



5330 Technology Lane Birmingham, AL 35217  
PH 205.841.7678 Fax 205.841.7322  
[www.flexdigital.com](http://www.flexdigital.com)

# MAILING 101

# FLEXDIGITAL

a division of MailSort-Birmingham

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## **TOOLS TO DO YOUR MAIL**

### **Variable Data Color Printing -**

2 NexPress variable data four-color process printers - [www.nexpress.com](http://www.nexpress.com)  
In-house creative/print production department

### **Laser Printing**

Xerox Docutech 6135 variable data laser printer  
Xerox 4635 variable data laser printer  
Xerox 4635 MICR variable data laser printer

### **Sorting**

Dual Bell & Howell J-3000 MLOCR's with Fast Forward & SABRE HR Readers, 128 bins each

### **Inkjetting/Labeling/Tabbing**

5 Kirk Rudy NetJet systems with heat dryers  
Scitex 5120 Inkjet system  
3 Kirk Rudy KR535 inline tabber/stampers

### **Inserting**

2 Bell & Howell 10000 smart inserters with GBR accumulation and fold, 2D barcode architecture  
Multiple Six-station 6 x 9 Bell + Howell inserters with turnover and meter bases

### **Folding/Finishing**

MBO 21 with right angle  
MBO 115 with right angle  
305 Challenge Cutter with Microdrive  
Moore 4100 Pressure Sealer  
Morgana Digifold  
Rennco polybag system  
PFE 1195 trim/burst  
Belt drive L-Seal shrink wrap with heat

### **Data Services**

Multiple-server configuration with redundancy, striping and privacy protection  
Proprietary in-house job tracking system for bidding, scheduling, and production  
Business Objects – Postalsoft and BCC Taskmastersoftware for presorting and CASS, DPV, and LACS certification  
FedEx electronic shipping system  
Fully staffed programming and data processing departments

### **Metering Postage**

Ascom Hasler MVP metering system\*  
Multiple Ascom Hasler meter machines\*  
\*Tied to centralized Hasler MMS accounting system

### **Trucking**

Multiple Mid range trucks with 24 foot boxes  
Multiple Heavy duty pick-up trucks  
Drop shipment deliveries scheduled 3<sup>rd</sup> party across the US.

### **Post Office on Site**

Onsite verification of mailings 10-7:00 daily with average volume 450,000+ pieces

# **HOW TO SEND US YOUR DATA**

We recommend PGP encryption and can share our key for file preparation.

## **E-MAIL**

Please send your data via e-mail to **data@flexdigital.com**. Include your data, number of records, contact person's name and telephone number.

**To insure your data is received and processed promptly please call your customer representative to confirm receipt.**

## **FTP**

Call our network administrator at 205-841-7678. We will assign you a User ID and password (usually within 1 business day). This service is 128bit web-based encrypted, and will automatically notify our data department when posted.

## **DISK**

USB

CD

DVD

Most formats are readable; preference is "dbase"

ASCII delimited or ASCII fixed (please provide layout)

## **LETTER COPY**

Letter copy in Word, \*.rtf, or Plain Text preferred and may be sent on disk or via email.

