



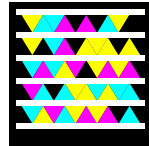
SUCCESS
PRINTING AND MAILING, INC.

Understanding Mailing

UPDATED January 22, 2012



www.successprint.com



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Let's Be Friends!

Success Printing and Mailing Inc. began offering mailing services more than 12 years ago to compliment our printing and to serve our customers better. By providing all of the services a client may require in our facility we are able to control costs and produce jobs faster, with less complications. We have the ability and resources necessary to mail anything from simple postcards and self mailers to complex projects with multiple pieces requiring either machine or hand insertion. Each job is reviewed prior to production to ensure it meets current postal regulations and that it is designed properly to maximize postage savings. Success Printing utilizes postal software that is continuously updated to process all mailing lists. Our staff regularly attends continuing education classes and seminars about new U.S. Postal laws and regulations to ensure that our clients mail is processed in the most efficient manner and that it meets or exceeds all current regulations. We are certified to use the USPS “Intelligent Mail Barcode System”.

Fulfillment is another important service we provide. We have several clients that utilize our ability to store, pick, pack and ship their inventory of supplies. Our web based ordering system allows clients with multiple locations to centralize their print ordering, which increases efficiency and saves money. For companies with multiple locations in the area or around the world this is the perfect solution. Each individual location can log into a custom made website and order the supplies they need directly from their inventory stored in our facility.

Did you know...

Since 1775, the United States Postal Service and its predecessor, the Post Office Department, have connected friends, families, neighbors and businesses by mail. An independent federal agency that visits more than 146 million homes and businesses every day, the Postal Service is the only service provider delivering to every address in the nation. It receives no taxpayer dollars for routine operations, but derives its operating revenues solely from the sale of postage, products and services. With annual revenues of \$67 billion, it is the world’s leading provider of mailing and delivery services, offering some of the most affordable postage rates in the world. The U.S. Postal Service delivers more than 40 percent of the world’s mail volume -- some 171 billion letters, advertisements, periodicals and packages a year and serves 10 million customers each day at its 37,000 retail locations nationwide. It is the second largest employer in the U.S. 574,000 (after Walmart), employing 574,000. At 215,625 vehicles, it operates the largest vehicle fleet in the world.

Frequently Asked Questions:

Q. Why is there a range of postage rates for automated mailings instead of one fixed price?

A. The final price of postage depends upon many things but one of the greatest factors is the “saturation rate”. Saturation rate refers to the total amount of addresses in a particular zip code. If you are mailing to every address in a one zip code then your mailing is considered highly saturated and would achieve the lowest postage rate.

Q. What does NCOA stand for?

A. National Change of Address. This is the USPS database of people who have moved and filled out a change of address card. The USPS NCOA database is updated every day. *

Q. What is an “indicia”?

A. An indicia is the little square box that gets printed on a mailer in place of a stamp. It typically will have a permit number and will show the town and state where it was mailed from. Also it will have the type of mail such as First Class. Success Printing and Mailing has an indicia that can be used at no charge if we are processing the mailing.

Q. How much space do I need to allow on my mailer for addressing?

A. In order to fit everything necessary for automated mailing we need a 3.5” wide by 2.75” high clear area. Preferably in the upper right or lower right side of the mailing panel.

Q. Can Success Printing and Mailing supply a mailing list for us?

A. Yes, we can supply mailing lists. We can provide simple “every mailbox in a zip code” lists or very complex lists with specific parameters to target an exact demographic.

Q. Can you use my company’s computer database as a mailing list?

A. That answer depends upon what type of database you have. Generally, “comma delimited” Excel (.xls) database files are best, but we can accept many different kinds.

Q. Does it cost more to mail a square envelope or self mailer?

A. Yes it does. To comply with USPS regulations the mailer has to have a minimum of a 1.5 inch difference between length and width. Example 4 x 5.5”.

Q. Can you put stamps on my mailer instead of an indicia? I don’t want my mailer to look like “junk mail”.

A. Yes we can put “Pre Cancelled” stamps onto the mailer. They look very similar to regular stamps and we can still get you all available postal discounts.

