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Where to Find More Information

Throughout this guide, you may want to reference the USPS Quick Service Guide for more information. You can get this free guide from your local post office or from Mailers Software.

Be sure to jot down the information of your local Business Mail Entry Unit at your local post office or the nearest Postal Business Center.

Our technical support staff is always available to answer your questions regarding MAILERS+4 or postal

regulations. Feel free to give us a call at 1-800-MELISSA.

At the bottom of most pages are resources for additional information. Most of these documents can be found in:

- Domestic Mail Manual (DMM)
- Quick Service Guide (QSG)
- MAILERS+4 User's Manual
- Postal Explorer (pe.usps.gov)

Welcome to Saturation Mailing with MAILERS+4

Saturation mailing gets you the lowest postage rate because of the discounts for sharing the workload. When you do some of the processing and sorting, it saves the Postal Service time and money. They pass those savings on to you in the form of postage discounts. A standard letter can be mailed for as little as 12¢ per piece. Non-profit organizations save even more.

You can also save money by dropping your mailing at the postal facility handling the delivery. To save the most in postage costs, deposit the mailing with the Destination Delivery Unit (DDU), the local post office that services the addresses being targeted by your mailing.

The table at the top of the next page shows the postage cost per 1,000 mail pieces as of March, 2005, for Standard Mail letters and flats for both profit and non-profit organizations. The post office of mailing is the postal facility that issued your bulk mail permit. Basic refers to Standard Mail rates.

Saturation mailing is targeted toward addresses in the same neighborhood. Specifically, a saturation mailing is directed toward addresses in the same postal carrier route.

Qualification Types

- ✓ Sales or promotional messages
- ✓ Form letters
- ✓ At least 200 sorted and addressed pieces (or 50 lbs.), all the same size, shape and weight.

Rules

- ✓ Saturation: Mailing sent to 75% of all addresses or 90% of residential addresses within a single carrier route.
- ✓ High Density: Mailing sent to 125 or more addresses within a single carrier route.
- ✓ Mailpieces sorted in walk sequence.
- ✓ Mailpieces weigh less than 16 oz.
- ✓ No Personal letters
- ✓ No Bills, invoices or statements
- ✓ No Contracts
- ✓ No Valuables or currency

In addition to the significant cost savings, this local makes saturation mail ideal for local businesses to direct their advertising to nearby residents. Businesses such as delivery services, restaurants and auto repair shops can send out discount coupons to raise awareness of their services.

Additional Resources
QSG 642, 670

		Post Office of Mailing	BMC Entry	SCF Entry	DDU Entry
Standard Letter	Basic	\$194	\$173	\$168	\$162
	High Density	\$164	\$143	\$138	\$132
	Saturation	\$152	\$131	\$126	\$120
Standard Letter (Non-Profit)	Basic	\$126	\$105	\$100	\$94
	High Density	\$102	\$81	\$76	\$70
	Saturation	\$95	\$74	\$69	\$63
Standard Flat	Basic	\$194	\$173	\$168	\$162
	High Density	\$169	\$148	\$143	\$137
	Saturation	\$160	\$139	\$134	\$128
Standard Flat (Non-Profit)	Basic	\$126	\$105	\$100	\$94
	High Density	\$110	\$89	\$84	\$74
	Saturation	\$104	\$83	\$78	\$72

Cost per 1,000 pieces, rates eff. March 1, 2005.

Non-profit organizations should check with their local post office to determine if they qualify for the non-profit rate.

Entry Levels

The following explains the difference between entry levels, listed in descending order of cost.

Post of Office of Mailing – These rates apply if you drop your mailing with the Post Office that issued your bulk mail permit.

Bulk Mail Center (BMC) Entry – A BMC is a centralized, highly mechanized mail processing plant for distributing Standard Mail in bulk form.

Sectional Center Facility (SCF) Entry – An SCF is a postal facility that serves as a processing and distribution center for post offices in a geographic area defined

by the first three digits of the ZIP. Some SCFs serve more than one such area.

