

The UGA Bulk Mailing Services Guide



Bulk 101: How to Successfully Prepare a UGA Bulk Mail Project

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Introduction

Bulk Business Mail is an efficient, cost-effective method of mass communication. This guide is designed to simplify the process of preparing a bulk mail piece. Campus Mail has the facilities, equipment, and staffing to handle projects of any type and volume. We want to do everything to ensure your project is processed on time and receives excellent service and this booklet is a no-nonsense, quick reference guide designed for our customers.

When should you contact Campus Mail to use our services?

While we gladly accept walk-in jobs or projects on short notice, we can do even more for you with just a little advanced planning. The best time to contact Campus Mail about a Bulk Mail job is prior to scheduling the project with your printer or duplicating service. We understand you may not have all the details of your project, but this pre-planning stage will allow us the opportunity to assist you in ways that can save you money while delivering a top quality product.

What information should I have when I contact Campus Mail for a bulk project?

Although not a definitive list, this basic information will be most helpful:

- ✓ Number of pieces you intend to distribute
- ✓ The postage rate you'd like to use
- ✓ The date you need to the pieces mailed out.
- ✓ The type of piece (if you've decided)

We're here to help you do this right, so please don't hesitate to contact us if you have any questions.

Who should I contact?

You can call Susan Baxter at 706-542-6986 or email her at bulkmail@uga.edu. Susan serves as the primary customer contact for all bulk mail jobs. Office hours are 7:30am-4:30pm, Monday-Friday.

Bulk Business Mail

What is bulk mail?

Bulk business mail encompasses these types of domestic mail outs:

- ✓ Third-class mail
- ✓ Bound printed matter
- ✓ Small parcels less than 16 ounces in weight

The preparation procedures contained in this booklet only refers to third-class bulk business mail.

What mail projects can qualify at the third-class bulk mail rate?

Every third-class bulk mailing must have a minimum of 200 pieces or weigh 50 pounds. All pieces in the mailing must have the same processing category. In other words, the mailing must be all letters, all flats, or all machinable parcels, etc.

What are the size/shape requirements for a bulk mail piece?

Letters: If the pieces height x length dimensions are between 3 ½ x 5 inches and 6 1/8 x 11 ½ inches and between .007 and ¼-inch thick, they qualify as letters.

Flats: A flat is a piece of mail which exceeds the dimensions for letter-sized mail but does not exceed the maximum dimension for flats—15” long x 12” high x ¾” thick.

Creating a Mailing List

One of the first things Campus mail needs to prepare a bulk project is a mailing list. The mailing list components are the name, address, city, state, and zip code in a format that Bulk Mail Services can easily format into our existing technology used to label or print onto the mail pieces. It is highly recommended you send the list prior to the delivery of the mail pieces. This gives us the opportunity to provide any necessary feedback on the quality of your list as well as make corrections that will ensure a timely completion of the mailing.

Acceptable List Formats

There are several ways you can create a list. The preferred computer file formats are .DBF (Database File), .CSV (Comma Delimited), .txt (Text File), and .xls (Microsoft Excel). Each component should be in separate columns:

FIRST_NAME	LAST_NAME	Company	Address 1	CITY	STATE	ZIP
Jimmy	McGriff	N Liberty St	PO Box 1027	Waynesboro	GA	30830
Hank	Mobley	Abbott Oil Company Inc.	PO Box 3639	Augusta	GA	30914
Cassandra	Wilson	Abbott Oil Company Inc.	PO Box 3639	Augusta	GA	30914
Rashied	Ali		1406 Glenn Avenue	Augusta	GA	30904
Bill	Evans		507 East Hill Street	Thomson	GA	30824
Jimmy	Cobb	Ty Cobb Healthcare System Inc.	461 Cook Street	Royston	GA	30662
Sarah	Vaughn		4441 Shadowmoor Drive	Augusta	GA	30907
Jane	Ira Bloom		3066 Washington Road	Augusta	GA	30907
Gary	Campbell		217 Lee Street	Thomson	GA	30824
Roy	Haynes	City Of Grovetown	106 Haynie Drive	Grovetown	GA	30813
Woody	Shaw		PO Box 120	Grovetown	GA	30813

In selected cases we may be able to correct minor formatting issues, but any list that requires a more labor intensive effort will be returned to you for the necessary corrections.

Methods for Delivering the List to Campus Mail

You may deliver the list in several ways:

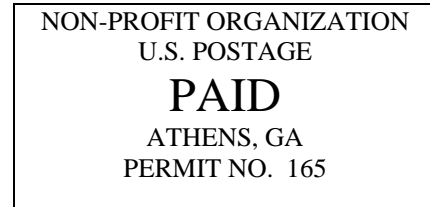
- ✓ An e-mail attachment to Susan Baxter — bulkmail@uga.edu
- ✓ Disk
- ✓ CD-ROM
- ✓ The FTP sit
 - **Host:** mail08.campmail.uga.edu
 - **User id:** maillabel
 - **Password:** dropmail

E-mail is the easiest option, but any of these delivery methods are acceptable for us to electronically format the list for processing the mailpiece.

