Address Logics, LLC.

The industry leader in accurate, fast and affordable address hygiene.

White Paper: USPS Bulk Mailing for Small Business and Non-Profit

Version 1.0

White Paper: How To Self Mail using USPS Bulk Mail Rates

1. Establish a bulk mail account from the Postal Service
   a. Get application form 3615 from your post office.
      (http://pe.usps.com/businessmail101/postage/howToApply.htm)
   b. The set up fee is $190.00. This is non refundable.
   c. The Annual fee is an additional $190.00.
      i. To break even on the cost of postage you will need to mail 845 pieces.
      ii. To break even on postage the second year will need to mail 423 pieces.
      iii. You must mail at least 200 pieces (or 50 lbs of pieces) at a time to qualify for standard mail prices.

2. If you are unsure you will meet the above minimum costs, you may want to consider contacting your local printer / print vendor and ask if they have a bulk mail permit number you can use. (Address Logics has used AllegraNetwork.com as a national and reliable print vendor)

3. You can design your own indicia/permit imprint for your envelope. (Examples here) It must meet the following USPS standards. (USPS document 604.5.3.11) They do not need to be identical to the examples, however they must follow the following requirements:
   a. No smaller than ½ inch high and ½ inch wide.
   b. To be placed no more than 1 ½ inches below or to the left of the upper right corner of a mail piece.
      i. No printing above, or to the right, of the imprint. No information other than required text inside the imprint.
   c. Shape must be rectangular with or without box framing.
   d. Decorative designs placed on envelope cannot resemble postage stamp, postcard postage or other postage payment methods. No words, symbols, designs used by the USPS class of mail, price of postage, or level of service unless correctly used.
   e. The font must be legible and no less than 4 point font. *(Suggested 8 point)*
   f. Must contain class of mail.
   g. The words "U.S. postage paid".
   h. City and state where permit is held.
   i. The word "Permit" and your permit number.

5. In order to meet automation standards and get the best price, the envelope must be laid out correctly.
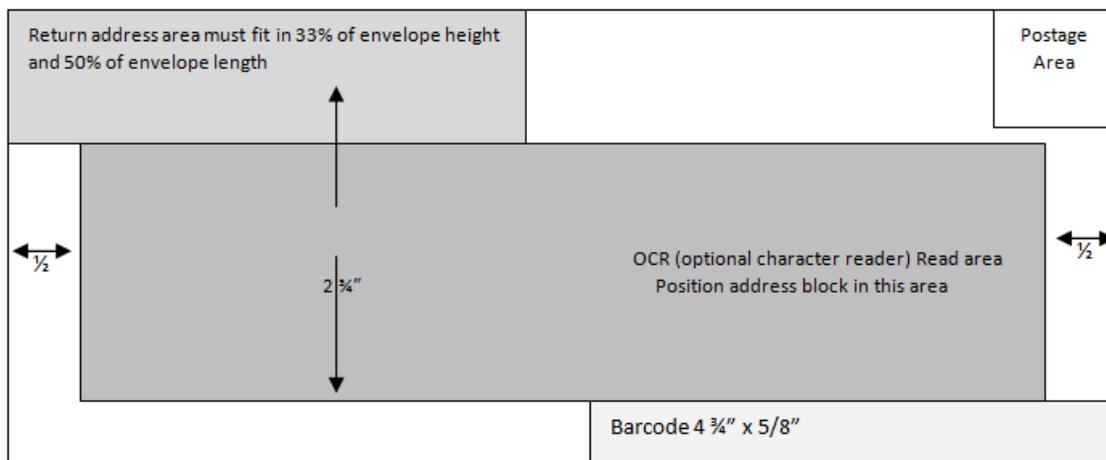
6. Create an MS Excel spreadsheet with contact name, address, city, state and zip code +4 (to get the best price) any miscellaneous information for personalization a barcode and CASS barcode column.
    a. In order to create a barcode on your letter to make it automation compatible you will need to find a free or purchased barcode font to install. You do not HAVE to have a barcode, it will however give you a slightly better price. It may not be worth your time if you do not mail in quantity.
        i. After you have validated your addresses (AddressLogics.com) your return data will have a column clearly labeled "CASS barcode". In this column you will find a string of numbers that can be turned into a barcode;
            1. Enter the formula to convert string to code
                a. The barcode font will be found under the add-Ins tab
    b. Ask AddressLogics.com to send you a copy of the USPS CASS report via PDF. *(USPS CASS reports are free of charge.)*
    c. If you would like to personalize your letters you can link a merge field to your spreadsheet.
    d. You DO NOT need to purchase pricy sorting software to sort your mail. ALL you have to do is sort your data by the zip code and Excel will put the zip codes in order. Highlight all fields and under the "data" tab "sort" by zip code.
        i. Once you have sorted the zip codes, you are able to determine if you have enough mail pieces to qualify for the AADC
            1. 5 digit zip or 3 digit zip of 150 pieces or more in one tray.