Destination Delivery Unit (DDU) Entry – A DDU is the local postal facility that directly serves a delivery address. DDU Entry provides the lowest mailing cost possible. To qualify for this rate, you deposit your sorted and prepared mailpieces directly at the DDU that serves the area that you are targeting with your mailing.

The best results are obtained by targeting carrier routes with 2 to 5 miles of the location you are advertising.

This manual provides you with a checklist of the steps necessary to process a mailing for the Saturation Mail discounts possible using MAILERS+4. It includes a list of important elements required to get you started as a direct mailer, from mail-piece design for postal automation compatibility, to properly packaging the mail-pieces in their containers and taking them to the post office.

Good luck with your direct-mail marketing initiative. If you need further assistance, please call on our customer service or technical support staff at 1-800-MELISSA.

Saturation mailing is based on the “carrier route” which is the area serviced by a single postal carrier. To qualify for saturation postage rates, a mailing must be in

walk sequence order and sent to at least 75% of all addresses in a carrier route or 90% of the residential addresses in the route. For example, if a carrier delivers to 500 addresses, 400 of which were residences, your saturation mailing would have to reach 375 out of all addresses (75% of 500) or 360 residential addresses (90% of 400).

To qualify for high density postage, the mailing must be in walk sequence order and reach 125 addresses in a carrier route, regardless of the total number of addresses in the route.

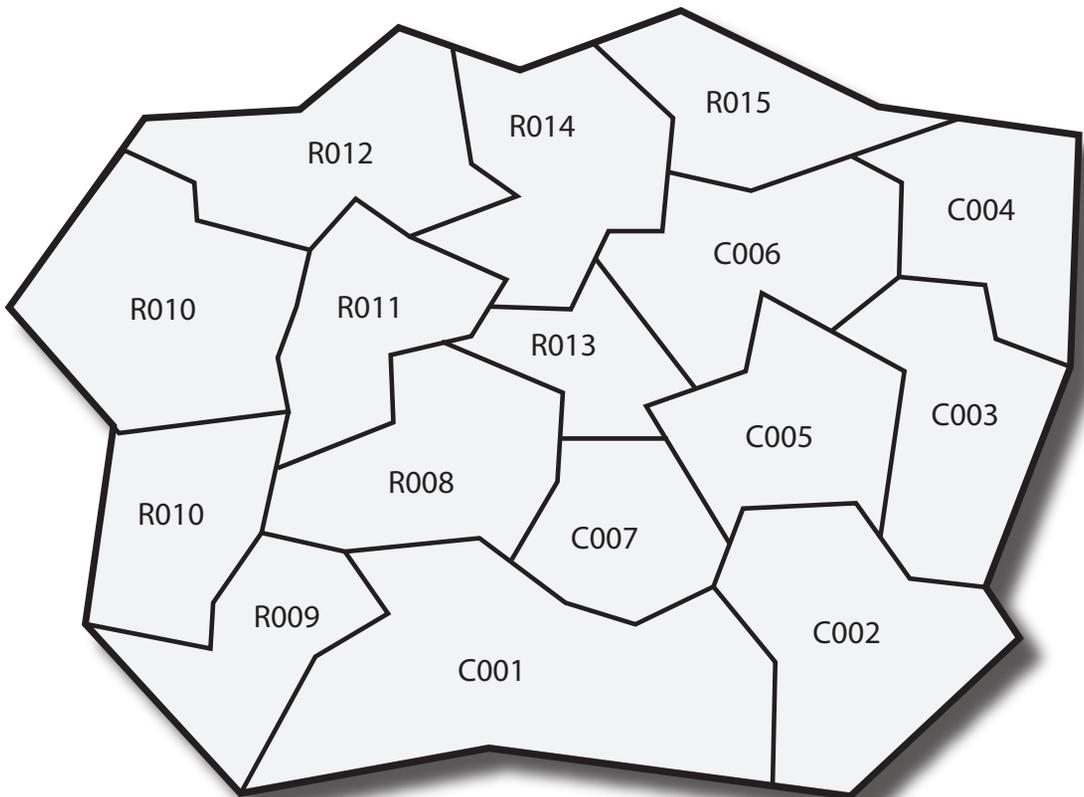
If a Carrier Route has fewer than 165 addresses, the High Density minimum of 125 addresses would also qualify for Saturation rates, therefore Saturation rates should always be used for these Carrier Routes.