## **NOTE**

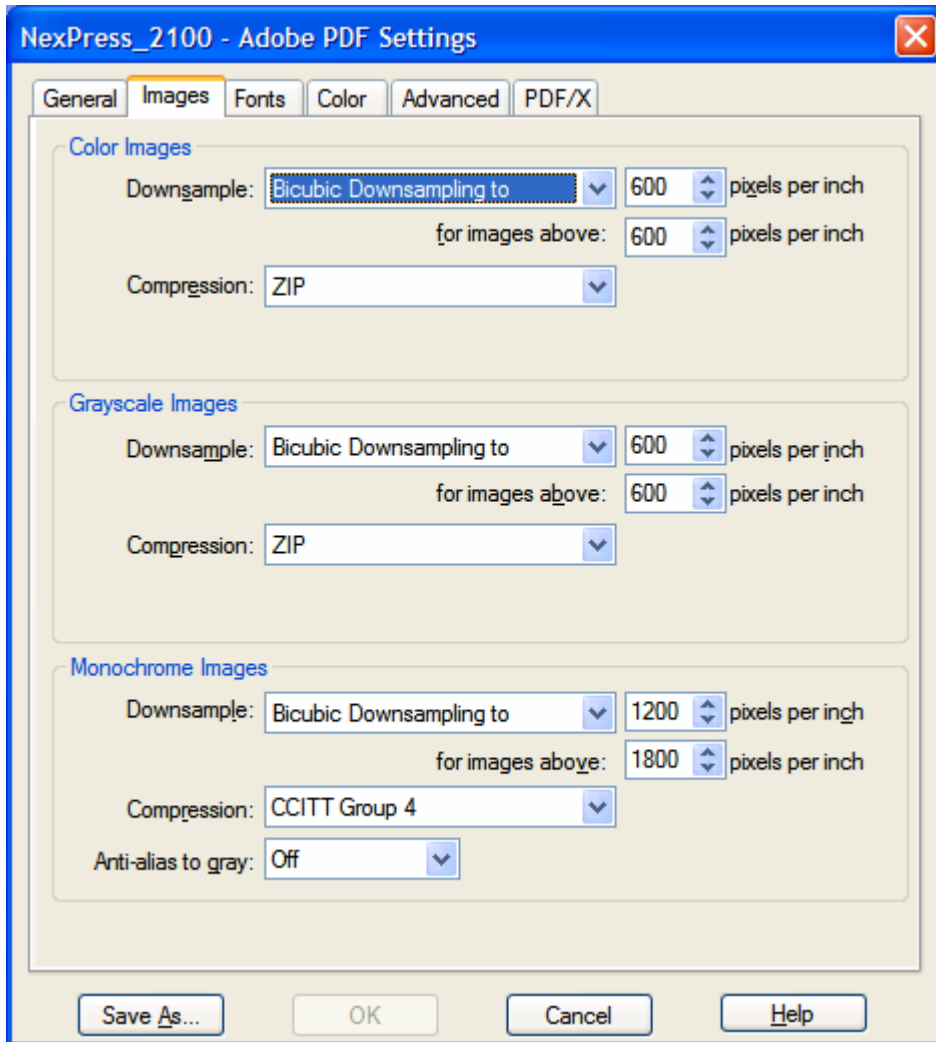
When sending data via e-mail, diskette, please advise quantity and any special fields that are to be included in processing.

# HOW TO SEND US YOUR ARTWORK

We accept most professional software applications, including:

Adobe InDesign CS2 & CS3, Quark XPress 6.5, Adobe Photoshop, Adobe Acrobat, Adobe Illustrator, Freehand 10, and Microsoft Publisher.

When sending in Adobe Acrobat format, make compatible for Acrobat 6, include 1/8" bleeds in your document size, embed all fonts (don't subset fonts). Make your PDF files high resolution and compress according to example 1a.



Example 1a: Adobe PDF settings for preparing files for FlexDigital the NexPress 2100

We accept art on CD, DVD or USB flash drive media. We also have an easy-to-use FTP site you may use for easy file transfer.

## **PLEASE! PLEASE! PLEASE!**

When sending data, please advise quantity and any special fields that are to be included in processing.

# **MAIL DESIGN SPECIFICATIONS**

## **First-Class Mail Specifications**

First-Class discounted mailings must be 500 pieces or more and require evidence of Move Update compliance. (Reference the Move Update section.)

### **Card Size Mail Dimensions**

Must be rectangular, of uniform thickness, and made of unfolded or un-creased paper or cardstock, with a length-to-width ratio that falls between the ranges of 1.3 and 2.5 inclusively. (This is called the aspect ratio.)

Minimum: 3<sup>1</sup>/<sub>2</sub> inches high  
5 inches long  
.007 inch thick

Maximum: 4<sup>1</sup>/<sub>4</sub> inches high  
6 inches long  
.016 inch thick

Weight: Less than 13 ounces

### **Letter-Size Mail Dimensions**

Must be rectangular with a length-to-width (aspect) ratio that falls between the ranges of 1.3 and 2.5 inclusively.