7. The next step is to set up a mail merge in Microsoft Word.
    a. Under the "mailings tab" select "start mail merge" then "step by step mail merge wizard."
        i. It will take you step by step through the process to create both envelope and letter.
        ii. You will link your letter and envelope to the Excel sheet you created.

8. Print your mailing pieces and stuff your envelopes.

9. Your USPS Bulk Mail account will need to have money already deposited before you take your mailing to them.

10. Your local post office will provide trays with lids and tags.

11. Place letters IN ORDER in letter tray facing the front of the tray where the label is placed, then label with tags.

12. Fill out the specific USPS 3602 form relating to your mailing. (USPS publications and forms link)
    a. Before you complete the Front page, go through parts A, M, and S. Complete the part(s) that pertain to your mailing.
        i. All pieces must be reported on the appropriate line at the full published price (not including the Full-Service Intelligent Mail incentive).
        ii. Pieces that comply with the Full-Service Intelligent Mail option requirements are additionally reported on the line provided. The following information will help you to determine which parts to complete:
    b. Parts A-C: Letters
        i. Part A: Automation Letters. Enter total in Part A Total box.
        ii. Part B: Non-automation Letters. Enter total in Part B Total box.
        iii. Part C: Carrier Route Letters. Enter total in Part C Total box.

   c. Parts D-F: Flats
- i. Part D: Automation Flats. Enter total in Part D Total box.
- ii. Part E: Non-automation Flats. Enter total in Part E Total box.
- iii. Part F: Carrier Route Flats. Enter total in Part F Total box.

   d. Part G-H: Parcels
- i. Part G: Marketing Parcels. Enter total in Part G Total box.
- ii. Part H: Carrier Route Marketing Parcels. Enter total in Part H Total box.

   e. Part L: Customized Market Mail (CMM) - Enter total in Part L Total box.

   f. Part M: Repositionable Notes (RPN) - Enter total in Part M Total Box.

   g. Part S: Extra Services - Enter total in Part S Total box.

13. Fill out the front page using the information from the correlating page for your mailing type. Mark N/A if not applicable to you.

14. Be sure to take ALL the following paperwork to the post office with your mailing.

You have now completed a bulk mailing on a budget with the help of Address Logics.

"A special thanks to Rose, one of our clients, in helping make this document possible. Thank you Rose! _Jon"

Address Logics is an industry first, and ONLY, provider in "genetic-coding" based address standardization and correction. Our address hygiene service is explicitly designed to correct postal addresses to USPS standards, eliminate return mail, and significantly increase the accuracy of your database address records within minutes.

Address Logics standardizes 96% of records submitted — the highest in the industry.
In 2012, ALS averaged 16% greater de-duping accuracy in head to head testing.

How? Simple, a better address means better data. The current industry uses element dictionaries and pattern based matching systems to fix non-standard addresses. Address Logics' fuzzy logic core is able to parse, detect and correct the commonly found issues no other service can. Errors such as phonetic spellings, special character inserts, multipart keystroke errors, and missing or misleading information. All of this is done within minutes and can be returned in a variety of formats, including production web services.

Print and Mail — Presort Centers — Medical — Utility — Debt Collection — Statement Processing — List Vendors — Data Aggregators

Test us. Address Logics believes strongly in transparency. Send us a sample file and let us provide you with a detailed breakdown BEFORE you make a decision. With Address Logics there are no upfront contracts, file minimums, daily limits, or software to install. Call us and let us provide you with the best service possible that fits not only your requirements, but your budget as well.