



## Case Study: Should I Outsource or Not?

**Situation:** A business that is expanding acquires customers in a new market through an acquisition. In order to retain the customers it is vital they get information in the potential new customer's hands before they consider other alternatives. The package is a 6" X 9" envelope weighing 3 oz. containing a booklet detailing services and a letter explaining transition to the 2,637 accounts affected.

The company was faced with three alternatives for the mailing:

- 1) Use staff's "free-time" to do the inserts and mail the booklets and letters. We'll assume the company could use their postage meter and would mail first class, saving the \$300 for initial cost of a permit.
- 2) Move ahead with the permit, print labels, hand apply, and presort themselves. Most customers are local, so the presort and delivery to the Post Office will be easy, right?
- 3) Outsource to PostMark, where we will coordinate with printer to receive materials, supply the permit, insert, address, seal envelope, presort, and deliver to the Post Office.

**Results:** The company outsourced the project to PostMark. The costs associated with *Option 1* for **postage only** would have cost \$2,188. *Option 2* would have costs of \$300 for the permit and at least \$30 for labels, assigning \$0 to the time, and postage of \$658 (*standard rate non barcoded*), this would cost a total of \$988. *Option 3* – PostMark was able to eliminate roughly 600 duplicate records, perform all required services for \$550 and postage of \$361, bringing the total bill to \$911 and did the work in a few days.

## Attention Getters for Mail – Sticky Notes

Have you received a mail piece with a sticky note on the outside? As of April 2003 the Post Office allows repositionable notes (sticky notes) to be applied to the outside of mail pieces. In order to qualify for the automation/barcode rates the mail piece must meet the standards for barcode letter size mail including thicknesses and aspect ratio (width divided by height must be between 1.3 and 2.5). For the details of the exact positioning and other requirements, please visit our web site at [www.PostMark.ws](http://www.PostMark.ws) and select the menu Postal Info and then Postal News.

## Do Not Call Registry & Mailing Lists

For those of you that in the past have called and asked for mailing list counts and wanted phone numbers appended to the data you will now be subject to the rules and regulations imposed by the National Do Not Call List. Not every organization is subject to the new rules, the exceptions include political organizations, charities, telephone surveyors (as long as the survey is not geared towards selling something), and companies in which you have a previous or existing relationship. PostMark can still provide you telephone numbers on your marketing lists, however you will have to register and get a SAN number from the DNC Registry. Essentially, you can register up to 5 area codes at no charge and after that there is a \$25 per area code fee with a maximum registration of \$7,375 that covers the entire US. For more information and to register you can visit [www.telemarketing.donotcall.gov](http://www.telemarketing.donotcall.gov).

**Next Issue:** Spring 2004

*Barcode Compatible Mail* and a brief checklist to ensure your mail qualifies

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