate removal in your address list

USPS APPROVED MOVE UPDATE METHODS

Move Update is a means of reducing the number of mailpieces that require forwarding or return by matching your name and address data with change of address orders received by the USPS®.

Mailers who claim First-Class Mail® presorted or automation prices, USPS Marketing Mail™ prices, and Parcel Select Lightweight® prices must demonstrate that they have updated their mailing list within 95 days before the mailing date.

Move Update Methods:

- Address Change Service (ACS™)

- National Change of Address Linkage System (NCOA$^{Link®}$)

- Ancillary Service Endorsements

MORE ABOUT MOVE UPDATE METHODS

- **Address Change Service (ACS™)**
  - Post-mailing service allowing mailers to receive change of address data electronically

- **National Change of Address Linkage System (NCOA^{Link®})**
  - <mark>Pre-mail address matching</mark> of COA records consisting of individuals, families, and businesses who have filed change of address with the Postal Service™

- **Ancillary Service Endorsements**
  - Sender obtains addressee's forwarding/ new address if they've filed a COA

PIERRE MORREL
100 MAIN ST
MISSION VIEJO, CA 92649

PRSRT STD
U.S. POSTAGE
PAID
PHOENIX AZ
PERMIT 1

Address Service Requested

***************5 DIGIT 93442

EDMUND DANTES
THOMPSON AND FRENCH
3216 EL CAMINO REAL
ATASCADERO, CA 93422-2500

UNDELIVERABLE AS ADDRESSED (UAA) MAIL

UAA mail is all mail that cannot be delivered to the name and address specified on the mailpiece, and must be forwarded, returned to sender or properly treated as waste. The actions required to process UAA mail create additional cost for the Postal Service™ and have an impact on postal operations.

UAA Reason Description	All Industries
Change of Address	32.03%
Moved left no Address	0.89%
Temporary COA	4.96%
Attempted, not Known	12.90%
Insufficient Address	6.53%
No Mail Receptacle	2.42%
No such Number	2.42%
Deceased	0.22%
Not Deliverable as Addressed/Unable to Forward/Forwarding expired	29.74%
No such Street	0.98%
Vacant	4.65%
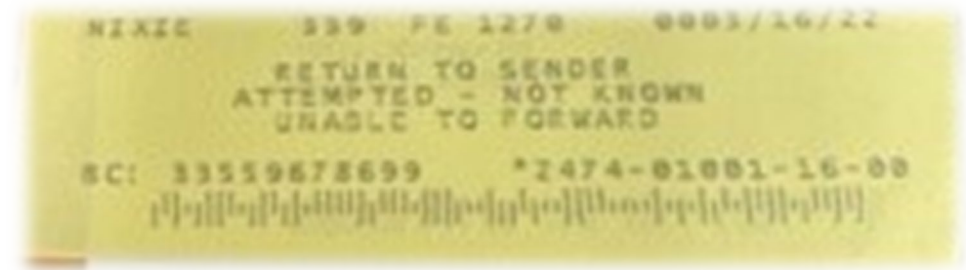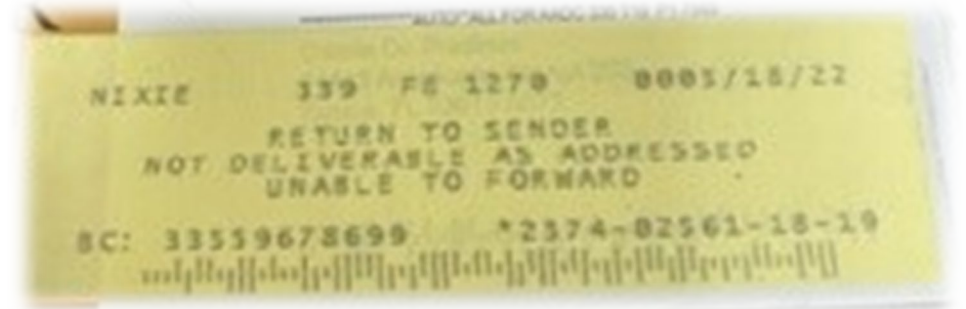
WHAT YOU CAN DO TO IMPROVE DATA QUALITY

