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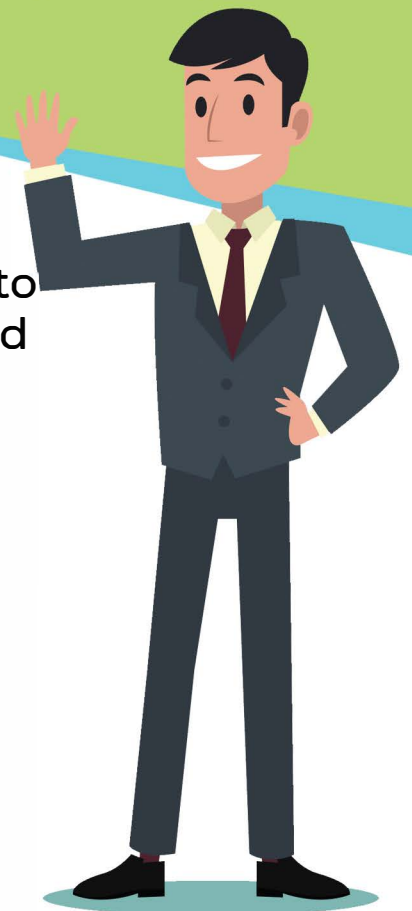
TOP 5

REASONS PRINTERS

SHOULD USE ACCUZIP AND NOT THE USPS® INTELLIGENT MAIL® FOR SMALL BUSINESS (IMSB) TOOL

NUMBER ONE REASON:

The IMsb Tool is for small businesses who wish to prepare their own mailings, and is NOT designed for Mail Service Providers who prepare mailings on behalf of clients.

OTHER REASONS NOT TO USE THE IMSB TOOL

- Cannot perform client mailings of over 5,000 pieces
- Cannot use customer's permit
- Does not perform NCOALink®
- Cannot correct undeliverable addresses

See Reverse for more detailed information on why printshops and mailhouses should only use AccuZIP6 to perform their mailings and learn more about the hidden limitations of the IMsb Tool.

OTHER REASONS TO USE ACCUZIP :
AccuZIP is an Industry Leader!

BECOME A PROFIT CENTER BY BRINGING MAILINGS IN-HOUSE WITH ACCUZIP6!

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✉ sales@accuzip.com

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The USPS® Intelligent Mail® for Small Business (IMsb) Tool severely limits the direct mail services that your clients would need. This is why they need you, and why you need mailing software. IMsb Tool limitations include:

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- The IMsb Tool times out. If you have to pause for any reason, you will likely be required to start over from the beginning.

- Maximum customer list size: 4,999 records and a 2MB maximum file size

- The client list can have only 10 fields

- The city/state/zip information cannot be in the same field

- The IMsb Tool does not perform NCOALink® move update processing. This means you'll need to put an ancillary service endorsement or "Or Current Resident" on the mail piece

- Without NCOALink® move update processing, you cannot ensure the mail piece will be delivered to the intended recipient

- The IMsb Tool does not presort Periodicals or Bound Printed Matter classes of mail

- The IMsb Tool does not allow you to presort parcels

- There are no DDU, SCF, or NDC entry discounts unless your BMEU is also a DDU, SCF, or NDC

- You're unable to include non-ZIP+4® addresses in the mailing, which many clients want included

- You are unable to add to or change the label design in the IMsb Tool.

- The mailing date cannot be adjusted. Once a list is processed, your mailing is date is locked in. If the mailing date must be changed, the job must be re-processed and reprinted.

- Addresses cannot be printed from the IMsb Tool. Additional software is required.

- IM™ Barcode serial numbers will not be retained. If there is a mistake in your presort which requires you to reprocess your list, and your job is already printed, you will be forced to reprint.

- Data cannot be edited or re-formatted in the IMsb Tool. You cannot correct data issues, which may result in records being excluded from your mailing.

- You cannot suppress against another data file, such as a previously-mailed or Do-Not-Mail list.

- You cannot apply walk sequence numbering (DSF2) to data to achieve lowest possible postage rates

- You cannot perform deceased suppression

- You cannot provide your customers a list of those who have moved in order to update their data

- You cannot save import and export settings, templates for presorts and customer information with the IMsb Tool

With its limitations, the IMsb Tool is designed exclusively for businesses to mail small mailings on their own behalf, not for those who need to rely on a mail service provider for direct mail, print, and marketing needs. You cannot be a competitive mail service provider and adequately meet the needs of clients by using the IMsb Tool instead of mailing software.

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