To qualify for either saturation or high density postage rates, a list must have Walk Sequence numbers.

The Walk Sequence number indicates the order in which a carrier delivers to addresses on his route. This number must be attached to every record and updated every 90 days. You can have this added to your list with DSF processing, or you can also purchase an occupant list with the Walk

Sequence numbers from Melissa Data. See Step 3 for more details about obtaining a mailing list with Walk Sequence numbers.

MAILERS+4 offers you a double benefit: it is a powerful program that processes your mailing for the best discounts possible; and enhances your database for an efficient, successful direct marketing campaign.



This drawing represents how a zip code is divided into carrier routes.

Step 1 - What You Need to Get Started

Checklist:

- Obtain a Bulk Mail Permit from your local post office.
- Determine payment type and obtain authorization from the post office.
- Get materials and supplies from the post office, including rubber bands, trays and sleeves.
- Purchase tie straps.
- Pick up any books or pamphlets including the Quick Service Guide (Pub 95).
- Obtain a mailing list or sales leads that target your market.

Obtain a Bulk Mail Permit

You must have a valid mailing permit before you can mail at presorted postage rates. You'll pay a fee when you apply and when you renew the permit every 12 months. Your post office can tell you how much the fee is.

Payment Types and Requirements

	Form 3615 (Yearly Fee)	Other Fees	Other Forms
Stamps	X		
Imprint	X	X	
Meter	X		3601-A

Determine Payment Type

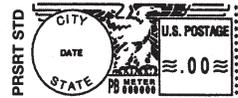
Precanceled Stamps

If you want your mailing to look more personalized, use precanceled stamps.



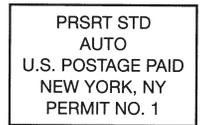
Meter

Using a postage meter is a convenient way to pay for postage. Meters are leased from authorized manufacturers.



Imprint

You can have permit imprint information—called an indicia—printed in the upper right corner of the mailpiece.



Database Files

To process a mailing using MAIL-ERS+4, you will need a database file. To meet the requirements for Saturation mailing discounts, the database must contain at least 90% of the residential addresses (for a residential-only mailing)

or at least 75% of all addresses for a residential and business mailing.

If you do not currently have a database that meets the Saturation mailing qualifications, your best option would be to purchase a list from Melissa Data. Call 1-800-MELISSA (635-4772) or visit www.MelissaData.com/Lists and click **Occupant Mailing Lists**.

Step 2 - Designing Your Mailpiece

Checklist

- Verify your mailpiece qualifies for automation compatibility.
- Measure your mailpiece to determine if it qualifies for letter or flat rates.

The size of your mailpiece will determine the rates available to you. The major processing categories of Standard Mail (A) include letters or cards and flats. All the pieces in your mailing must be the same size, shape, and weight.

Making Your Mailpiece Automation Compatible

Making your mailpiece automation-compatible is important. Automated equipment can process mail quickly and more efficiently than manual operations can, allowing the Postal Service to set lower rates for these pieces and increase delivery time.

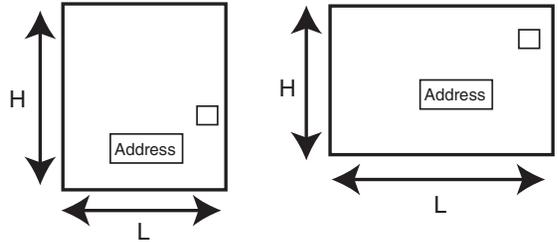
Your automation-compatible mailpiece should:

- ✓ Meet size and weight standards
- ✓ Be made of good quality white or light-colored paper.
- ✓ Contain no sharp items including staples.
- ✓ Contain no bulky items larger than 1/4" thick.
- ✓ Be sealed securely with wafer tabs if applicable.

- ✓ Be readable by automation equipment.

