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How can something be mailed?

- **Decide what rate** - First Class or Standard (Bulk)
(Postcards are always 1st class and Nonprofits are always standard)
- **Measure the piece** to determine what mail classification it will fit into. There are letters, flats, not flat-machinables, postcards, machinable parcels, irregular parcels, and outside parcels.

Unfortunately, the terms used for each of these classifications are confusing. For example, sometimes when you mail a letter, the postal service classifies it as a "flat", while sometimes when you mail a flat card, the postal service classifies it as a "letter".

The basic rule to remember is that these classifications are based on the size and shape of the mail piece. It has absolutely nothing to do with the content.

- Check its characteristics to **determine if the piece machinable or nonmachinable?**

(Irregular objects like a di-cut is nonmachinable, uneven pieces like an envelope with a marker inside is nonmachinable, square pieces that are not flats are nonmachinable, etc.....)

- Does the piece qualify for presorted rates?
- Is there enough pieces to qualify for a presorted rate?

200 for standard - 500 for first-class

By answering these four questions we can offer to mail our customers pieces, the most inexpensive way possible. The more work you can do for the post office, the less they will charge you per piece. Presorting offers the largest price reductions. Automating (barcoding) offers a smaller reduction but is still valuable. We deliver our mail to the BMEU, which is a SCF (sectional center facility), offering an additional cost savings for sorted pieces.

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Definitions

Indicia - (*Permit Imprint*) Imprinted designation and markings on mail that denote postage payment. Broadly, the term can include postage stamps. In many instances, the amount of postage paid is not displayed on the mail piece. Although the term is technically the plural of indicium, indicia may be used like the term data to indicate singular or plural.

NCOA - *National Change of Address*. An electronic address correction service available to mailers through USPS licensees. A secure dataset containing millions of permanent change-of-address records consisting of the names and addresses of individuals, families, and businesses that have filed a COA.

Ancillary Service Endorsement - A specified marking (wording) on the address side of a mail piece added by a mailer to request an Ancillary Service that directs USPS how to handle undeliverable-as-addressed (UAA) mail and provide any corresponding address correction service.

Machinable - The physical capacity of a mail piece to be sorted by mail processing equipment because its size, shape, configuration, and weight are within the specifications and tolerances of the equipment.

NonMachinable - The incapacity of a mail piece to be sorted on mail processing equipment because of size, shape, content, or address legibility. Such mail must be processed manually and may be subject to a surcharge or higher price.

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 (e.g., 5-digit) to the highest level (e.g., mixed ADC), to those destinations specified by standard, and is generally completed at each level before the next level is prepared. Not all presort levels apply to all mailings. For some automation price categories, all levels may be optional. (2) To prepare mail by presort levels to qualify for specific prices.

Nonprofit authorization number - When applying for nonprofit status a customer will also receive an authorization number with their permit number. This is used to track the organizations nonprofit status whether using their indicia or not. This number is required on the paperwork of all nonprofit mailings.

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What is the difference between automation and non-automation?

An automated mailing receives reduced postage rates and faster delivery times. The post office uses machines to process mailing, which saves time and money. Mail that has not been barcoded or prepared as automated requires additional work by the post office, which translates to delay and additional postage. Even with First-Class mail, the post office will try to send it automated.

What other standards to look out for?

- Don't use colored or paper with dark fibers
- Do use paper that weighs enough to qualify for automated rates. It will not only save money on postage regulations, but will be less likely to tear through the postal process.
- Don't place words or artwork in the "Barcode Free Zone". These areas must be clear of extraneous information that might interfere with the barcode readers.
- Do use the correct mail piece orientation. Letters should be landscape or horizontal and flats are generally portrait or vertical.
- Do not use staples! Even with first class mail, they can cause damage to your piece and mailing equipment and may require a surcharge or additional tabs.

Ancillary endorsements

Return Service Requested

- First class- the piece is returned for free.
- Presort STD- the piece will be returned and the recipient is required to pay First-Class postage for each returned piece.

Address Service Requested

- First class- forwarded (or returned if forwarding order is expired) at no charge; if forwarded, an address correction notice will be sent at a nominal fee.
- Presort STD- if a forwarding order is available, the piece is forwarded and an address correction notice is sent for a nominal fee; otherwise, the piece is returned and charged as First-Class Mail (by weight).

Forwarding Service Requested

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- First class- forwarded (or returned if forwarding order is expired) at no charge.
- Presort STD- if a forwarding order is available the piece is forwarded; otherwise, the piece is returned and charged as First-Class Mail (by weight).

Change Service Requested

- First class- in all cases a notice of address correction will be sent at a nominal fee (and the piece will be disposed).
- Presort STD- in all cases a notice of address correction will be sent at a nominal fee (and the piece will be disposed).