



Question Us, You Get Lunch!

Throughout the last thirteen years, PostMark, Inc. has specialized in solving problems for clients. Postmark has implemented several procedures and guidelines, to provide our customers with the best service possible. Some of these procedures include an email confirmation of list reception, eliminating duplicates from mailing lists, and a quality check before the beginning of a job. These steps help minimize mistakes on our end. Another way that Postmark can help you save cash is through advanced consultation. Let us look at the layout of the mail, and we can give structural insight on how to meet postal standards. This will allow us to place barcodes on the mail, and achieve the lowest possible postage amount.

In addition to the daily dialogue that PostMark, Inc. has with its customers, we are providing a forum for our clients to ask questions about topics, ranging from client services to postal rules. Each edition of the Postmark newsletter will feature at least one question from our clients, followed by the solution. This will allow us to publicly answer some of your questions. If your question(s) is used in an edition of the newsletter you will receive lunch... on us! So, put on your thinking caps and address any questions that you may have for the Postmark team. Send any question to one of the email addresses in the bottom right hand corner of the newsletter. Submissions for the next newsletter should arrive by February 26th.

THE THRILLA IN MANILLA...WELL, NOT QUITE!

The Battle of Letters vs. Flats

Have you ever been confused when deciding whether to mail a letter or a flat? If so, PostMark, Inc. can help weigh your options. Use these guidelines before making your decision. If you have any questions when deciding when to use a letter or when to use a flat, consult with us here at Postmark, and we can give you some feedback.

Letters

- A letter is between 5 and 11.5 inches in length; between 3.5 and 6.125 inches in height. Must lie within the aspect ratio 1.3-2.5 (Aspect Ratio equals length/height).
- A letter must be at least .009 inches thick, and no thicker than ¼ inch.
- Mailing letter-sized mail can decrease postage amounts.
- In most cases paper and printing costs will be less expensive.
- Quicker delivery time
- PO would rather process, due to efficiency.

Flats

- A Flat is between 6 and 15 inches in length; between 6 and 12 inches in height (aspect ratio does not apply).
- A Flat can be no more than ¾ inches thick.
- Can place more information onto the mail-piece.
- Larger size and more information may make the piece more effective.
- Will be penalized by the Rate Increase in 2007.
- May cost more for paper, and printing.
- Possible longer delivery time.

Let Em' Know You Mean Business!

“Be Effective With Your Direct Mail Campaign”

When starting a direct mailing project, the first thing one must consider, is what do I want to get out of this mailing? The main goal, of course, is to attract prospects and spark their interest in the product being marketed. One of the best ways to intrigue consumers is to give them a reason to act, and act quickly. Reasons could include a coupon, or a special offer.

Also, speak to the prospect specifically by personalizing the mail. PostMark, Inc. has the capability to personalize letters in various ways. With our technology, we can personalize the address panel beyond name and address. For example, if you are using a personalized URL to drive response, a specific customer code or ID number can be imaged at the same time as addressing. The most popular form of personalization, features a personalized URL. Adding a web site that the consumer can visit upon reception of the mail could boost online sales and forward people to web sites. The correlation between direct mail and the Internet may need some fine-tuning, but increased business is waiting on those who are ready to experiment.

Meet The PostMark Staff

Sherry Hanna is a Customer Service Representative at PostMark, Inc. Sherry constructs work orders, estimate costs, coordinates jobs, and makes sure clients are happy. Sherry is a wife, mother, and full time student at WSSU.



Eric Cathey is a Sales Representative at PostMark, Inc. Eric's responsibilities include prospecting new clients, and maintaining client relationships. Eric enjoys playing golf and spending time with his dog, Stella.

Lean, Mean and Paper Thin

In the last edition of the Postmark newsletter, we indicated that folding flats to make them letter sized, could help combat the Postage increase. In this edition, we offer a new suggestion that may make this increase a bit more manageable. As the title indicates, use a lighter weight of paper. The weight of your mailer becomes more critical when first class mail approaches one ounce, and standard mail approaches 3.3 ounces. When these limits are exceeded postal surcharges will be applied. The most common measure to offset the increase continues to be a reduction in paper size. In an effort to help, PostMark offers the following suggestions for those looking to minimize the effects of the proposed rate increase:

- a. **Get the Best Price-** Instead of asking for a specific brand of paper, ask for the best buy for a selected type.
- b. **Be Flexible About Paper Weight-** Use a lighter stock of paper for multiple items, for savings.

Did You Know?

The USPS rate for mailing a first class letter is \$.39, while in the UK the cost is \$.53, and in Japan the cost is \$.69.

Source: www.oanda.com

Getting Connected

Email Addresses for PostMark, Inc.

General email for lists –
GreatService@PostMark.ws

Dick Vann,
President –
RSVann@PostMark.ws

Rhonda Cathey,
VP Operations –
RCathey@PostMark.ws

Jon Bowman,
VP Business Development –
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