Minimum: 3<sup>1</sup>/<sub>2</sub> inches high  
5 inches long  
.007 inch thick (if greater than 4 1/4 x 6, .009 inch thick)

Maximum: 6<sup>1</sup>/<sub>8</sub> inches high  
11<sup>1</sup>/<sub>2</sub> inches long  
.25 inch thick

Weight: Less than 13 ounces

### **Flat-Size Mail Dimensions**

Must be rectangular with a length-to-width (aspect) ratio that falls between the ranges of 1.3 and 2.5.

Height: no more than 12 or less than 5 inches high

Length: no more than 15 or less than 6 inches except for pieces that may be:

Thickness: no more than .75 or less than .009 inch thick

Weight: Less than 13 ounces

## **Standard A Mail Specifications**

Standard A mailings must have a minimum of 200 pieces to qualify.  
(no special rates for cards)

### **Letter-Size Mail Dimensions**

Must be rectangular with a length-to-width (aspect) ratio that falls between the ranges of 1.3 and 2.5.

Minimum: 3<sup>1</sup>/<sub>2</sub> inches high  
5 inches long  
.009 inch thick (if less than 4 <sup>1</sup>/<sub>4</sub> x 6, .007 inch thick)

Maximum: 6<sup>1</sup>/<sub>8</sub> inches high  
11<sup>1</sup>/<sub>2</sub> inches long  
.25 inch thick

Weight: Less than 16 ounces

### **Flat-Size Mail Dimensions**

Must be rectangular with a length-to-width (aspect) ratio that falls between the ranges of 1.3 and 2.5.

Height: no more than 12 or less than 5 inches high

Length: no more than 15 or less than 6 inches except for pieces that may be:

Thickness: no more than .75 or less than .009 inch thick

Weight: Less than 16 ounces

# MOVE UPDATE

According to the Postal Service, to obtain discounted First-Class postage rates the mailer must prove that they have updated their addresses within 6 months of the mailing through the following Move Update options.

## ENDORSEMENT LINES

### FIRST-CLASS MAIL

#### **Address Service Requested:**

Months 1-12: Forwards the mail piece to the correct address at no charge. Mailer receives a copy of the new address for a charge of \$0.70.

Months 13-18: Mail piece is returned to sender with new address at no charge.

After 18 months or if undeliverable: Mail piece returned at no charge with reason for non-delivery attached.

**Return Service Requested:** The mail piece is returned to the mailer with the corrected address at no charge.

### STANDARD MAIL

#### **Address Service Requested:**

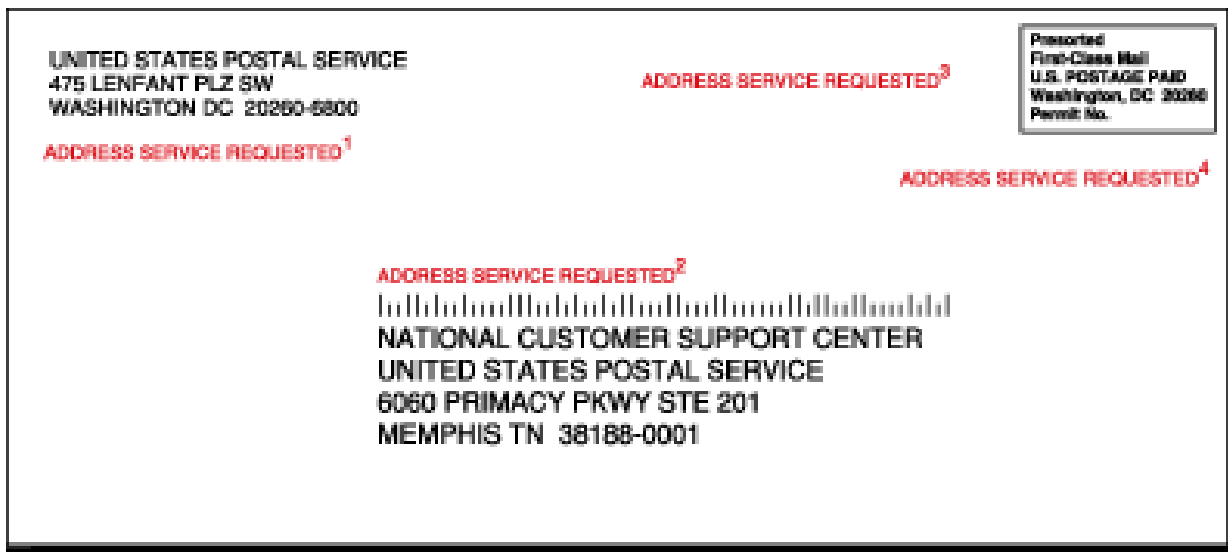
Months 1-12: Forwards the mail piece to the correct address at no charge. Mailer receives a copy of the new address for a charge of \$0.70.

