



Address Issues 101: How much space do I need?

We have recently been asked several times, "how much room do you need for the address?" Not asking this question can have a dramatic impact on your postage. If you do not leave enough room for the address and barcode you can expect your postage will be \$0.05 to \$0.07 higher per piece.

The advantages of properly designing and fitting the pattern of the Post Office is decreased postage and better delivery time. It is not unusual for proper barcoding and address layout to save one to two days in delivery time over non barcoded mail.

For addressing of either letters or flats, it is better to have a clear area for addressing at least 3 1/2" inches wide by 1 1/2" inches tall. Furthermore, for letters and postcards, the Post Office has

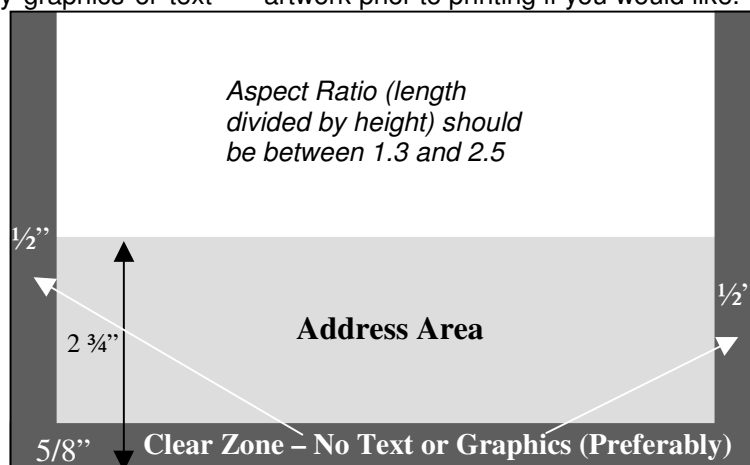
defined additional clearances that must be met.

The barcode used for addressing is 2 7/8 inches wide, which is comprised of the 5 digit zip code, the plus 4 digits, a delivery point, and check digit. The Post Office dictates that it must be at least 1/2" inch from the either side edge and 1/8" inch from any graphics or text on the left. The address can be no closer than 5/8" from the bottom of the piece. These are a lot of measurements and fractions, so hopefully the graphic will help pull some of this together.

If your mail piece is a flat size piece of mail (greater than 6 1/8" tall or longer than 11 1/2" wide)

then the indicated address area on the graphic does not apply. The address on a flat can be located anywhere on the mailing side of the piece.

As always, if you have questions, please do not hesitate to contact us. PostMark is willing to review a pdf of the artwork prior to printing if you would like.



Direct Mail Preferred by Consumers

Ok, I know, this is a little self-serving, but hang in there. In a recent survey The Envelope Manufacturers Association Foundation (EMAF) found that 75% of Americans prefer direct mail to unsolicited email, pop up banners, telemarketing, or door-to-door solicitations. Consumers prefer direct mail because it is more personal, it's tangible, and offers privacy. As part of the survey the EMAF found the following tips could be helpful in encouraging consumers to open their mail. Beside each tip is the percentage of respondents who felt the action attributed to their opening the mail.

- Name of sender and return address on the outside of piece (70%)
- Piece is obvious about the contents (55%)
- Addressed to recipient by name (47%)
- Addressed by hand (42%)
- Has a real postage stamp (35%)
- Envelope is padded or lumpy, creating a sense of mystery (28%)
- Distinctive and stands out from other mail – creative on the outside (27%)
- Sense of urgency is created by special markings for quick delivery or priority (23%)
- Personalized message tailored to recipient (20%)

Source: Business Mailers Review

Growing and Rolling On

PostMark adds employees and equipment

It is important to start this column with a thank you to all of our customers, because without you this could not be written. PostMark is very pleased to announce that we have added three new staff members since December.

James Cooke is a recent graduate from NC State University and is a Customer Service Representative. James will be working closely with Sherry Hanna. They will be responding to customer requests, estimating, creating work orders, and coordinating postage and returning materials at the end of jobs.

Robbie James and Chris Ising have both joined the production staff. Their roles will include working with equipment and developing a working knowledge of the mail.

In addition to the growth with people, PostMark is adding space, equipment, and improving transportation. We have



broken ground and started construction on a 12,000 square foot warehouse addition to our current facility. This expansion will provide more production space, warehousing space, and allow for improving material flows within the operation.

To fill up the additional production space we have a new polybag machine and inserter on order. Both pieces of equipment will be in and operational by mid summer.

Lastly, we have some new wheels, see the picture above. Our folks that have been driving our previous trucks are truly excited.

Again, we can not express enough gratitude to all of those that have supported us through the years.

Did You Know?

AM radio stations are required to "power down" their signal at sunset. The FCC regulates what time in the afternoon the "power down" must occur and that time changes each month.

Source: Bill Kimm, 790 The Ball

Getting Connected

Email Addresses for PostMark, Inc.

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