

How to prepare **Standard Mail** with

MAILERS⁺4[®]



How to Prepare **Standard Mail** using MAILERS+4

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Welcome to Direct-Mail Marketing with MAILERS+4

Direct Mail enhances all other marketing campaigns.

Every piece of mail you send represents an opportunity for you to conduct additional business with a customer or prospect. Direct, or advertising mail, can be precisely aimed, tested, and measured. It is a very efficient, low-cost way to enter a market to determine whether there is any interest in your products and services without a big capital investment.

You'll get the greatest return on your investment mailing at Standard Mail® over First-Class Mail® because of the discounts offered 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.

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

Will my mailing qualify for Standard Mail postage rates?

Yes, if you have...

- ✓ Sales or promotional messages
- ✓ Form letters
- ✓ At least 200 sorted, addressed pieces (or 50 lbs.) all the same size, shape and weight
- ✓ Mailpieces that weigh less than 16 oz.

No, if you have...

- ✓ Personal letters
- ✓ Bills, invoices or statements
- ✓ Contracts
- ✓ Valuables or currency

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 (635-4772.)

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

Additional Resources

DMM 201.3

QSG 240a, 240b, 240c

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 (<http://pe.usps.com>).
- Obtain a mailing list or sales leads that target your market.

Determine Payment Type

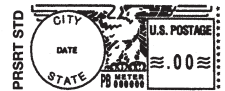
Precanceled Stamps

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



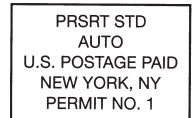
Meter

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.



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.

How to Apply - complete and turn in the application: Form 3615, Mailing Permit Application and Customer Profile. When you apply for your permit, you will need to know which postage payment method you want to use.

Payment Types and Requirements

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

Database Files

To process a mailing using MAILERS+4, you will need a database file. You can open the file directly into MAILERS+4, or create a new one from scratch.

Data Entry Using MAILERS+4

- 1 Click **Database > Create** .
- 2 Select the preset **Quick: Common Fields** and click **OK** to create an empty data structure. Save the empty database in an appropriate location.
- 3 Select the **Format Fields** button. Click **AutoFormat** and then **OK** to format the fields in your new database.
- 4 Click **Tools > Data Entry > Design View**. A data entry template will appear. Save and close the template.
- 5 Click **Database > Append**. Enter the names and addresses of your mailing list and click **Save** after each record.

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

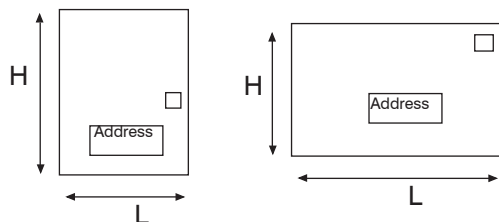
Making your mailpiece automation-compatible is important. Automated equipment can process mail quickly and more efficiently than manual operations can, allowing the Postal Service to set lower rates for these pieces and increase delivery time.

Your automation-compatible mailpiece should:

- ✓ Meet size and weight standards.
- ✓ The aspect ratio (length divided by height) is between 1.3 and 2.5 to 1.
- ✓ 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

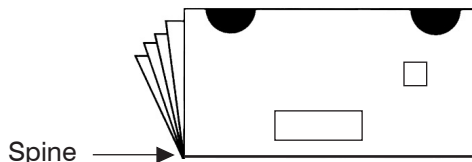
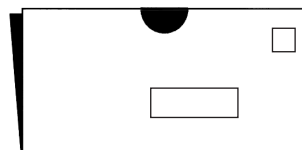
The length is the edge that runs parallel to the lines of the delivery address. The height is the perpendicular edge.



Self-Mailers and Booklets

Mailpieces that are designed to be mailed without envelopes are called self-mailers or booklets. For these pieces to claim letter automation rates, their open edges need to be fastened together. This prevents an open edge from jamming the high-speed processing equipment.

One of the easiest ways to keep the edges together is to use tabs or wafer seals, but you can also use tape or glue. Remember, staples are not permitted. The placement of the tabs depends on the weight (thickness) of the paper.