Months 13-18: Mail piece is returned to sender with new address. Weighted fee charged.

After 18 months or if undeliverable: Mail piece returned with reason for non-delivery attached. Weighted fee charged.

**Return Service Requested:** The mail piece is returned to the mailer with the corrected address. First-Class single piece rate is handling fee (41 cents for 1 ounce, 58 cents for 2 ounce, etc).

The sample below shows the four acceptable locations for the endorsement line.



## Move Update (continued)

### **FASTForward**

*FASTForward* is a complete database and computer network system that is a part of our OCR (Optical Character Reader)/sorting machine. When the OCR reads the address, it looks for a change of address for that specific recipient at that specific address. If a new address for the recipient is found, *FASTForward* prints the new address directly above the delivery point barcode on the lower right corner of the mail piece. This new address will be used for delivery by the postal service. The OCR system then sorts the mail to the new address on the fly.

### **NCOA (NATIONAL CHANGE OF ADDRESS)**

More than 40 million Americans change addresses annually, which creates formidable obstacles in maintaining a high-quality mailing list that tracks customers who move. The National Change of Address (NCOA) program makes Change-of-Address (COA) information available to mailers to help reduce undeliverable or duplicate mail pieces. The NCOA database consists of address information for individuals, families and businesses that have moved and registered a change of address with the Post Office within the past 36 months (temporary moves excepted). NCOA service is a comprehensive program that helps mailers identify changes of address before mail enters the mailstream.

The NCOA service is provided by private sector companies that are certified and licensed by the Postal Service. Updated, computerized COA information is provided on a regularly scheduled basis to the NCOA licensees by the USPS. The licensees improve mail deliverability by providing mailers with current, standardized 5-digit ZIP Codes, 4-digit add-on codes, and 2-digit delivery point coded addresses for individual, family, and business moves.

Input address information provided by a mailer to the NCOA licensee is first standardized to conform to USPS requirements, including the ZIP+4 code. Once the address has been standardized and the ZIP+4 code applied, an attempt is made to match the address against the NCOA File, which contains approximately 115 million records or 36 months of permanent address changes. Address change information is derived from the PS Form 3575, *Change-of-Address Order*, filed by relocating postal customers. If an exact match is made with the old address information in the NCOA File, then the NCOA licensee is permitted to provide the move information (new address) to the mailer.

NCOA helps reduce undeliverable-as-addressed mail by correcting input addresses prior to mailing. Since 1986, this service has saved mailers millions of dollars that otherwise would have been wasted in materials and postage.

## Move Update / NCOA (continued)

NCOA provides the following benefits to mailers:

- Reduces undeliverable mail by providing the most current address information for matches made to the NCOA File.
- Prevents duplicate mail pieces or re-mailings after address corrections are received because the address correction is applied prior to the mailing.
- Reduces mailer costs by reducing the number of undeliverable and duplicate mailpieces by using most current address information.
- Provides the opportunity for faster product/service marketing through accurate mail delivery.