How to Measure Your Mailpiece

The length is the edge that runs parallel to the lines of the delivery address. The height is the perpendicular edge.



Letters

Although the post office allows letter mail to be a maximum of 11.5" in length, to ensure accurate and efficient processing, the USPS recommends your letter size mailpiece be less than 10.5" in length.

Flats

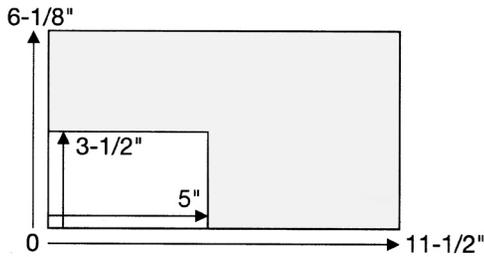
For the maximum automation discount, flat pieces should be no larger than 12" high by 15" long.

Minimum and Maximum Sizes

Be aware of the differences between letter mail and flat mail, and check with the USPS regarding the differences in postage rates. For example, if you design a newsletter as an 8.5 x 11" piece, then you will

pay flat rates. If you fold the newsletter in half as an 8.5 x 5" self-mailer, you will pay lower letter rates. This booklet will describe how to process and mail letter size pieces in more detail.

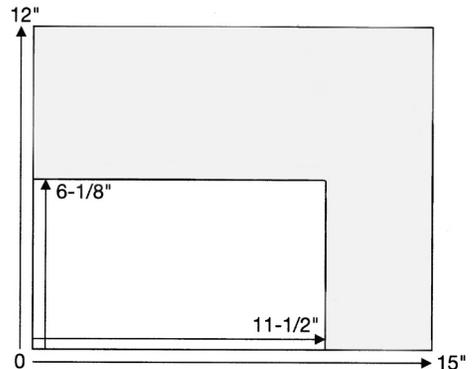
Letters



	Min	Max
Length:	5"	11 1/2"
Height:	3 1/2"	6 1/8"
Thickness:	0.007"	0.25"
Weight:	up to 3.3 ounces. Some restrictions apply, verify with your post office.	

Automation letters must maintain an aspect ratio (height ÷ width) between 1.3 and 2.5.

Flats



	Min	Max
Length:	11 1/2"	15"
Height:	6 1/8"	12"
Thickness:	0.25"	0.75"
Weight:	less than 16 ounces	

One dimension must exceed at least one of the letter-size maximums.

Step 3 – Preparing a List for Saturation Mailing

Checklist

- Acquire a certified occupant mailing list, or...
- Have Walk Sequence numbers appended to the records in your mailing list

Acquiring an Occupant Mailing List for Walk Sequence

It is rare that mailing lists that built up via existing customer relationships will contain the necessary 75% of addresses within a given carrier route to qualify for saturation mailing. More likely, it will necessary to buy a list from Melissa Data. You can purchase a list by calling 1-800-MELISSA (635-4772) or by visiting www.MelissaData.com/Lists on the web.

Buying Occupant Mailing Lists over the Web

1. Point your web browser at www.MelissaData.com/Occupant.
2. Alternatively, from inside MAILERS+4, click on the Internet menu and click **Order Occupant Lists Online**.
3. To target addresses within a given distance of your location, select Radius and enter the maximum number of miles (Again two to five miles are usually ideal for saturation mailing and the address, city, state and ZIP Code of your location).
4. Alternatively to receive all carrier routes with a single ZIP Code, select **ZIP Code** and enter the five-digit ZIP which you want to target.
5. Under **Check to Include**, select the types of addresses to include in your occupant list. To meet the minimum requirements of a saturation mailing, you should leave all boxes checked. You can also check the box to **Include Names Where Available** but this is not required for saturation mailing.
6. Click **Add Selection**. The web page will display a summary of the list to be purchased, including the number of addresses included.
7. To purchase only some of the carrier routes within the selected radius, click **Carrier Route(s)** and uncheck the carrier routes that you don't want. Click **Confirm and Return to My List** to finish.
8. Click **Next Step**. The web page will display the cost of the selected occupant list and a list of available file formats. dBase (*.dbf) is the best for working within MAILERS+4 (although the others will work).
9. Select the desired format and click **Next Step**.