- Perform Address Validation with CASS Certified™ Software
- Perform Change of Address Updating prior to mailing (NCOA[Link])
- Remove duplicates by address, name and address, and more
- Analyze and remove Undeliverable As Addressed (UAA) Mail
  - *Street number doesn't exist*
  - *Street name doesn't exist*
  - *Missing or incorrect Unit number*
  - *Vacant Address*
  - *Moved, No Forwarding Address*
  - *No letter carrier service*

REQUIREMENTS FOR MAILING AT COMMERCIAL PRICES

- **Get a mailing permit** (permission to mail) **online**
- **Pay an annual mailing fee*** for each class of mail
  (First-Class Mail® and Marketing Mail™)
- **Pay postage** using one of three convenient methods:
  - Pre-canceled stamps
  - Postage meter
  - **Permit imprint**
- Ensure that the **addresses in your mailing list are accurate**
- **Presort** the mail pieces
- **Take the mail to the Post Office** where your mailing permit is held

WHAT YOU NEED TO KNOW ABOUT EACH MAILING

- **Mail Piece Dimensions**
  - **Height**, **Length**, **Thickness**, **Weight** of the piece
- **How to handle those who have moved**
  - Mail to original, intended recipient at new address
  - Mail only if original recipient's new address is still local
  - Mail to "Current Resident" at original address
  - Delete the record
- **How to handle undeliverable as addressed pieces**
  - Do you attempt to correct mistakes, delete the records, or mail these pieces?
- **How do you identify duplicate addresses?**
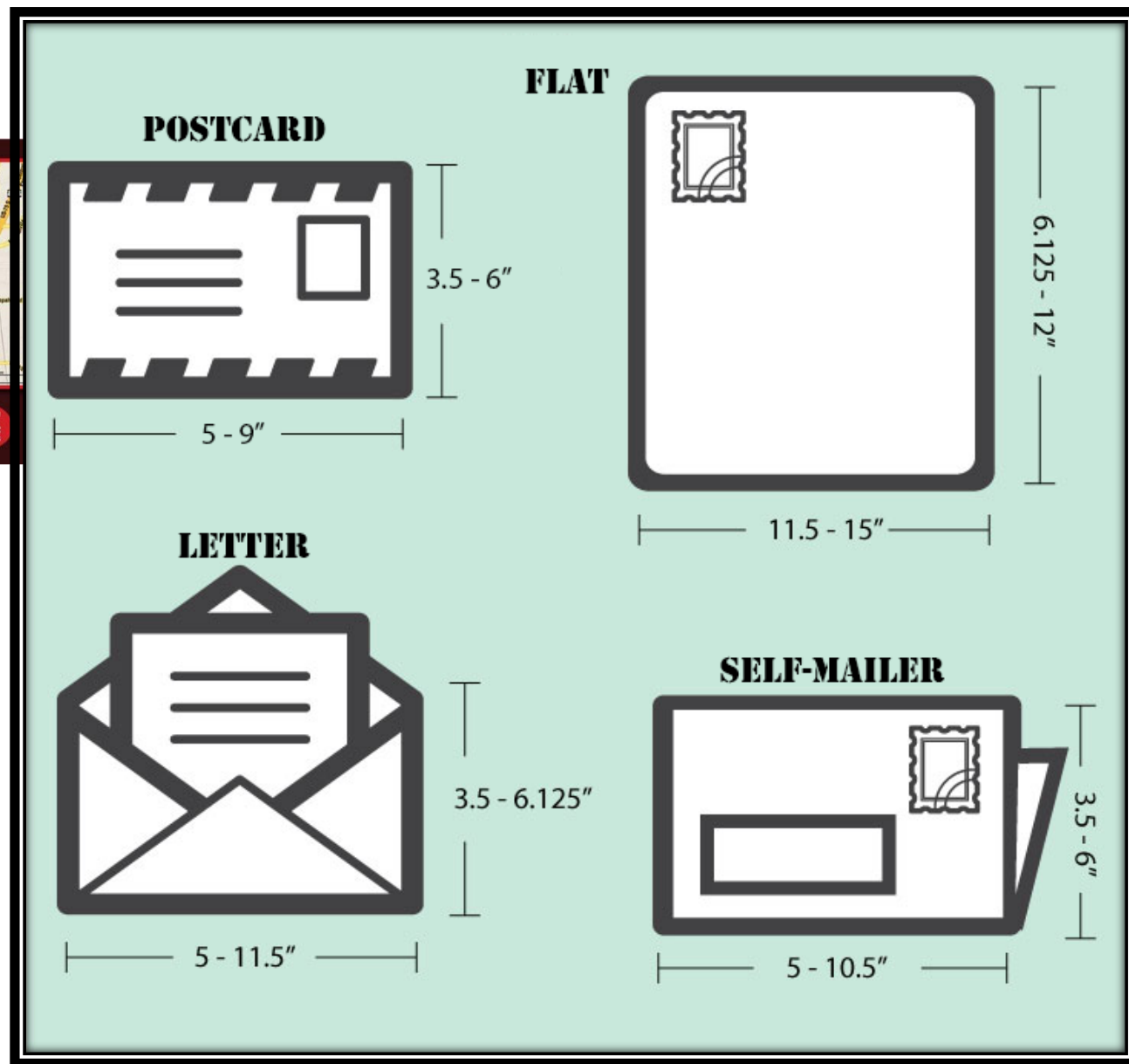 - Mail one piece to each address or mail to each name at an address?