For detailed instructions on using tab or wafer seals see QSG 201b and DMM 201.3.14

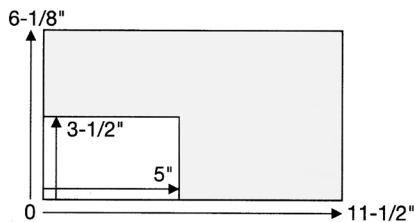
Letters

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.

Minimum and Maximum Sizes

Use the following chart as a guide when designing your mailpiece. 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/Cards



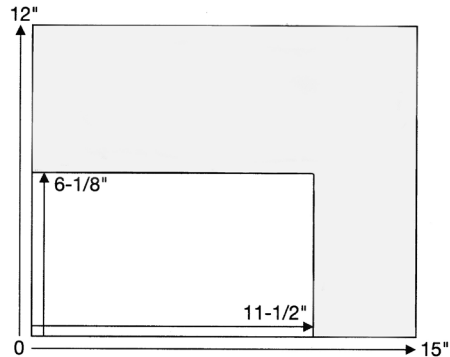
	Min	Max
Length:	5"	11 1/2"
Height:	3 1/2"	6 1/8"
Thickness:	0.007"	0.25"
Weight:	up to 3.5 ounces. Some restrictions apply, verify with your post office.	

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

Cards

Thickness, stiffness, and tear strength are the most important machinability characteristics for cards. Be sure to use at least a 75 pound card stock with a minimum thickness of 0.007".

Flats



	Min	Max
Length:	11 1/2"	15"
Height:	6 1/8"	12"
Thickness:	0.25"	0.75"
Weight:	less than 13 ounces	

One dimension must exceed at least one of the minimums.

Step 3 — Cleaning Your List Before You Mail

Checklist:

- Standardize addresses and add ZIP+4 Codes according to USPS requirements.
- Perform NCOA^{Link} processing within 95 days of mailing.
- Remove costly duplicate records.
- Print CASS Form 3553, sign and date it.

Maintaining Accurate Addresses

Cost-effective, consistent, and timely delivery of every mailpiece depends on an accurate address that is complete and correct in all its elements. An incomplete or inaccurate address needs additional handling, including manual processing, which can delay delivery and increase cost.

Address Hygiene

The addresses in an automation-rate mailing must be matched using a CASS-certified process within 95 days before the mailing date. MAILERS+4 Address Check does this process for you.

The USPS requires that 100% of your automated mailing be CASS processed.



Verifying Addresses Using MAILERS+4

MAILERS+4 makes the process of standardizing addresses and adding ZIP + 4[®] codes simple and easy.

- 1 Click the **Address Check** button. Select appropriate options for this mailing, and click **Go**.
- 2 MAILERS+4 verifies your addresses against the USPS National Database and displays the results.
- 3 Select **Resolve Addresses** and highlight the address you want to resolve.
- 4 Click **Resolve**. Here you can edit the address and search the database for possible matches.
- 5 Find and highlight the listing that matches the **Range, Directional,** and **Street Name** for your record.

CASS Form 3553

CASS SM Summary Report		Database Files: Any database must contain the same information in the same format as the printed form. See USPS Section 750 for more information.	
1. Mailing Company Name usa Data	2. CASS Certified Software Name & Version AddressCheck version 8.70.00.L	3. Configuration STD	
4. Range Certified Company Name	5. Ranges Certified Software Name & Version	6. Configuration	
7. Mailing Company Name	8. Ranges Certified Software Name & Version	9. Configuration	
10. Mailing Company Name usa Data	11. Ranges Certified Software Name & Version AddressCheck version 8.70.00.L	12. Configuration STD	
13. Mailing Company Name	14. Ranges Certified Software Name, Version & Build #	15. Configuration	
16. Mailing Company Name	17. Ranges Certified Software Name, Version & Build #	18. Configuration	
II. Mailing Information			
1. Mailing Name Melissa		2. Date List Processed 01/29/2008	3. Date of Database Product Used 01/15/2008
4. Mailing Type Direct Mail	5. Mailing Method Direct Mail	6. Mailing Method Direct Mail	7. Mailing Method Direct Mail
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359.			

