



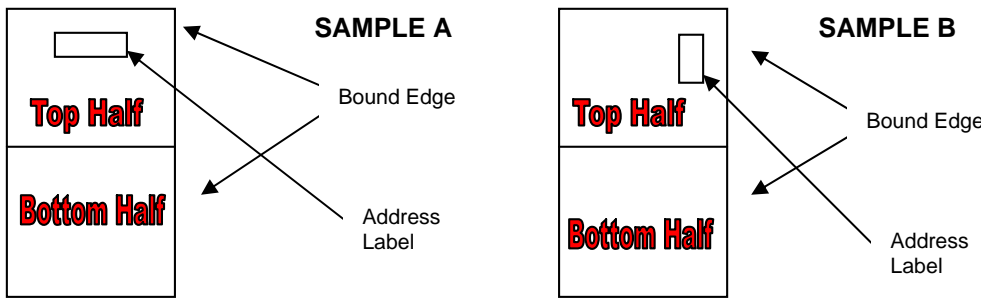
New Address Requirements for Flats: Effective March 29, 2009

Beginning March 29, the USPS is implementing new address requirements for all flat sized presorted mailings. The new address requirements for flats, describes the characteristics of the address (how the address looks) as well as the address placement (where the address is located on the mail piece). The rules are as follows:

1. Mailers must address each piece using a minimum of 8-point type.
2. If the mail piece bears a POSTNET or Intelligent Mail Barcode with a delivery point routing code, mailers may use 6-point type in all capital letters.
3. On all automation pieces, the characters in the address must not overlap, the address lines must not touch or overlap, and each address element may be separated by no more than five blank character spaces (A blank character space can equal the width of the widest letter used in the type).
4. Mailers must place the delivery address in the "top half" of the mail piece.

To determine the "top half" of the mail piece there are several options. For pieces in an envelope or polywrapped, and all saturation carrier route pieces, the top of the mail piece is either of the shorter edges.

For pieces that are not in an envelope or polywrap, the top is the upper edge when the bound edge (final fold) is vertical and on the right side of the piece (See Sample A). Once you choose a top edge, measure halfway down the piece and that's the top half. Your address must be entirely within the top half. You can place the address on the front or the back of the mail piece. The address may be parallel or perpendicular to the top edge, but not upside down as read in relation to the top edge. A perpendicular address can face to the left or the right (See Sample B). If the above rules are not met, clients may face additional postage charges, or the option to correct and re-enter the mail.



If you have any questions concerning the new requirements for flats, feel free to give us a call before designing your next mail piece. Remember, the requirements must be met or presorted discounts will not be offered.



Meet the New Team Member

Tony Vlasis joins the Postmark team as a new account representative. Tony will be responsible for prospecting new business as well as reconnecting with inactive accounts. He comes to us via Joyce Foods and has spent numerous years in the food service industry. During his time in the food service industry, Tony focused on client-oriented sales with a focus on customer service. Tony is a graduate of North Carolina State University with a Bachelor's Degree in Business Management. In his spare time, he enjoys playing golf, which should fit in nicely with us golf freaks here at Postmark.

New Postage Rates Coming This May

Beginning May 11, 2009, there will be another rate increase mandated by the United States Postal Service. The price for a first class mail stamp will increase from \$0.42/piece to \$0.44/piece. The chart below describes the average increase of presorted mailings based on their rate category and classification. See our website for full details of rates.

Postage Increase Effective May 11, 2009

Presorted Rates

Class of Mail	Letter	Flat
First Class	3.00%	6.68%
Standard	2.80%	7.20%
Non Profit	2.74%	8.00%

Proposed Changes for the USPS: 5-Day Delivery?

Much like the rest of the country, the United States Postal Service (USPS) is looking for ways to cut costs in light of the current recession. A possible decision that is being discussed is to cut a day of delivery. In turn, this would reduce the delivery week to only five days. Postmaster General John E. Potter claims that if the need to reduce to a five-day week became a necessity, the USPS would try to implement a policy of suspending delivery on the lightest volume days. So, the day with the least amount of mail volume would be cut.

HEADS UP: Next Newsletter Will Include New Recommendations for Tab Application!

EVERYONE BEWARE! The USPS is making recommendations to the amount and placement of tabs on a letter sized mail piece. In the next edition of the newsletter, Postmark will describe these changes with illustrations to show you what can be expected over the coming months. Some of the pieces that previously required one tab would be suggested to have three. The amount of tabs along with new placements will definitely be an adjustment. However, Postmark is already taking steps to handle these changes. Be sure to be on the lookout for the next newsletter in order to be up to date with the latest change in the postal system.

Did You Know?

According to a study by George Mason University, the USPS would save an estimated \$1.9 billion annually by going from six days a week to five!

Email Addresses for Postmark, Inc.

Getting Connected

General email for lists – GreatService@PostMark.ws

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