Permit Imprint

What is a permit?

The permit imprint is the method of postage payment used by an organization for bulk mail. Campus Mail has its own permit to send bulk mail. It is located in the upper right hand corner of the label panel of a piece:



At the top, the permit label will read either “Presorted Standard,” or “Non-Profit Organization.” It will also say “U.S. Postage Paid.” The imprint as seen above must be large enough and have enough color contrast for the eye to easily read.

The actual imprint of the permit label must be made by a printing press, lithograph, hand stamp, mimeograph, computer printer, or similar mechanical/computerized device. **It may not be typewritten or hand-drawn.**

Packaging & Banding

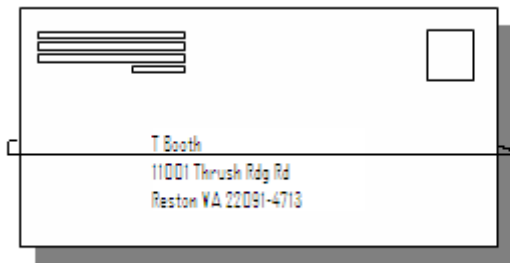
A package is a group of mail pieces secured together (banded) as a single unit. Flats require banding. **Letters are not required to be banded, but must be in ABC order.**

General Instructions for Banding:

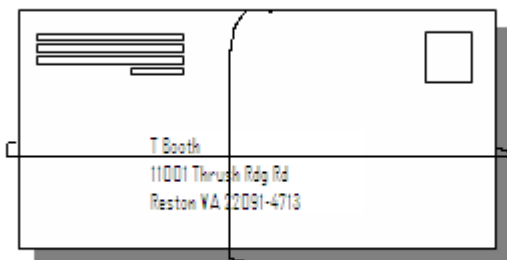
- ✓ Face all addresses in the same direction.
- ✓ Secure packages with rubber bands.
- ✓ Packages must be no more than 6 inches thick—4 inches is the preferred width.
- ✓ ¼-inch rubber bands are required

The preferred banding methods are demonstrated in these example photographs:

1. When using rubber bands always band lengthwise first.



2. Band width (girth) next

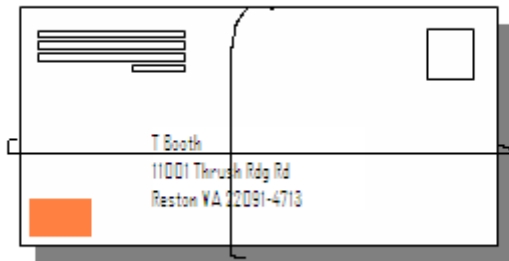


Note: Rubber bands around the length and width should be placed as close to the center of the mail piece as possible (as shown above). The banding on the length and width must be no closer than 1-inch from the edges of the piece. A common sense guide would be to make sure the banding is not overlapping the stamp or return address for the width and not below the city, state, zip for the length.

Sorting Requirements

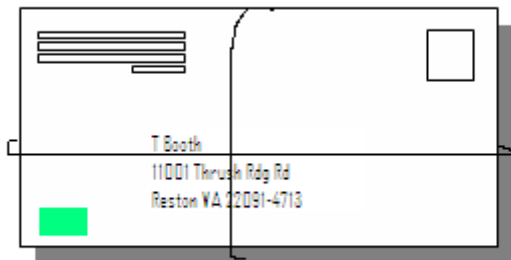
Step One: 5-Digit Packages

When there are 10 or more pieces to the same 5-digit ZIP code they must be banded into packages. Place an orange “5” label at the lower left hand corner of the top piece of each package.



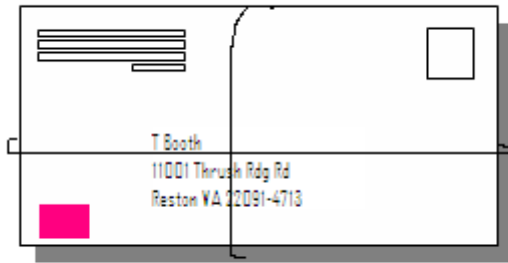
Step Two: 3-Digit Packages

When there are 10 or more pieces to the same first 3-digits of the ZIP code, they must be banded into packages. Place a green “3” label below and to the left of the address of the top piece of each package.