- 6 Click **Replace** to resolve the error, replace the address data in your list, and add the ZIP + 4 Code.
- 7 When you are finished resolving addresses, click on **Close**.
- 8 Click **CASS (Form 3553)** and complete the on-screen information.
- 9 Select **CASS Print** and your CASS Form 3553 is ready for you to take to the post office.

Address Change and Correction Services

National Change of Address (NCOA^{Link}) is an optional move update service that lets you update your database with the most current forwarding information (for individuals, families, and businesses that have moved) before you mail.

Approximately 15% of the people in your database move every year. Update your records with NCOA^{Link} move-update service from Melissa Data and catch all the movers in your database.

What about addresses that cannot be standardized, or do not have a ZIP + 4 Code?

Direct mailers have three choices when addresses cannot be resolved (coded.)

- 1 Do not mail to those people. Depending on your mailing initiative, it may not be necessary to mail to them.
- 2 Send the mailpiece at a higher non-automation rate. The MAILERS+4 presort will separate the addresses accordingly.
- 3 You can attach a stamp and mail it at First-Class single piece rate.

Preparing Your List for Servicing Using MAILERS+4

- 1 Click **Services > Change of Address**.
- 2 MAILERS+4 will launch the ListWare application
- 3 Select applicable payment options.
- 2 Format the required fields and start processing your list.
- 3 ListWare will assemble and compress your list. Send the compressed file to Melissa Data via ListWare or using FTP, e-mail, or regular mail.
- 4 Update your original list with the returned data. Melissa Data will notify you via e-mail or telephone when your file is ready for return. Average turnaround is 24 hours.

Additional Resources

DMM 602, 708.3

Pub 28 Postal Addressing Standards

QSG 601

User's Guide Chapter 7

Checking Your List for Duplicate Records

It is estimated that 10% of every list has duplicate records. Run Duplicate Check to mark and/or remove costly duplicates.

Identifying Duplicate Records Using MAILERS+4

- 1 Click the **Duplicate Check** button.
- 2 Select the search criteria that you want MAILERS+4 to use to find the duplicate records and click **Go**.

MAILERS+4 will process and compile the duplicate records.

- 3 **View** the duplicates on screen for editing, or **Print** out the results report for future attention.
- 4 To edit records, or mark records for deletion, refer to the User's Manual.

How do I remove duplicate records from my list?

When you run duplicate check and select "Mark records for deletion" MAILERS+4 will only flag the duplicate records. In order to permanently remove them:

- 1 Click the **Browse** button to verify the marked records. (Indicated by the checkbox.)
- 2 Go to **Database > Pack** and select "deleted" records.
- 3 This will permanently remove the records from your list. It is recommended to make a backup before selecting Pack.
- 4 Running Pack will invalidate your CASS form. Make sure you print your CASS form before packing, or you will need to run Address Check again.

Step 4 — Presorting For Postal Discounts

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 verified, 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 verified.

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 **Save as Default** if this is the primary post office you use for bulk mailings.
- 4 Mark your selections for **Mail Class, Mail Piece Type** and **Rate Type**.
- 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 Complete the Postage Statement Information including the permit holder and payment type. Click **Next >>**.

- 7 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. 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 certified means that MAILERS+4 meets the USPS 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, First-Class, and Periodicals.



Printing Postal Forms Using MAILERS+4

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

The screenshot shows a window titled 'Presort' with a sub-window 'Mailing Results'. It contains a table with columns: Mailing, Containers, Packages, Pieces, and Amount. Below the table, it shows 'Presort Time: 5.891 seconds', 'Total pieces: 3035', and 'Total cost: 736.767'. A message box at the bottom states: 'Any mailing identified by "None Qualified" indicates that the mailing did not have enough pieces to create a valid mailing.' There are 'Next >>' and 'Finish' buttons.

Mailing	Containers	Packages	Pieces	Amount
"None Qualified" Enhanced CRRT w/S/H/D/L0T Let...	0	0	0	0.000
STD Automation Letters	8	0	2729	633.158
STD Nonautomation Letters	3	0	296	76.609
Residual Mailing	1	1	10	61.000

- The rate levels your mailing qualified for after presorting.
 - The number of pieces and cost at each rate.
 - Your **Total Cost** and **Savings** of the mailing compared to single piece First-Class postage. Click **Next >>**.
- 2 Print the Qualification Report for all of the presorted mailings listed. Highlight one mailing at a time (ie: STD Automation Letters), select **Qualification Report** and click **Print**.
 - 3 Select **Postage Report>>**, highlight the qualified mailings you want to mail and then **Print** to get the required Postage Statement.
 - 4 Click **Finish**.

