

ALL ABOUT MAIL ISSUE

Well...not everything...but enough to help you understand it better!

These are the Categories of Mail We Process

Postage is based on the size, shape and weight of the mail piece you are mailing. We don't set the postage rates; the post office does, so we just have to follow the rules when processing a mailing.

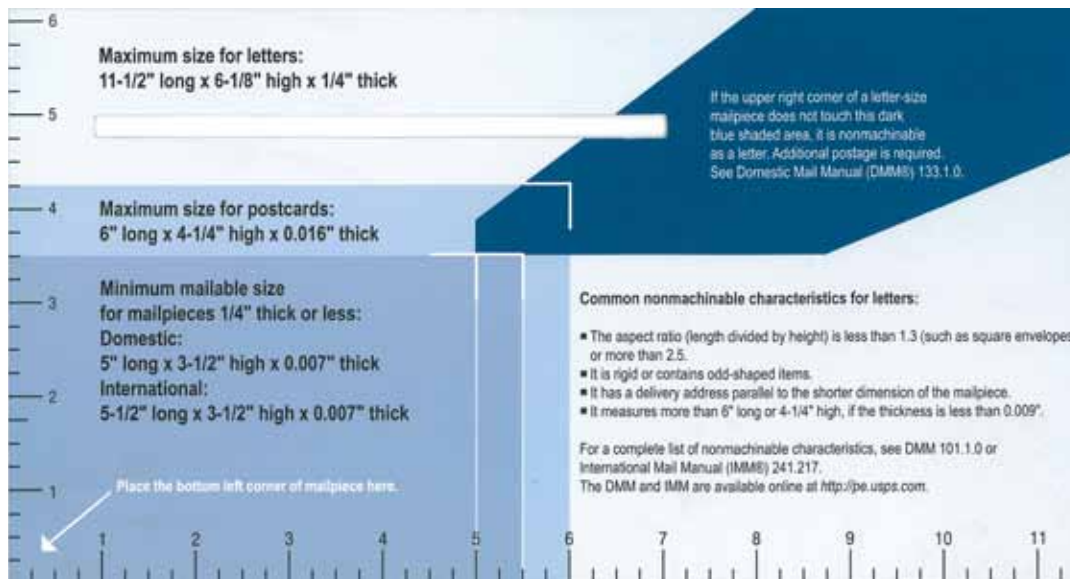
There are too many categories of mail to go over in one article, so we are going to stick with the three most processed categories here at Kirkland: Postcards, Letters and Flats.

To mail at Postcard rates the card cannot be smaller than 3 1/2" x 5" and no larger than 4 1/4" x 6".

goes to the parcel category (which we will not touch upon here).

There are exceptions to everything, and here is one: Tabbed at the top Folded Self Mailers. They cannot be any longer than 10 1/2" in length to still be categorized as letter mail, go figure! Also if you are mailing a booklet that has staples, you will need to have the two tabs at the top and 1 tab on the leading edge of the piece, or have glue affixed where the tabs go if you don't like tabs.

One more thing to explain is Aspect Ratio.



Letter sized mail is no longer than 11 1/2" and no higher than 6 1/8". It also cannot be smaller than 4 1/4" x 6" in size. Letter mail can be an envelope mailing or a postcard mailing and cannot be heavier than 3.3 ounces or thicker than 1/4" to qualify for automation standard bulk mail letter rates. The key here is automation, and we will talk further about that in this newsletter. If any measurements are exceeded, then it goes up in category to a flat.

Flat sized mail is the next category up from letter mail and cannot be any larger than 15" long by 12" high and not exceed 3/4" in thickness and be less than 16 ounces. Flats cannot be smaller than 6" long by 5" high either. If the largest of any of the measurements are exceeded, then the mail piece

The Aspect Ratio (length divided by height) will determine if a mail piece is machinable or nonmachinable. If the number comes out to less than 1.3 (such as a square envelope) or more than 2.5 (a very long piece that is short in height) then the mail piece is determined to be out of Aspect Ratio and will fall under non-machinable postage rates (discussed later in this newsletter).

All About Mailing Lists

It takes special software designed for mailing, and approved by the USPS, to pre-sort your mailing lists. When we load your mailing list we map the fields in your list to a mailing template in our data processing software. If there is an issue with your list our software will not load it or map it. You normally will not hear about it if it is something we cannot fix ourselves. But if you do hear about it, just know we tried everything to fix it before we contacted you.