10. Enter a job name. This will allow you to retrieve the same settings to purchase an updated list in the future.
11. Click **Check Out**.
12. The web page will display your shopping cart. Verify that the information is correct and click **Check Out**.
13. Enter your shipping address and click **Continue**.
14. Enter your billing information and click **Submit Order**.

After processing your order and compiling the occupant list, the web page will display a gray **Download** button. Click this to download your new database.

Your occupant list must be used within 90 days of purchase. After 90 days, you must purchase an updated list.

Using Your Own Mailing Lists for Walk Sequence

To use your own mailing list, your database must contain enough addresses to meet the requirement of 75% of all addresses or 90% of residential addresses in a given carrier route.

DSF Processing

In order to use your list for saturation mailing, the database must have Walk Sequence numbers appended to each record. This is called Delivery Sequence Format (DSF) processing.

You can send your list to Melissa Data for DSF processing. Call 1-800-MELISSA

(635-4772) to speak to our Data Enhancement Services department or visit www.MelissaData.com/DSF for more information.

Your list must be used within 90 days after it is returned to you from processing.

Using MAILERS+4 to Determine If Your Mailing List Qualifies for Saturation Mailing



1. Select **List > Tally...**
2. Check **Carrier Route**
3. If your mailing list covers a large geographic area, you should consider using a filter to limit the tally to the ZIP to be targeted by your saturation mailing. See the MAILERS+4 User's Guide for more information on using filters.
4. Click **Go**.
5. After MAILERS finishes the tally, it will display the **Print/Preview** dialog.
6. Select **Carrier Route** and click **Preview** or **Print**.
7. The report will show the number of addresses in your database compared with the number of possible addresses, broken down by carrier route.

Step 4 - Presorting For Postal Discounts

Checklist

- Measure and weigh your mailpiece and enter in the correct data in the Presort Wizard.
- Select the appropriate presort categories to sort to.

Sortation Categories

You can receive a larger discount on postage if you share the work of processing the mail. When you do some of the preparation and sortation, it saves the Postal Service time and money and they pass the savings on to you.

To receive automation rates, addresses must be CASS certified, have a ZIP+4 Code, and labels must be barcoded.

To receive non-automation rates, addresses must have a valid 5-digit ZIP Code, presorted packages must be rubberbanded, and addresses do not need to be CASS certified.

Miscellaneous pieces are known as residuals when the addresses have an invalid ZIP Code, no ZIP at all, or have international addresses.

How do I accurately measure my mailpiece?

1. Take 10-20 assembled mailpieces (including labels, inserts, and rubberbands) and flatten them by hand and release.
2. Measure the height of the stack to the nearest 1/8 inch and enter this amount as the thickness.
3. Weigh the same 10 pieces to the nearest 0.0001 pound or 0.1 ounce and enter this amount as the weight.
4. Enter in the height and width of the piece.
5. MAILERS+4 will do the calculations per piece and enter this information on the postage statement.

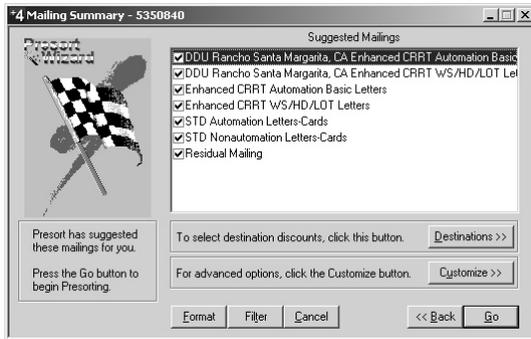
Presort For Postal Discounts Using MAILERS+4



1. Click the Presort button.
2. Select {– **New Mailing** –} and click **Next >>**.
3. Fill in **Post Office of Mailing** information. (This is where you obtained your bulk permit.) You should check

Save as Default if this is the primary post office you use for bulk mailings. Click **Next >>**

