



Commercial Mailing Classes

FIRST CLASS LETTERS:

- ✉ Fastest
- ✉ Undeliverable Mail is Returned
- ✉ Most Expensive
- ✉ 500 Minimum for Discount


POST CARDS:

- ✉ Treated as First Class Mail
- ✉ Can be no larger than 4 " x 6 "

STANDARD:

- ✉ Slower Delivery
- ✉ No Returns
- ✉ Cheapest
- ✉ 200 Minimum for Discount

How do I choose which class to use?

- Time sensitive and critical pieces, like statements, should go first class.
 - Postcards are an inexpensive way to update your clients with a change in your company or to alert existing clients to special sales.
 - Standard is great for flyers, newsletters and political mail. Big pieces can be cost effective!
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Why Mail?

Real Simple...
It works and is cost effective if done properly.


What's needed from us?

Your piece and an address list. We take it from there. If you need help with the creative end, our graphic artists can help and we can provide mailing lists tailored to your needs.

How does it get mailed?

We'll take care of the details. Addressing, sorting and delivery to the post office are all part of the service.

RELATED SERVICES:

- ✉ List Cleaning
 - ✉ Genderization
 - ✉ List Maintenance
 - ✉ Form Letters
 - ✉ Newsletters
 - ✉ Schedule Notices
 - ✉ Merging/Purging
 - ✉ NCOA (National Change of Address)
 - ✉ Foreign Mailings
 - ✉ Business Reply
- 



*Your
Logo
Here*



Business Quick Guide

To Using The U.S. Mail For Marketing

Information provided courtesy of:





Is advertising by mail effective?

If you do it right! Effective mailings are part of an overall advertising effort. Mailings that work are delivered to the right target audience, contain a good offer, and are designed to get attention.

Where can I get a mailing list?

The most important part of preparing a mailing campaign is identifying who you wish to reach. Define your target and we can provide you with lists customized to your needs. The cost of the lists vary depending upon how detailed the information you need. The United States Post Office does not provide mailing lists.

What kind of mail piece should I use

- Postcards (4 " x 6 ") are great for quick announcements. And, because they are sent first class, you will get returns for undeliverable mail. A great way to update your in-house lists.
- Large cards mailed standard are eye-catching and inexpensive. Self-mailers are folded cards that are cost effective and can contain more information.
- Letters in envelopes are the most expensive to process, but can contain more information and return envelopes. Letters are often the choice for detailed business to business or financial advertising.



What is Address Correction?

It is a process that insures that the piece you are sending goes to a known address (not that the person you are mailing is there!). We are licensed by the postal service to match the addresses you provide to all addresses known to the USPS. This list is updated every 60 days.

What about people who moved?

The USPS maintains a directory called "National Change of Address "(NCOA). For an additional fee we can compare your list against the NCOA and return it to you with the corrections made. This process is advised for First Class mail.

What is Pre-sorting?

Mail must be sorted by destination; pre-sorted mail is delivered to the Post Office already to go. Pre-sorts range from large geographic areas all the way down to the exact route traveled by your letter carrier. Each level carries a greater discount.

How much can we save?

Lot's. The average postage rate for Presorted First Class Mail is 34¢. That comes to \$70 a thousand less than using stamps. If you use standard, it's even better, averaging 24¢. Very dense mailings to a locality can do even better. Most of the time we can do the whole job for much less than if you did it yourself!



How is postage applied and paid?

The cheapest is by indicia (the little box printed in the upper right corner with a permit number.) Metering costs more with live stamping being the most expensive. *All methods have the same postage rate.*

We will process your address lists and give you a postage statement. Postage is payable prior to mailing.

Checks can be made out to: "Postmaster [town]"

How do I know that it was actually mailed?

Pre-sorted mail cannot be put into a mailbox it must be taken to a USPS bulk mailing facility. After we drop it off it is verified by the Post office. A receipt is issued.

How long will it take to get there?

It depends upon the distance, class and density of the mailing. First Class is usually delivered in-state in a day or two. Across the country may take a day or two more. Standard mail takes longer, but the modern bar coding and automation of services have drastically cut delivery times.

Always Remember...

Mail Really Does Work!