Step 6 — Printing the Required Tray Tags for Containers

Checklist:

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

Tray 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 Tags Using MAILERS+4

- 1 While still on the Presort Reports screen, select **Tray and Sack**.
2. Click **Print**.



Additional Resources

DMM 245

User's Guide Chapter 9

Step 7 — Printing Your Address Labels

Checklist:

- ❑ Verify the data on the label is printed according to USPS guidelines.
- ❑ Verify automation barcodes are not truncated and have the correct number of bars.

Formatting Addresses Correctly

Format your label, keeping in mind the optical character reader (OCR) scans an address from the bottom of the mailpiece to the top.

The Postal Service will deliver the mail to the address designated on the delivery address line, which is always the line immediately above the city, state, and ZIP + 4 line.

Using Proper Type Style

In order for your addresses to be easily read by OCR's be sure to use the following guidelines.

- ✓ Use simple sans serif type (like Arial) with uniform thickness.
- ✓ No bold, italic, extended or condensed type styles.
- ✓ Point size between 10-12 points.
- ✓ No kerning, overlapping of characters, or words too close together.
- ✓ Address block cannot be skewed more than 5 degrees. Be careful when attaching labels.
- ✓ Using uppercase characters throughout the address block is preferred, but initial or title caps are acceptable.
- ✓ No punctuation.
- ✓ Left-justify every line in the address block.
- ✓ Use two-letter state abbreviations.
- ✓ Use one space between the city and state, two spaces between the state and ZIP + 4 code.



RICHARD SCHECHNER⁵
SCHECHNER ENGINEERING CORP⁴
STE 36³
77 MASSACHUSETTS AVE²
CAMBRIDGE MA 02139-4301¹




*****5-DIGIT 02139⁶
RICHARD SCHECHNER
77 MASSACHUSETTS AVE STE 36
CAMBRIDGE MA 02139-4301

What are the Elements of an Address Label?

- 1 City, State, ZIP + 4
- 2 Delivery Address
- 3 Suite / Apartment
- 4 Company
- 5 Name / Attention
- 6 Optional Endorsement Line
- 7 Intelligent Mail™ Barcode
- 8 POSTNET™ Barcode

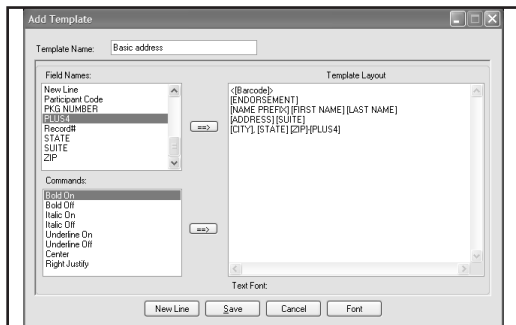
Do I need an Optional Endorsement Line?

An Optional Endorsement Line can save you time and money. Instead of applying stickers, MAILERS+4 will print the endorsement information on the address label to make packaging easier.

-  = 5-DIGIT 12345
-  = 3-DIGIT 123
-  = MXD ADC 123
-  = ALL FOR ADC 123

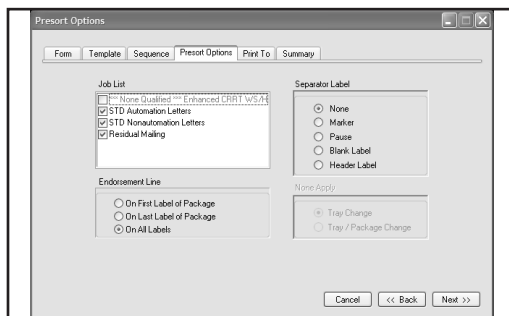
Printing Address Labels Using MAILERS+4

- 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 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 the Windows Control Panel. Select **Next >>**.
- 7 Click **Preview** to verify your labels will print as expected, and click **Print** to start printing labels.