Excel Mailing List Sample Set-up

	A	B	C	D	E	F	G
1	Company	First Name	Last Name	Address	City	State	Zip
2	Kirkland Printing & Mailing	Kymerly	Bennett	10054 Prospect Ave. Suite F	Santee	CA	92071

Row 1 = column headers
Row 2 = start of list

The quality and deliverability of your list comes from where you obtained the list. If you are using County Recorder data, or an occupant list, realize that the compiling of that list is not updated unless a property sells, or if the occupant moves and files a change of address with the post office. These types of lists tend to have duplicate addresses, incorrect addresses and missing information. So say you give us 2,000 records in a list, depending on how good the list is, we may retain 90% of it. We find that most of the time we get about 1,500 good records from these types of lists after we process them.

We encourage our customers to clean up their lists, update them at least every quarter, and we also run an NCOA (National Change of Address) on every list we process.

As a Certified List Broker we can target more than just the address. What if you could get a mailing list based not only on age, gender and income, but what they are interested in and what they purchase on a regular basis? Targeted direct mail has a much better ROI (return on investment) than resident/occupant lists or EDDM (Every Door Direct Mail). Yes, it is more expensive to purchase a list with custom selected targets, but in the end it is worth it. So if you're ready to give targeted direct mail a try, give us a call, or drop by to discuss what your goals are with your mailing, so we can find the perfect list to fit your needs.

It is a good idea, before we process your mail, to let us know what you need us to do up front. If you are trying to update an old client list that dates back years, or are just prospecting with a new list, just give us a heads up. There are many things we can do to help you achieve success with your mailing list.

How we process your mailing...

BEFORE WE BEGIN: There are a few basic things to go over first.

We are a full service intelligent mail bar code mail house. This means that we use the latest technology to process mailings and directly communicate with the postal service via their online portal.

Bulk mailings are 200 piece minimums (or 50 pounds). Count on doing 200 pieces, because it's very hard to get to 50 lbs with a postcard. Every mail piece MUST BE the same weight and size in order to qualify as a bulk mailing.

STEP ONE: Data Processing



Your mailing list(s) are uploaded to our mailing software by mapping your fields to the fields in our template in the program.

Once loaded, your list is put through a number of steps to ensure address quality and deliverability. These steps include CASS/DPV which is standardizing the address

to postal formats, adding the Zip+4, some limited address correction and delivery point validation.

Then your list is bounced against the National Change of Address (NCOA) system the post office has on file for 48 months when someone has listed that change with the post office.

Next your list is run through the duplicate detection portion of the software so that only one mail piece per address and name is mailed. We call this de-duping and we do this on every mailing we run for quality control and to make sure you are not wasting money by mailing duplicate pieces to the same person or address.

Once the first parts are done then your list can be presorted to postal specifications and be prepared for addressing.

And finally we upload your mailing information directly to the post office's dashboard which creates the postal documents required for bulk mailing.

Reporting: There are a number of reports we can generate for you on your mailing. A **Move Update** report will tell you all the people who have moved within 48 months and update the address in a spreadsheet so you can then update your master database. A **Bad Address** report will tell you all the addresses that were considered non-deliverable and you can then try to get those corrected for your next mailing. We can send these in Excel format for easy editing or in a PDF file, whichever you prefer.

Getting mail returned to you for address correction: If you have a very old mailing list, then NCOA may not find all the people who have moved in the past 48 months, so we suggest trying an **Ancillary Endorsement** line on your mail piece, which provides address correction from the USPS.

Address Correction Service (ACS) is an enhancement to the existing manual address correction process provided with the use of Ancillary Service endorsements on all mail classes except Periodicals. The following ancillary services are available for use with ACS on First-Class Mail®, Standard Mail®, Package Services, and Parcel Select:

Address Service Requested – provides forwarding and address correction services when possible. If the mail is undeliverable and not forwardable, it is returned to the sender with the reason identified on the mailpiece.

Change Service Requested – provides address correction services without forwarding or return. If undeliverable, either the new address or the reason it is undeliverable is provided to the sender.

Return Service Requested – provides address correction services and always returns the piece.

For more information on the USPS services and fees charged, please visit: <http://pe.usps.com/cpim/ftp/manuals/qsg300/Q507.pdf>



STEP TWO: Inkjet Addressing

Our high-speed inkjet addressing system prints from the postal software to address and barcode your mail pieces for automation rates (the best postage rate you can get) directly onto your postcards or envelopes.

This machine has the capability to print additional copy onto your mail piece in Open Face fonts. We also can print additional copy in blue or red, or can custom order a color of your choice.

STEP THREE: Folding, Tabbing or Inserting

We handle many types of mailing, not just post-cards. We can fold your letters, insert them and seal the envelopes. If a brochure or newsletter is what you are mailing then we can fold that and apply the required tabs to the mail piece for you.



STEP FOUR: Traying , Sleevling and Bagging

All bulk mail must be sorted down and either trayed or bagged before being taken to the post office. Letter mail (most postcards and envelopes) are put into trays and sleeved. All out-of-county mail must have straps put over the trays and sleeves as well. Flats are bundled into groups and secured with rubber bands and then bagged according to postal paperwork.