The Nixie Option is used by mailers to cleanse their mailing lists further. Nixie returns a code indicating a match was close but not good enough to meet the strict USPS matching guidelines. The Nixie code indicates the reason a match could not be made with the NCOA file, and a mailer can investigate the address record and provide necessary corrections. A no-match to the NCOA file does NOT return the new address—the Nixie Option indicates why.

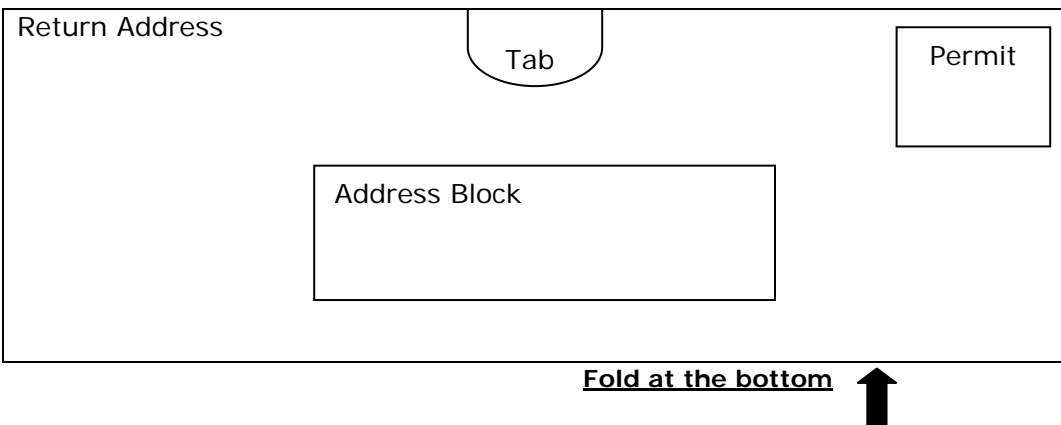
### **“OR CURRENT RESIDENT” option**

An alternative to the Move Update requirement – whether using the Move Update endorsement, *FastForward*, or NCOA – when sending presorted First-Class mail is to print ‘Or Current Resident’ in the address block below the name line. If a customer chooses to include this line in the address block, then the Move Update requirement is considered met. A return address is not required when using ‘Or Current Resident’ either, unless Presorted First-Class Stamps are used. It’s not an option that is appropriate for every mailing, however; the customer needs to consider that when using this option, the mail piece will be delivered to the address as listed, regardless of who the current occupant is.