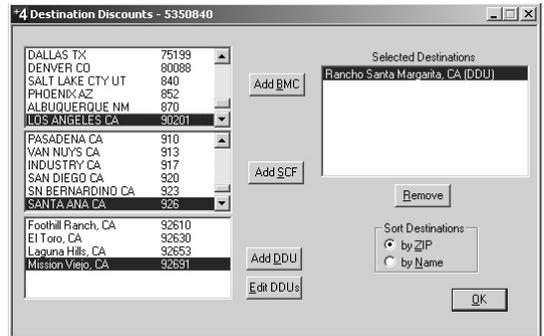
4. Mark your selections for **Mail Class**, **Mail Piece Type** and **Rate Type**. Click **Next >>**.
5. The information you place in the **Sample Size and Weight** screen is very important for accurate tray sortations and weight rates. Enter the information as accurately as possible and choose **Next >>**.



6. The **Suggested Mailings** listing will show you what Presort levels your list may qualify for, and what levels it will attempt to sort to, in descending

order from the lowest rate. Saturation mailings require the “Enhanced CRRT WS/HD/LOT Letters” presort level.

7. To select destination discounts, click **Destinations >>** and select the BMC, SCF or DDU that you plan to use for this mailing.



8. To add a DDU, click **Edit DDUs**, then click **New** and enter the city, state and ZIP code for the new DDU
9. Click **Format**, then click **Autoformat**. Verify that Carrier Route and Walk Sequence are formatted. Click **OK**.
10. Now click **Go** to initiate presorting.

Step 5 - Forms You'll Need to Take to the Post Office

Checklist

- Review the Qualification Report and Postage Statement and make a copy for your records.
- Prepare to pay the amount of postage due on the Postage Statement.
- Sign the Postage Statement certifying you are in accordance with all USPS rules and regulations.

Postal Forms and Reports

Documentation must be generated by PAVE certified software like MAILERS+4. PAVE (Presort Accuracy Validation and Evaluation) certified by the USPS means MAILERS+4 meets the standard of excellence for presort software. Certification at the Gold level is your guarantee that MAILERS+4 surpassed the standard qualification criteria for presorting and accuracy that includes Standard Mail, FirstClass, and Periodicals.



Printing Postal Forms Using MAILERS+4

After running Presort, the *Mailing Results Summary* screen will show you the following:

- The rate levels your mailing qualified for after presorting.
- The number of pieces and cost at each rate.

Mailing	Containers	Packages	Pieces	Amount
None Qualified DDU En...	0	0	0	0.000
DDU Enhanced CRRT W/S/...	42	85	17588	2110.557
None Qualified Enhance...	0	0	0	0.000
None Qualified Enhance...	0	0	0	0.000
None Qualified STD Aut...	0	0	0	0.000
STD Nonautomation Letters	1	1	9	2.412
None Qualified Residual ...	0	0	0	0.000

Total pieces: 17597 Total cost: 2112.97 Savings: 8269.26

Any mailing identified by ***None Qualified*** Indicates that the mailing did not have enough pieces to create a valid mailing.

Next >> Finish

- Your **Total Cost** and **Savings** of the mailing compared to single piece First-Class postage. Click **Next >>**.

Permit Holder: Name: Ray Melissa

Prepared For: [Empty]

Mailing Agent: [Empty]

Company: Melissa Data Corp.

Address: 22382 Avenida Empresa

City: Richo Sta Margarita

State: CA ZIP: 92688 ZIP: ZIP:

Phone: 949-597-1732

Email: info@MelissaData.com

Permit #: 12345

Additional Information: Seq. # [Empty] Mail Date: 3/25/2005

Payment: Meter Inprint Stamp 0.1

Save as default

Customer # [Empty] CAPS/CTAS [Empty]

<< Back Next >> Finish

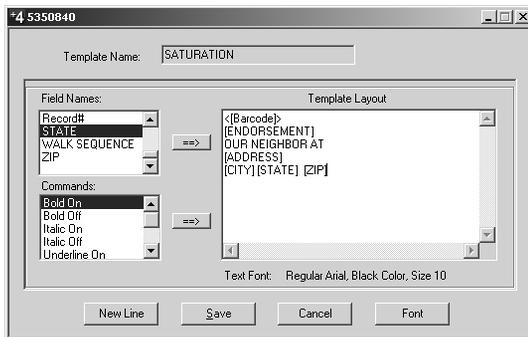
1. Complete the Postage Statement Information including the permit holder and payment type. Click **Next >>**.
2. Print the Qualification Report for all of the presorted mailings listed.