MAIL PIECE SIZES

Rate	Letters	Flats
5-Digit	$0.277	$0.482
AADC	$0.309	$0.729
Machinable	$0.323	$0.759

POSTCARD 3.5 - 6" | 5 - 9"

FLAT 6.125 - 12" | 11.5 - 15"

LETTER 3.5 - 6.125" | 5 - 11.5"

SELF-MAILER 3.5 - 6" | 5 - 10.5"

EVERY DOOR DIRECT MAIL® (BMEU AND RETAIL)

- ## Destination Delivery Unit (DDU)
  - Drop directly at the Post Offices servicing the ZIP Code on your pieces to get the lowest possible postage rates. **Not available for Retail**

- With **EDDM BMEU**, you can pay with your bulk mail permit
  With **EDDM Retail**, no permit is required

- **EDDM Retail limit**: 5,000 per day; 1 ZIP Code
  EDDM BMEU: No limit on pieces or ZIP Codes

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
EDDM RETAIL

Local
Postal Customer

****************ECRWSSEDDM****

Residential Customer
City, State 5-Digit ZIP Code

PRSRT STD
ECRWSS
U.S. POSTAGE
PAID
CITY, STATE
PERMIT NO.

Rate	RETAIL	BMEU
Local	$0.20	$0.235
SCF	N/A	$0.189
DDU	N/A	$0.168

EVERY DOOR DIRECT MAIL® (BMEU AND RETAIL)

- ## Dimensions
  - Minimum: >6.125" high OR >10.5" long OR >.25" thick. Minimum height: 3.5". Minimum thickness: .007"
  - Maximum: 15" long, 12" high, .75" thick

- ## Mailing Label must be on top half
  - Shortest end is always the top half
  - Length is always the longest side
  - Label cannot be upside down when parallel to shortest side
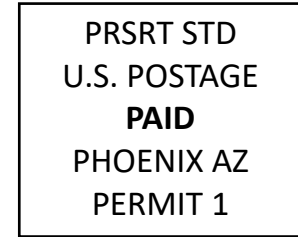
- ## Facing Slips attach to top of each bundle
  - Bundles no greater than 6" high
  - Recommended bundle size: 50-100 pieces
  - Each facing slip needs piece-count per bundle