Q. If I supply you with more than one mailing list can you combine them and make sure we aren’t mailing to the same address, person, or family twice?

A. Yes, we can “merge” the list and “de-dupe” it to remove any duplicate addresses, etc. We can “de-dupe” the list based upon any criteria such as last name, or street address, etc.

Q. What is a “Forever Stamp”?

A. A Forever Stamp is a first class stamp that once purchased is valid forever, even when the postage rate for first class goes up. You never have to pay more to mail a letter.

National Change of Address (NCOA)

Effective November 23, 2008, the USPS changed the requirements of the National Change of Address (NCOA) process for all presorted First Class, presorted Standard and Non Profit mail. The law requires all mailing lists to be updated with their National Change of Address database every 95 days.

Nearly 43 million people move annually in the United States. Almost 3/4 of the US population moves an average of once every 5 years. Businesses are moving more frequently than ever before because of downsizing, mergers, acquisitions and liquidation.

The Benefits of updating your list with the current NCOA database:

Improved Accuracy: Your mailing is delivered to the correct person at their new location vs. being discarded by the USPS (or returned for a fee.)

Save Postage and Improve Efficiency: Accurate addresses save postage and ensure timely delivery of your direct mail message.

Improve your Return on Investment: With an updated list, all of your target audience receives your message and likelihood of response is dramatically improved.

Why has the recent Move Update regulation been updated?

The USPS handles over one billion pieces of undeliverable mail each year. The new law that requires your mailing list be updated every 95 days will reduce the considerable expense associated with undeliverable mail.

How does NCOA work?

When an individual, family or business relocates, they complete a Change of Address form at the post office. This new address information is then added to the National Change of Address database. The database gets updated daily and the information is kept in the database for 48 months.

Intelligent Mail Barcode System (IMB)

In 2011 The USPS will revolutionize business mail by using standardized intelligent barcodes, continuous mail tracking, and real-time feedback to business customers. A new 65-bar U.S. Postal Service barcode used to sort and track letters and flats will be at the heart of the system. These services, referred to as Intelligent Mail, will be fully operational for all commercial mailers by 2011.

“Intelligent Mail is like having a GPS system for mail,” said Postmaster General and Chief Executive Officer John E. Potter during the January Board of Governors meeting.

The centerpiece of the technology is one standardized intelligent barcode used on each piece of mail as well as each mail container. As these travel through the postal network, and are scanned at key points, the technology enables business customers to “see” their

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mail at every step -- from arrival at the postal facility to processing to transportation to delivery. Every step in the process is improved, verification of address quality, pre-sorting accuracy, and postage process is now fully automated. This sophisticated system enables real-time data to be captured and communicated, identifying problems such as bad addresses and improper pre-sort and feeding the information back to the mailers for correction. "Constant feedback is what really differentiates Intelligent Mail from our current process," said Potter. "This increases the overall value of mail as a business communications medium."

The new system also provides real-time data to improve service measurement, enabling the Postal Service to pinpoint problems immediately, rather than receive evaluations from outside sources after the fact.

Customer Benefits

The Intelligent Mail Barcode System enables business customers to better plan promotions and increases their return on investment.

- Increases ability to track mail and pinpoint time of delivery.
- Saves time through automated acceptance and verification.
- Enables electronic postage payment and 24 hour access to account.
- Allows more envelope space for valuable marketing messages.
- Provides real-time feedback on mail quality to The USPS
- Enables the mail to travel at the fastest speed with lowest possible postage rate.

Once the intelligent mail system is in full effect, The USPS will no longer provide a "Round Stamped" and signed postal receipt each time mail is dropped off. However an electronic confirmation of delivery will be available from the *PostalOne* system.

Currently U.S. Mail is classified into four main categories:

First class mail, Standard mail (including Non-Profit mail), **Periodicals and Packages**. (In the interest of condensing the information in this booklet and because most commercial mailings fall into other categories, Periodicals and Packages will not be discussed).

First class mail is the “gold” standard at the USPS. It is also the most expensive. The advantages of first class is; the mail gets there faster and if the piece is undeliverable for any reason it will come back to you (the sender) for free. All first class mail is required to have a return address printed on the mailing panel.