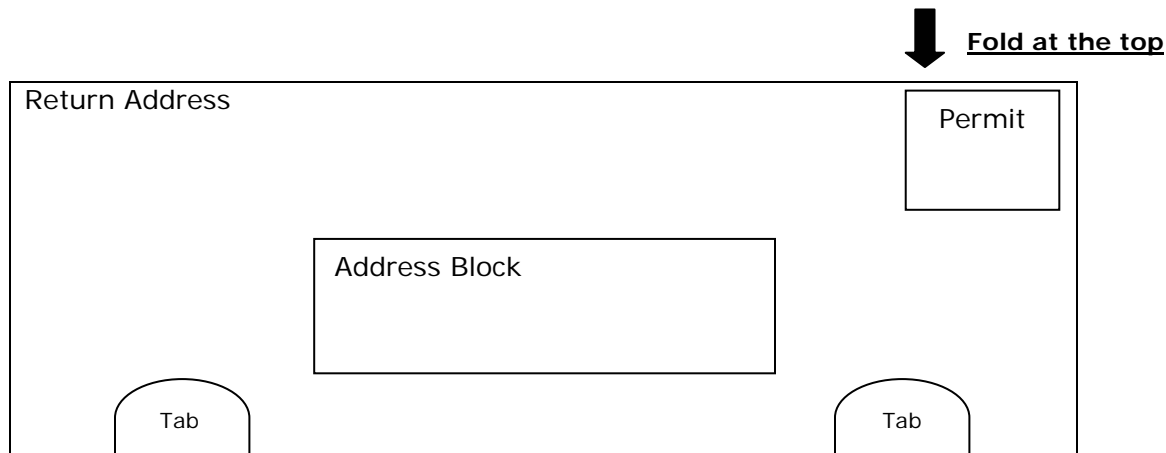
# TABBING FOR AUTOMATION DISCOUNTS

Folded, but un-enveloped, letter-size mail pieces [self-mailers, not postcards] prepared for automation rate mailings must be secured (tabbed) to prevent an open edge from jamming high-speed processing equipment. The construction of the mail piece plays an important role in determining automation compatibility. Standards for tabbing are based on basis weight of paper stock used and the location of the folded or bound edge. As an alternative to tabs or wafer seals, the open edge of the length of the mail piece may be continuously glued or spot glued. Continuous glue or spot glue is permissible with single-sheet self-mailers and cards.

If the folded edge is at the bottom, one tab is required at the top.  
*This is the preferred format.*



If the folded edge at the top, two tabs are required at the bottom.  
Each tab must be placed within 1 inch from the edges of the mail piece.



- \*The Postal Service may reject a self-mailer that has an unsecured insert.
- \*Tabbing is not required for flats.
- \*Any self-mailer that has staples must have two tabs.
- \*Any self-mailer that tabs on the side must have one tab if it is less than 7 inches long; or two tabs if it is 7 inches or longer (with both tabs on side)

# POSTAL RATES

## First-Class\*

\*Additional postage costs apply for pieces weighing more than 1 ounce

### Presort

	<u>Basic/Full Rate</u>	<u>Non-Auto</u>
<b>Letters</b> up to 1 oz	.410	.373
Each additional oz	.170	.170
<b>Cards</b>	.260	.241
<b>Flats</b> up to 1 oz	.800	.699

### Automation

	<u>Mixed AADC</u>	<u>AADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Letters</b> up to 1 oz	.360	.341	.334	.312
Each additional oz	.125	.125	.125	.125
<b>Cards</b>	.220	.208	.204	.191
<b>Flats</b> up to 1oz	.417	.409	.397	.376

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## Standard A (Third Class)\*

\*Additional postage costs apply for pieces weighing more than 3.3 ounces

### Presort

	<u>Mixed AADC</u>	<u>AADC</u>
<b>Letters</b>		
Base rate	.255	.246
SCF	-----	.204

	<u>Mixed ADC</u>	<u>ADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Flats</b>				
Base rate	.515	.461	.427	.363
SCF	-----	.419	.385	.321

### Carrier Route

	<u>Basic</u>	<u>High Density</u>	<u>Saturation</u>
<b>Letters</b>			
Base rate	.226	.186	.177
SCF	.184	.144	.135

<b>Flats</b>			
Base rate	.249	.205	.187
SCF	.207	.163	.145

## Automation

	<u>Mixed AADC</u>	<u>AADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Letters</b>				
Base rate	.252	.238	.233	.218
SCF	-----	.196	.191	.176
	<u>Mixed ADC</u>	<u>ADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Flats</b>				
Base rate	.477	.424	.392	.335
SCF	-----	.382	.350	.293

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## Non-Profit

### Presort

	<u>Mixed AADC</u>	<u>AADC</u>		
<b>Letters</b>				
Base rate	.164	.155		
SCF	-----	.113		
	<u>Mixed ADC</u>	<u>ADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Flats</b>				
Base rate	.389	.335	.301	.237
SCF	-----	.293	.259	.195

### Carrier Route

	<u>Basic</u>	<u>High Density</u>	<u>Saturation</u>
<b>Letters</b>			
Base rate	.157	.117	.108
SCF	.115	.075	.066
<b>Flats</b>			
Base rate	.180	.136	.118
SCF	.138	.094	.076

## Automation

	<u>Mixed AADC</u>	<u>AADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Letters</b>				
Base rate	.161	.147	.142	.127
SCF	-----	.105	.100	.085
	<u>Mixed ADC</u>	<u>ADC</u>	<u>3 digit</u>	<u>5 digit</u>
<b>Flats</b>				
Base rate	.354	.301	.269	.212
SCF	-----	.259	.227	.170

## **PERMITS**

If we process your mail, you may use our permit at no charge.