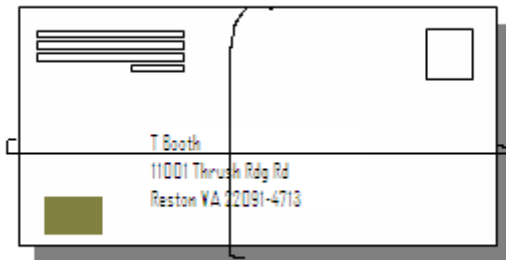
Step Three: ADC (Area Destination Packages—See L004 form. Disregard column B)

When there are 10 or more pieces to the same 3-digit zip prefix group, they must be banded together into packages. Place a pink “A” label below and to the left of the address of the top piece of each package.



Step Four: Mixed States Packages

At this time, if you have any pieces remaining, package the pieces for the different zip codes together. Mixed states packages must contain mail for at least two zip codes. Place a tan "X" label below and to the left of the address of the top piece of each package.



Endorsements

What is an endorsement? According to the US Postal Service’s Quick Service Guide, endorsements are “used by mailers to request an addressee’s new address and to provide the USPS with instructions on how to handle undeliverable-as-addressed pieces. The endorsements consist of one keyword: ‘Address,’ ‘Return,’ ‘Change,’ or ‘Forwarding,’ followed by the two words ‘Service Requested.’”

Where and how can one use an endorsement? These endorsements can be applied to any class of mail, but the method of endorsement and cost differs for each. Regardless of method and cost, the USPS’ Quick Service Guide explains that an endorsement on a “mailpiece requires the mailer to pay any applicable charges for forwarding; return, and separate address notification of changes.”

What are the minimum requirements for an endorsement? The endorsement must at least be printed in 8-point type and stand out clearly against the background of the piece. It is not permissible to have reverse-printing or brilliant-colored envelopes. You must leave a ¼-inch clear space around each side of the endorsement message.

The endorsement message must be placed in one of the four positions in the diagram:



1. Directly below the return address
2. Directly above the delivery address area
3. Directly to the left of the postage area and below or to the left of any rate marking.
4. Directly below the postage area any rate marking.

This table from the USPS Quick Service Guide provides a basic primer on mail endorsements. For additional options see the USPS Quick Service Guide section 507.1.5.1.

Endorsement Type and Explanation	Charge by Postage Rates		
	Priority and First-Class Mail	Standard Mail	Package Services
Address Service Requested:			
Forwarding and return. New separate address notification provided.			
Months 1-12: mailpiece forwarded; separate notice of new address provided (manual \$.075, electronic \$0.21 each)	Forwarded at no charge	Forwarded at no charge	Forwarded locally at no charge; forwarded out of town as postage due.
Months 13-18: mailpiece returned with new address attached.	Returned at no charge	Weighted Fee Charged	Return postage charged at appropriate single-piece rate.
After 18 months or if deemed undeliverable at any time: mailpiece returned with reason for nondelivery attached.	Returned at no charge	Weighted Fee Charged	Returned if undeliverable or if addressee refused to pay postage due. Forwarding (where attempted) and return postage charged at appropriate single piece rate.
Return Service Requested			
No forwarding, only return. New address notification provided.	No charge	Appropriate single-piece First-Class Mail or Priority Mail rate charged.	Return postage charged at appropriate single-piece rate.
Mailpiece returned with new address for reason for nondelivery attached			
Change Service Requested			
No forwarding, only return. New address notification provided.	Manual notice: N/A	Manual notice: \$.75 each.	Manual Notice: \$.75
Separate notice of new address or reason for nondelivery provided; mailpiece disposed of by USPS	Electronic Notice: \$.21 each	Electronic Notice: \$.21 each	Electronic Notice: \$.21 each
Forwarding Service Requested			
Forwarding and return. New address notification provided only with return			
Months 1-12: mailpiece forwarded.	Forwarded at no charge	Forwarded at no charge	Forwarded locally at no charge; forwarded out of town as postage due.
Months 13-18: mailpiece returned with new address attached.	Returned at no charge	Weighted fee charged	Return postage charged at appropriate single-piece rate.
After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.	Returned at no charge	Weighted fee charged	Returned if undeliverable or if addressee refused to pay postage due. Forwarding (where attempted) and return postage charged at appropriate single-piece rate.
Temp-Return Service Requested			
Piece returned with new address or reason for nondelivery attached. If temporary change of address, piece forwarded; no separate notice of temporary change of address provided	No charge	N/A	N/A
No Endorsement			
UAA handled by class of mail.	Same as USPS action for "Forwarding Service Requested"	Mailpiece disposed of by USPS	Same as USPS action for "Forwarding Service Requested," except Bound Printed Matter disposed of by USPS. Parcel Post, Media Mail, and Library Mail with no endorsement obligate the mailer to pay any applicable forwarding and return postage charges at a single-piece rate.