MAIL PIECE DESIGN

1/8"
SPACE AROUND
POSTAL INDICIA

PRSRT STD
U.S. POSTAGE
PAID
PHOENIX AZ
PERMIT 1

MDA SUPPORT CENTER
M-F 9:00 AM – 6:00 PM ET
855-593-6093
mda@usps.gov

½"
MINIMUM

0.028" - 0.0625"

****************5 DIGIT 93442

EDMUND DANTES
THOMPSON AND FRENCH
3216 EL CAMINO REAL
ATASCADERO, CA 93422-2500

1/8"
SPACE AROUND
IM BARCODE &
ADDRESS

½"
MINIMUM

YOU MIGHT WANNA CALL A
MAILPIECE DESIGN ANALYST

PRESORTING FOR POSTAL DISCOUNTS

***************5 DIGIT 93442

EDMUND DANTES
THOMPSON AND FRENCH
3216 EL CAMINO REAL
ATASCADERO, CA 93422-2500

5-Digit/Scheme[1]
Trays: Optional, but 5-digit/scheme trays required for price. 150-piece minimum to same 5–digit/scheme destination; only one overflow tray permitted per destination. [2]

Price: 5-Digit

AADC
Trays: Optional, but required for AADC price; at least 150 pieces to same AADC (see L801); group pieces by 3-digit/scheme; only one overflow tray permitted per destination. [2]

Price: AADC

Mixed AADC
Trays: Required for all remaining pieces placed in mixed AADC trays

Price: Mixed AADC

Entry Discount	Automation[1,4]		
	5-Digit	**AADC**	**Mixed AADC**
None	$0.277	$0.309	$0.330
DNDC	0.256	0.288	0.309
DSCF	0.250	0.282	-
DDU	-	-	-

FILLING TRAYS AND SACKS

- Letters and cards up to 4.625" in height go into **MM** Trays
- Letters and cards taller than 4.625" go into **EMM** Trays
- Trays come in three sizes
  - Half Tray (10.25" long x 10" wide x 4.625" high)
  - Full Tray (21" long x 10" wide x 4.625" high)
  - Extended (EMM) Tray (21.75" long x 11.5" wide x 6.125" high)
- Flat size mail goes into:
  - Sacks (Marketing Mail™)
  - Flat Trays (First-Class Mail®)
- Trays are considered full at 85% capacity
- Rubber band (Height and length) bundles of flats going in sacks and handfuls of letters going in less-than-full trays

HOW TO USE POSTAL SOFTWARE

PRESENTED BY DAVE BELMONTE
System - Network Administrator | Senior Product Specialist

- Perform address standardization, address correction, and append ZIP+4's
- Update addresses in real-time with Change of address processing
- Duplicate Removal
- Identify/Eliminate Undeliverable As Addressed mail
- Presorting to achieve postal discounts
- Generate necessary paperwork and container tags
- Generate IM barcodes for mail pieces/containers/pallets

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  - Pre-canceled stamps
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- Ensure that the **addresses in your mailing list are accurate**
- **Presort** the mail pieces
- **Take the mail to the post office** where your mailing permit is held

WHAT YOU NEED TO KNOW ABOUT DELIVERY

- **Whose permit are you using?**
  - If using your permit, drop the mail at the Bulk Mail Entry Unit (BMEU) where your permit is held