A permit must be printed no smaller than ½ inch by ½ inch and no more than 1½ inches below or left of the upper right corner of the mail piece or address area. Type must be no smaller than 4 points. The box around the indicia is optional.

### **When mailing STANDARD A ... (formerly called Bulk Rate or Third Class)**

#### **Regular...**

PRSRT STD  
U.S. POSTAGE  
**PAID**  
BIRMINGHAM, AL  
PERMIT NO. 3246

#### **Non-profit...**

NON-PROFIT ORG  
U.S. POSTAGE  
**PAID**  
BIRMINGHAM, AL  
PERMIT NO. 3246

### **WHEN MAILING FIRST-CLASS PRESORTED and/or BARCODED...**

PRESORTED  
FIRST-CLASS  
U.S. POSTAGE  
**PAID**  
BIRMINGHAM, AL  
PERMIT NO. 3246

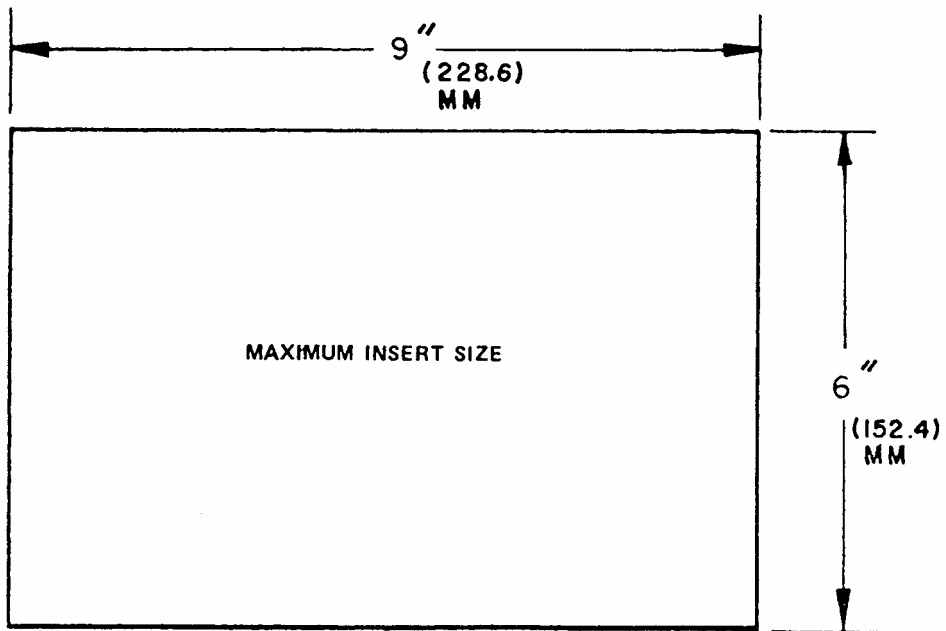
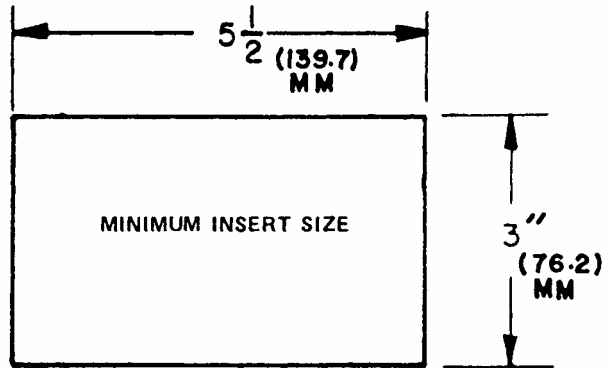
### **WHEN MAILING FIRST-CLASS FULL RATE MAIL (200 or MORE PIECES)**

FIRST-CLASS MAIL  
U.S. POSTAGE  
**PAID**  
BIRMINGHAM, AL  
PERMIT NO. 3246

# **ENVELOPE & INSERT SPECIFICATIONS**



INSERT MATERIAL STANDARD



DO NOT SCALE