STEP FIVE: Delivery to the Post Office

Once your mailing has been completely processed, we then take it directly to the main post office (if you are using our Permit 90) or to the post office where your own permit is held.

STEP SIX: Proof of Mailing

Once the post office accepts the mail a postage statement is issued to us and we forward that to you as Proof of Mailing.

Postage Rates

The post office gives the biggest postage discounts to mail that is sorted and trayed by zip code and is printed with the Intelligent Mail Barcode and submitted electronically to the USPS portal. Depending on the destination of each mail piece, the postage rate can fluctuate.

Here are the latest standard (bulk) mail **AUTOMATION** rates effective April 10, 2016:

Sort (under 3.3 oz.)	Letters	Flats
Mixed AADC	29.1 ¢	53.9 ¢
AADC	27.4 ¢	52.2 ¢
3-Digit	27.4 ¢	46.7 ¢
5-Digit	25.5 ¢	37.6 ¢
ECR Basic	28.8 ¢	28.8 ¢
ECR High Density	20.7 ¢	23.5 ¢
ECR High Density Plus	20.4 ¢	23.0 ¢
ECR Saturation	19.4 ¢	20.5 ¢

And here are the **NON-AUTOMATION** and **NON-MACHINABLE** rates for standard (bulk) mail as of April 10, 2016:

Sort (under 3.3 oz.)	Letters	Flats
Mixed AADC	65.3 ¢	58 ¢
AADC	57.9 ¢	54.6 ¢
3-Digit	55.3 ¢	49.4 ¢
5-Digit	46.4 ¢	42.5 ¢
ECR Basic	28.8 ¢	N/A
ECR High Density	23.5 ¢	N/A
ECR High Density Plus	23 ¢	N/A
ECR Saturation	20.5 ¢	N/A

(Postcards fall under First Class presorted rates - not shown here.)

These rates are the basic rates and have no discounts. Our Permit 90 is out of the Margaret Seller's facility in Carmel Mountain Ranch and so there is a discount for taking it to the main processing facility of the USPS here in San Diego County. There is also an additional postage discount because we use the Intelligent Mail Barcode. So if you are mailing with us, you get better postage rates than what are listed for automation rates.

We try our best to educate our clients up front about mail piece design, standards and postal regulations. When a mail piece falls out of the norm, or labels are applied without a bar code, then these rates will come into play. Please always call us before you design and print your mail piece, we can help you by making sure your piece fits into the desired standards and get you the best possible postage rate. Why pay more for postage if you don't have to?

Who Delivers Your Mail?

The United States Postal Service delivers your mail. Kirkland Printing & Mailing is not allowed to deliver the mail by law. If you would like to know when the mail has been delivered, we can add you to the mailing list, i.e.: "seeding." If you do not receive a seed in the mail then we suggest calling the USPS Consumer Affairs Department at 858-674-2670 and file a complaint. The only way to be sure is to enable a mail piece tracking, which can be costly, but will let you know the date and time each piece is delivered into each mailbox.

Kirkland drops at the post office twice a week, on Tuesday and Thursday. We do this to reduce costs associated with fuel and labor, plus we pass the savings into you with our super mailing service rates.

Our Promise to You

We take great care in preparing your mailing. Each list is reviewed before submitting for data processing so any questions that arise will be answered before mail processing begins. We have over 70 years combined mailing experience in our shop, so rest assured, your mailing is prepared to exact standards so you get the best postage rates for your direct mail marketing.

Want to try direct mail marketing for the first time?

We can help you with:

- Selecting a targeted list
- Copywriting your message & offer
- Graphic design
- Digital variable data printing
- Offset printing
- Full service mailing

First Time Mail Customers receive 10% off mailing services.

Does not include paper, printing, design or postage.



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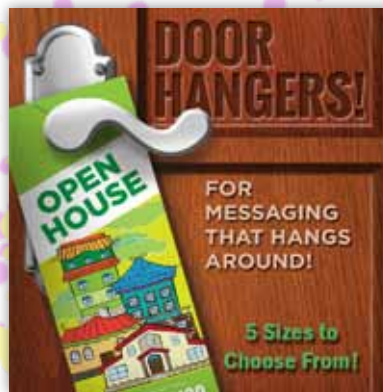
PIA/SD
Connect. Engage. Share.

All About Mailing Issue Created Just for You

- Categories of Mail
- All About Mailing Lists
- How We Process Your Mail & Extra Services for Your Mail
- All About Postage Rates Automation vs Non-Auto
- Who Delivers Your Mail?
- Our Promise to You

PRSR STD
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