  - If using the client's permit, drop the mail at the BMEU serving the client's permit
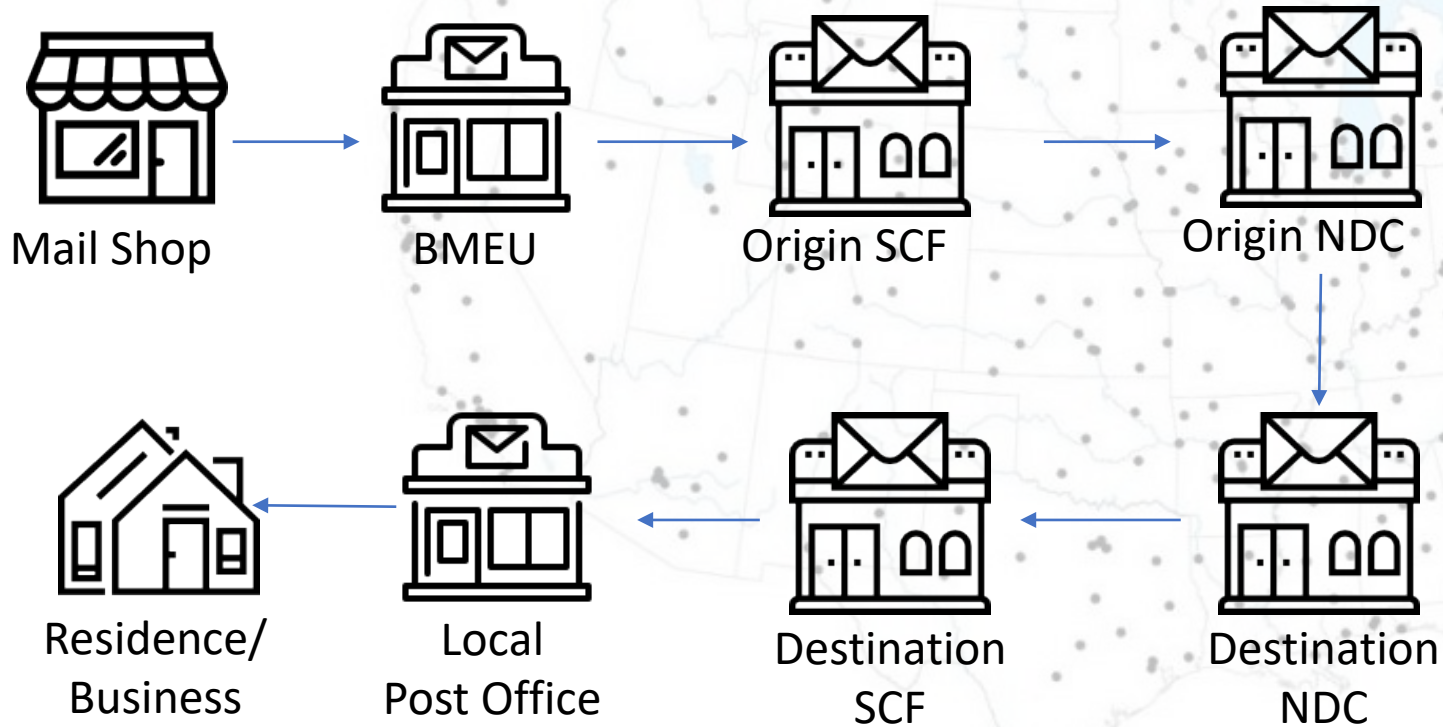
- **Where are you taking the mail?**
  - Local BMEU
  - Sectional Center Facility (SCF)
  - Network Distribution Center (NDC)

Entry Discount	Automation[1,4]		
	5-Digit	AADC	Mixed AADC
None	$0.277	$0.309	$0.330
DNDC	0.256	0.288	0.309
DSCF	0.250	0.282	-
DDU	-	-	-

WHAT YOU NEED TO KNOW ABOUT DELIVERY

Delivering to Destination SCF or NDC saves money in postage

Mail Shop → BMEU → Origin SCF → Origin NDC → Destination NDC → Destination SCF → Local Post Office → Residence/Business

Entry Discount	Automation[1,4]		
	5-Digit	AADC	Mixed AADC
None	$0.277	$0.309	$0.330
DNDC	0.256	0.288	0.309
DSCF	0.250	0.282	-
DDU	-	-	-

WHAT YOU NEED TO KNOW ABOUT DELIVERY

Sectional Center Facility Servicing ZIP Codes[TM]

Minimum for SCF drop: 200 Pieces

850, 852, 853	SCF PHOENIX AZ 852
855	GLOBE AZ 855
856, 857	SCF TUCSON AZ 856
859	SHOW LOW AZ 859
860	FLAGSTAFF AZ 860
863	PRESCOTT AZ 863
864	KINGMAN AZ 864