Using Tabs, Wafer Seals, and Glue Strips

What kind of pieces need tabs, seals, or glue strips and why? One needs to use one of these methods to secure any letter-sized mailpiece without an envelope when preparing it for an automation rate mailing. These methods of securing the pieces prevent an open edge from jamming the high-speed mail processing equipment.

How does one determine the number and location of these adhesives? The factors used to determine the use of a tab, seal, or other adhesive are the basis weight of the paper stock (basis weight is the measurement of a ream (500 pieces) of paper cut to standard size in the unit of pounds) and the location of the folded or bounded edge of the mailpiece. *Although there is a minimum amount of tabs or wafer seals specified for a particular piece, in all cases one may use additional tabs.*

More physical specifications for tab, wafer seal, and adhesive placement:

- ✓ Any adhesive (tab, wafer seal, cellophane tape, or permanent glue) must not interfere with the following information on the mailpiece:
 - Barcode
 - Postage Rate Marking
 - Postage Identification
 - Address Information
- ✓ Cellophane Tape is not acceptable within the barcode clear zone
- ✓ Tabs or wafer seals placed in the barcode clear zone must contain a paper face meeting the standards for background reflectance and, if the barcode is not preprinted by the mailer, the standards for water-based ink.
- ✓ Adequate adhesion is required.

**Placement of Tabs and Wafer Seals (From the USPS Quick Service Guide Online--
<http://pe.usps.com/text/qsg300/Q201b.htm>)**

Specifications for Automation-Compatible Letter-Size Mailpieces



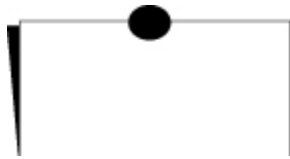
Specifications for Automation-Compatible Letter-Size Mailpieces

(From the USPS Quick Service Guide Online-- <http://pe.usps.com/text/qsg300/Q201b.htm>)

Note: An 8-1/2 x 11 inch sheet of 20, 24, or 28-pound paper folded once to 8/12 x 5-1/2 inches does not meet the minimum thickness of 0.009 inch for an automation compatible letter.

Double Postcard

Tabs 1 (middle)
 Folded Edge Top or Bottom
 Sheets Single
 Basis Weight 75 lb.



Folded Self-Mailer (Continuous Glue Strip)

Open Edge Top
 Folded Edge Bottom
 Sheets Single
 Basis Weight 20 lb.



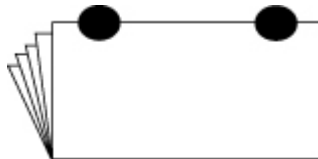
Folded Self-Mailer

Tabs 2 (start \leq 1 inch from edges)
 Folded Edge Top or Bottom
 Sheets Single
 Basis Weight 20 lb.



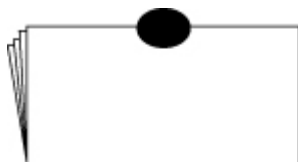
Booklet

Tabs 2 (start \leq 1 inch from edges)
 Spine Bottom
 Sheets Multiple with Cover
 Basis Weight 20 lb. (Cover)



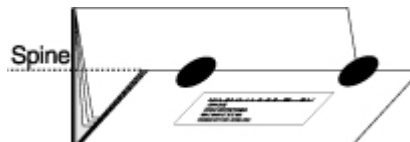
Folded Self-Mailer

Tabs 1 (middle)
 Folded Edge Bottom
 Sheets Multiple
 Basis Weight 24 lb.



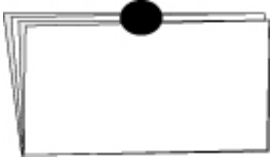
Folded Booklet

Tabs 2 (start \leq 1 inch from edges)
 Spine Top
 Folded Edge Bottom
 Sheets Multiple with Cover
 Basis Weight 20 lb. (Cover)



Folded Self-Mailer

Tabs 1 (middle)
Folded Edge Bottom
Sheets Single
Basis Weight 28 lb.



Folded Booklet

Tabs 2 (start \leq 1 inch from top edge)
Spine Top
Folded Edge Bottom
Sheets Multiple with Cover
Basis Weight 20 lb. (Cover)



Folded Self-Mailer¹

Tabs 1 (middle)
Folded Edge Right
Sheets Single
Basis Weight 75 lb.



Booklet

Tabs 2 (start \leq 1 inch from top and bottom edges)
Spine Right (open edge left)
Sheets Multiple with Cover
Basis Weight 24 lb. (Cover)



Folded Self-Mailer (Invitation Fold)

Tab Address Label
Folds Top and Bottom
Sheets Multiple
Basis Weight 20 lb.