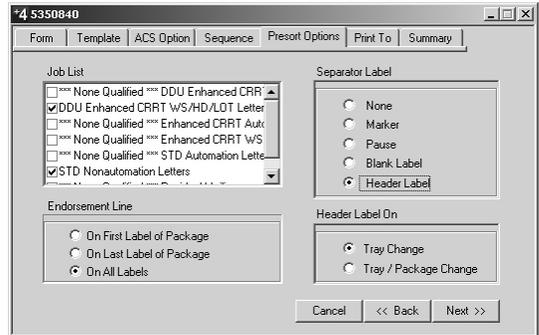
Printing Address Labels Using MAILERS+4

1. Click the **Print Address Labels** button. 
2. Select the appropriate label description from the list by highlighting it. (i.e. Avery 5161) Select **Next >>**.
3. At the **Template** tab, create a new template. Place the appropriate fields for your label design by double-clicking the **Field Names**. **Save** your template and click **Next >>**.



4. Select the following Sequence commands: Presort Order, Normal Sequence, All Pages and click **Next >>**.

5. Select the following Presort Options: The mailings from the **Job List** you wish to mail, print the **Endorsement Line** on all pieces, and a **Header Label** between tray changes. Select **Next >>**.



6. On the **Print To** tab, select a compatible printer driver from the listing. Selecting **Windows Driver** is best for small ink jet and laser printers and will use your default printer in Windows Control Panel. Select **Next >>**.
7. Click **Preview** to verify your labels will print as expected, and click **Print** to start printing labels.

Step 7 - Printing Required Tags for Containers

Checklist

- Ensure tags are printed on correct paper stock, color, and size.
- Verify barcodes are not truncated when torn apart, if using pre-perforated paper.

Tray or Sack Tag Information

Destination Line - shows the city, state, and ZIP Code (3 or 5 digits) of the destination postal facility. When required, the destination facility prefix (for example, “ADC”) is used.

Content Line - shows the mail class, processing category, and other information required.

Office of Mailing - shows the origin or entry post office.

Printing Tray or Sack Tags Using MAILERS+4



1. Click the **Print Tray or Sack Tags** button.
2. Select all the mailings from the **Job List**.
3. Select the appropriate tag from the **Tray List**. Usually 2-up for laser and ink jet printers.
4. If you want to print your tags out on plain, non-perforated card stock, MAILERS+4 can **Draw Border** lines around each tag so you can easily, and accurately, cut them out.
5. Include the **Job Number and Container Number** on the tag.
6. Select your **Print Range: All Trays** and print out your tags by clicking **Print**.



- 1 Destination Line
- 2 Content Line
- 3 Office of Mailing

Step 8 - Putting Labels on the Mailpiece

Checklist

- Peel labels in order from left to right.
- Keep labels and mailpieces in the same order as the Qualification Report.
- Place labels in the proper location— with less than five degree skew— on the mailpiece.
- Ensure OCR readability according to USPS guidelines.

Mailpiece Clear Zones

Several places on the address side of a mailpiece are reserved for addressing and related information only. Always have your post office check the validity of your mailpiece before applying labels.

OCR Read Area - Extraneous (non-address) printing in the OCR read area can cause the rejection of the mailpiece. Be sure to have at least 1/2" all the way around the label.