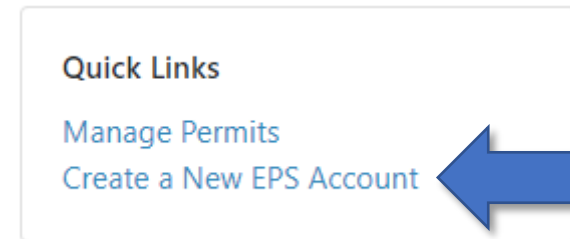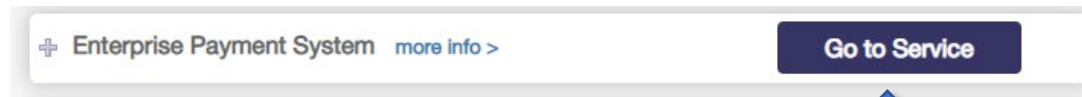| Entry Discount	Automation[1,4]		
	5-Digit	AADC	Mixed AADC
None	$0.277	$0.309	$0.330
DNDC	0.256	0.288	0.309
DSCF	0.250	0.282	-
DDU	-	-	-

DELIVERY TO BULK MAIL ENTRY UNIT

- Tray mail in presort order
- Deliver to post office where permit is held
- Bring confirmation sheet with mail
- Pay for mail with check or EPS account

SCAN AT ACCEPTANCE

9275 7900 0000 0000 4634 6836 34

BULK MAIL
ACCEPTANCE
10:00 AM   3:00 PM
MONDAY - FRIDAY

IN COMPLIANCE
WITH
CDC REGULATIONS
WE ARE
REQUIRING
FACE COVERING
WHEN ENTERING
THIS BUILDING

THANK YOU
THE UNITED STATES POSTAL SERVICE
MANAGEMENT

MAIL ACCEPTANCE
MAIL RECEIVED AFTER
4:00PM
WILL BE PROCESSED THE
NEXT BUSINESS DAY

Attention Starting
7/6

HOW TO CREATE AN EPS ACCOUNT

accuzip

BUSINESS CUSTOMER GATEWAY

Mailing Services   Shipping Services   Additional Services

➕ Enterprise Payment System   more info >   **Go to Service**

Quick Links

Manage Permits
Create a New EPS Account

Thank you for choosing USPS Enterprise Payment!

◎ The process to create a new Enterprise Payment account is simple. We'll ask you to verify a few details, setup payment method(s), and add your products and services.

Enterprise Payment System (EPS) allows USPS customers to setup and manage a centralized and secure payment account. **An Enterprise Payment account is linked to an ACH Debit** or Trust and allows customers to pay for USPS products and services and view reports.

SAMPLE PRICING FOR MAILING SERVICES

- Per-Piece Charge for Data Work: $0.01 ($0.0075/piece for over 10,000 pieces)
  - ✓ Import, Address Standardization/Validation, Duplicate Detection, Presorting, Paperwork
- **Minimum Charge: $100**
- Inkjetting or digitally printing addresses on mail piece: $0.05
- NCOALink® changes: $25 flat fee regardless of file size
  - ✓ Include NCOALink Results Report or CSV of Results
- Delivery to post office: $25 (additional charge for SCF drop)
- Precanceled Stamps: $0.02 per piece for affixing stamps (Free Permit)

LOOK AT WHAT YOU'VE LEARNED!

accuzip

- Everything you need in order to get started handling mailings

- How easy it is to get a permit, and the permit fees

- The differences between classes of mail

- The differences in piece sizes

- Questions to ask clients about their mailings

- The postage payment methods that are right for you

- Why you need mailing software and how to use it

- Address Data Hygiene tips

- How to drop your mail at the Bulk Mail Entry Unit

- How to pay for your mail, including setting up EPS

AccuZIP Onboarding Program

- Assistance with installation and setup
- Free training for staff members
- Free coaching on subsequent live mailings
- Technical support available 8AM-7PM ET
- Assistance through GoToAssist

DIRECT MAIL 101

Everything you need to know to start offering mailing services

QUESTIONS AND ANSWERS

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We are Here to Help!

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