Additional Resources

Pub. 28 Postal Addressing Standards
Notice 67 Automation Template
DMM 602, 708
QSG 708
User's Guide Chapter 10

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.

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

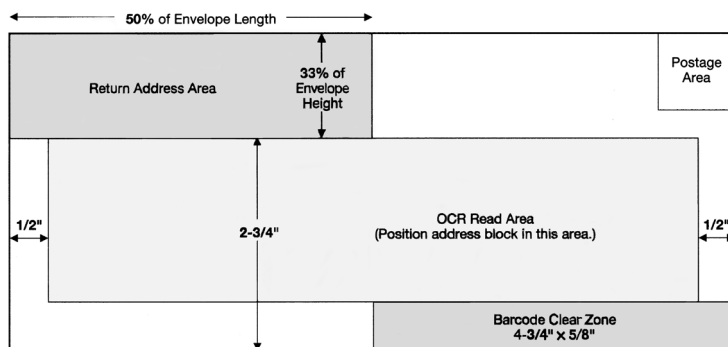
Be sure to use address labels that are at least 3.25” long to ensure proper fit of the barcode. When applying labels to your mailpiece, be sure to place the label on straight within the OCR read area so there is less than a five degree skew.

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.



(Not Actual Size)

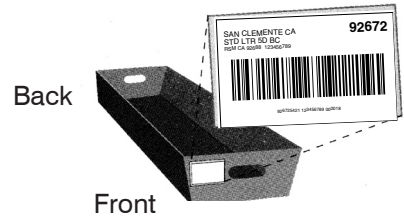
Additional Resources

DMM 708.4
QSG 201a, 601

Step 9 — Assembling Your Mailpieces Into Containers

Checklist:

- Insert barcoded tray tags into holders.
- Place mailpieces into trays according to the Qualification Report.
- Sleeve and strap appropriate trays.



First - Label Trays

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

Trays usually come in 1-foot and 2-foot lengths. Look at the Qualification Report in the “Tray Size” column to determine which to use.

When placing pieces or packages into trays, make sure the addresses face the front of the tray.

Second - Prepare Automation Sorts

It is easiest to start assembling the automated pieces first because packaging is not allowed. Since the endorsement line reflects each tray, match up pieces to the “Tray Zip” and “Tray Level” categories on the Qualification Report and place the mailpieces into the tray. Pieces in full trays should not be rubberbanded.

***** 5-DIGIT 92672

Joe Brown
123 Main Street
San Clemente, CA 92672

Report: USPS Qualification Report
Sorter: RSM CA 92668
Sort: Standard Mail, DMN 245.7
File: SanClem92672008.dbr
MAILERS#4 (Build 1768)

Mailer: Melissa Data Corp.
Mail ID: 1234567890
Date: 2/6/2008
Page 3 of 8
Presort Version 7.70.00.1

Tray #	Tray Size	Tray Lvl	Tray Group	STP	SB	Rate	AB	MB	Running Total
1	2	5DG	92672	92672	500				500
2	2	5DG	92672	92672	500				1000
3	2	5DG	92672	92672	375				1375
4	2	5DG	92672	92672	286				1661
5	2	5DGS	926	926		500			2161
6	1	5DGS	926	926		56			2217
7	2	MAAD	901	927		24			2241
			A170	A17				1	2242
			A189	A18				1	2243
			A200	A20				1	2244
			A208	A20				1	2245
			A233	A23				1	2246
			A253	A25				1	2247
			A294	A11				1	2248
			A320	A32				1	2249
			A400	A40				1	2250
			A442	A44				2	2252
			A460	A46				2	2254
			A520	A52				2	2256
			A580	A58				1	2257
			A600	A60				1	2258
			A720	A72				5	2263
			A786	A78				1	2264
			A800	A80				1	2265
			A820	A82				1	2266
			A838	A83				1	2267
			A840	A84				4	2271
			A852	A85				6	2277
			A854	A85				2	2279
			A880	A88				3	2282
			A900	A90				15	2297
			A902	A90				13	2310
			A907	A90				25	2335
			A910	A91				36	2371
			A913	A91				17	2388
								15	2403
								28	2431
								43	2474
								9	2483
								1	2484
								6	2490
								1	2491
								3	2494
								3	2497
								4	2501
								2	2503
								4	2507
								1	2508