Standard mail is much more economical and offers considerable savings. The disadvantage is that it takes longer for the mail to arrive and you do not get any returned mail, so you don't ever know how accurate your mailing list was. *

Non Profit mail can only be sent by or for a company that is actually a Non Profit Organization and holds valid Non Profit Permit. This is the least expensive way to send mail but it is also generally the slowest. Also you do not receive any returned undeliverable mail.* (Non Profit mail is actually classified as Standard Mail but the USPS charges less as a courtesy to Non Profit organizations)

Postcards, Letters and Flats

Postcard: To qualify as a “Postcard” the size has to be minimum of 3.5 x 5 and no larger than 4.25 x 6. It must be flat with no folds (unless a business reply card is attached) and have a minimum thickness of 9 point. If it is larger than 4.25 x 6 it becomes a “Letter”.

Letter: To qualify as a “Letter” the size has to be minimum of 3.5 x 5 and can be no larger than 6.125 x 11.5. It must have a minimum thickness of 9 point and a maximum of under ¼” and if mailing First Class weigh one ounce or less. Over one ounce, additional postage is required. If it exceeds 3.5 ounces it becomes a “Flat”. A Standard Mail Letter can weigh up to 3.3 ounces without additional fees.

Flat: To qualify as a “Flat” the size has to be minimum of 6.125 x 12 and can be no larger than 11.5 x 15 If Mailing First Class it must weigh one ounce or less. Over one ounce additional postage is required. A Standard Mail Flat can weigh up to 3.3 ounces with no additional fees. Extra “per piece” fees apply if it weighs more than 3.5 ounces.

*If you would like the undeliverable mail to be returned or forwarded you can add an “**endorsement line**” to the mailer, The Endorsement line must be placed in one of four specific spots on the mailer. These services are generally available for an **extra fee**.

Each type of endorsement line has a different purpose and a different fee structure.

Typical **Endorsement lines** are: Address Service Requested, Return Service Requested, Change Service Requested, and Forwarding Service Requested

Postal Rates as of January 22th 2012

POSTCARDS

First Class Postcard single piece 1 ounce or less = .32 cents

Presorted First Class Postcards with automation discounts, range = .229 to 25.5 cents each. Mailing must have a minimum of 500 “qualifying” pieces and weigh one ounce or less.

LETTERS

First Class Letter single piece 1 ounce or less = .45 cents

Additional ounces are .20 cents per ounce, second ounce is free for Presort FC letters

Presorted First Class Letters with automation up to 2 oz., range = .35 to .404 cents each. Mailing must have a minimum of 500 “qualifying” pieces.

Presorted Standard Letters with automation, range = .242 to .278 cents each.

Mailing must have a minimum of 200 “qualifying” pieces and weigh 3.3 ounces or less.

Presorted Non Profit Letters with automation, range = .13 to .166 cents each. Mailing must have a minimum of 200 “qualifying” pieces and weigh 3.3 ounces or less.

FLATS

First Class Flat single piece 1 ounce or less = .90 cents

Additional ounces are .20 cents per ounce.

Presorted First Class Flats with automation, range = .40 to .73 cents each.

Mailing must have a minimum of 500 “qualifying” pieces.

Presorted Standard Flats with automation, range = .353 to .504 cents each.

Mailing must have a minimum of 200 “qualifying” pieces and weigh 3.3 ounces or less.

Presorted Non Profit Flats with automation, range = .214 to .356 cents each.

Mailing must have a minimum of 200 “qualifying” pieces and weigh 3.3 ounces or less.

In order for a piece of mail to be considered “qualified” it must have a complete address that is recognized by the USPS automated mailing scanners.

** The first step toward improving direct mail response rates is to make sure your mailing list is accurate and up to date. It will also save you money! We can help you clean and organize your mailing list.*

*** The purpose of this booklet is for our clients to gain some insight and understanding into how the USPS mailing system works. The USPS mailing system is complex and constantly changing. The intended purpose of this guide is to help clarify the USPS mailing system and to answer commonly asked questions. At the time of writing, all information is believed to be correct and up to date.***

Success Printing and Mailing, Inc. charges actual USPS postage rates. We do not make any profit on postage.



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