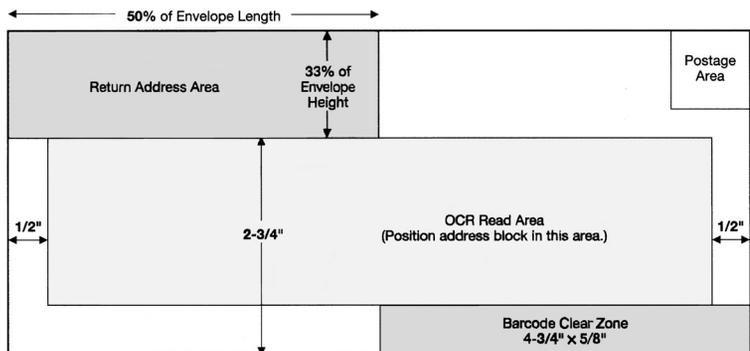
You may place non-address printing such as company logos, advertising, and die cuts within the OCR read area only if you position this printing so that the lowest point is above the delivery address line.

Return Address - The return address must be above the OCR read area and should be printed in a type size smaller than the type size used in the delivery address.

Barcode Clear Zone - To ensure that the barcode is readable by barcode sorters, the barcode clear zone must be clear of all printing, markings, and colored borders.

Address Labels

Be sure to use address labels that are at least 3" long to ensure proper fit of the barcode. When applying labels to your mailpiece, be sure to place the label on straight within the OCR read area so there is less than a five degree skew.



(Not Actual Size)

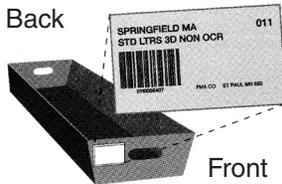
Step 9 - Assembling Your Mailpieces into Containers

Checklist

- Insert bar-coded tray tags into holders.
- Place mailpieces into trays or sacks according to the Qualification Report.
- Sleeve and strap appropriate trays.

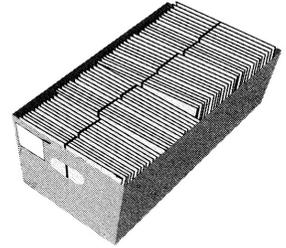
First - Label Trays or Sacks

Place a tag securely on each sack or tray. Do not tape labels onto trays or label holders. Do not make handwritten changes to preprinted bar-coded labels—the machines read only the barcode.



Second - Prepare Sorts

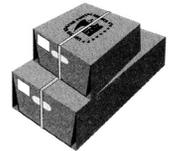
Pieces mailed to the same carrier route should not be rubber banded, but



mailpieces in sacks and trays with multiple carrier routes must be rubber banded by carrier route.

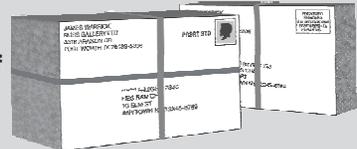
Third - Sleeve & Strap Trays

Sleeve all the trays and strap non-local trays for transport. Strapping is not required for trays going to your local post office. See your Business Mail Entry Unit (BMEU) manager for details.



How do I rubber band packages?

If your package is 1 to 6 inches thick, place the first rubber band lengthwise, and the second rubber band around the height. If your package is less than 1" thick, only place one rubber band around the height.



Step 10 - Taking It All to the Post Office

Checklist

- Signed CASS Form 3553.
- Signed Postage Statement.
- Printed Qualification Reports.
- ZIP Code Record Report** (shows the CDS Certification date of a list that you purchased from Melissa Data) or **Walk Sequence Report** (provided by Melissa Data when we return your list after DSF processing).
- Sleeved and strapped trays.
- Payment ready.
- Deposit mail early in the day.
- Pick up extra supplies.

Verification & Acceptance of Mail

All presorted mailings are deposited at their designated Business Mail Entry Unit (BMEU) or drop points with completed, accurate postage statements.

Business mail acceptance clerks will make sure your mail is properly prepared so that the Postal Service can efficiently process and deliver it. They will check your mailing for correct postage payment, correct endorsements, proper addressing, and the contents' eligibility for the class of mail indicated. They will also check to see whether the mail is properly sorted and bar-coded.

If problems are discovered with the preparation of your mailing, you may correct the errors, or pay additional postage to compensate the Postal Service for the errors found.

Remember, the BMEU acceptance staff is there to help you. They want your mailing to be a success. Using Standard Mail for direct mail advertising is an effective way to reach clients, potential customers, members, friends, and other businesses.