Report: USPS Qualification Report
 Entry: DMM CA 243.5 Mailer: Melissa Data Corp.
 Sort: Standard Mail, DMM 243.5 Mail ID: 1234567890
 File: SanDiegoV2008.dbf Date: 2/5/2008
 MAILERS*4 (Build 1764) Presort Version 7.30.00.1

Tray #	Tray Size	Tray Use	Tray ZIP	PKG Desc	Rate	MD	Remaining Total
1	2	308G	926	926	500		500
2	2	308G	926	926	1000		1000
3	2	308G	926	926	500		1000
4	2	308G	926	926	500		2000
5	1	308G	926	926	217		2217
6	1	308G	927	927	24		2241
7	2	ROAD	901	A170	1	1	2242
				A189	1	1	2243
				A200	1	1	2244
				A208	1	1	2247
				A233	1	1	2248
				A283	1	1	2249
				A294	1	1	2250
				A330	1	1	2251
				A400	1	1	2252
				A442	2	2	2254
				A460	2	2	2256
				A330	1	1	2257
				A390	1	1	2258
				A390	5	5	2263
				A460	1	1	2264
				A720	1	1	2265
				A786	1	1	2266
				A800	1	1	2267
				A820	2	2	2268
				A836	2	2	2270
				A848	1	1	2274
				A856	1	1	2275
				A852	6	6	2280
				A856	2	2	2282
				A890	3	3	2285
				A900	15	15	2300
				A902	13	13	2313
				A907	25	25	2338
				A910	36	36	2374
				A913	17	17	2391
				A917	35	35	2426
				A920	34	34	2460
				A923	28	28	2488
				A924	43	43	2531
				A930	9	9	2540
				A936	1	1	2541
				A940	6	6	2547

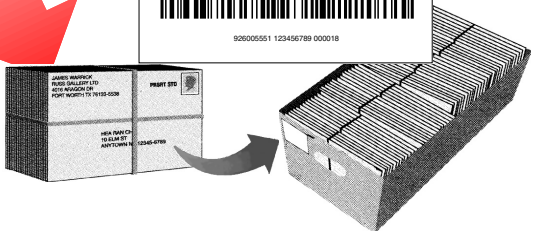
Third - Prepare Non-Automation Sorts

Next, assemble the package-based non-automation mailing. Now, the endorsement line reflects packages, not trays. These non-bar-coded pieces must be rubberbanded according to the groupings, "Package Destination," on the Qualification Report and then placed in the corresponding trays.



*****3-DIGIT 926

Joe Brown
 123 Main Street
 Anywhere USA 12345



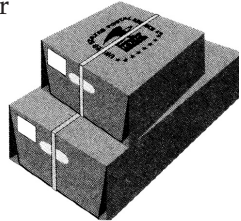
How do I rubberband packages?

If your package is 1"-6" thick, place the first rubberband lengthwise, and the second rubberband around the height.

If your package is less than 1" thick, only place one rubberband around the height.

Fourth - 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.



Step 10 - Taking It All to the Post Office

Checklist:

- Signed CASS Form 3553.
- Signed Postage Statement.
- Printed Qualification Reports.
- 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 barcoded.

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.

Sources of Postal Information

Business Mail Entry Unit (BMEU)

Name of Unit Manager Extension

Additional Contact Extension

Address

Telephone Number

Telephone Number (Account Balance Information)

Hours of Operation

Postal Business Center (PBC)

Address

Telephone Number

Hours of Operation

MELISSA DATA

22382 Avenida Empresa
Rancho Santa Margarita, CA 92688-2112
800-635-4772

Office Hours: Mon - Fri 8 AM - 5 PM PST
Tech Support: Mon - Fri 6 AM - 5 PM PST

Where to Find More Information

Throughout this guide, you may want to reference the USPS Quick Service Guide (Pub. 95) for more information. You can get this free guide from your Network Distribution Center.

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)

Additional Resources

Notice 67 Automation Template

DMM 602, 708.4

QSG 240a

User's Guide Chapter 7