



# Why must I be standard with my address?

Because it helps with delivery, here's why...

With Spring upon us it is time for "Spring Cleaning." There are good reasons that our databases should be included in the fun. In order for PostMark to address your mail most effectively the data should be as clean as you can get it. PostMark has address standardization software and unique techniques that help meet the addressing standards of the United States Postal Service and save you some work.

The USPS works hard to deliver your mail in a timely manner. However, the address you supply has a large impact on how the USPS does its job. To help you and them the USPS has developed addressing standards. Handling over 206 billion pieces of mail per year, these standards allow them to automate processing to reduce delivery time.

In order to think like the Post Office, we must change our perspective of how

we naturally read. We naturally read left to right and from the top of the page down. However, the USPS reads from the right to the left and from the bottom up. Therefore, the preferred address structure for the Post Office is the recipient's name on the first line followed by Company name, building information, secondary information, street address, and finally city, state and zip. Any mail codes (MC), department designations, or titles should be placed above the company name.

A few common mistakes include not using proper abbreviations, the use of dual addresses (both street and PO Box), and incorrect order of information on the address label.

For more information than you probably want about addressing, please visit <http://pe.usps.gov/cpim/ftp/pubs/Pub28/pub28.pdf>.

**Proper addressing layout:**

**Preferred Layout Options:**

Name  
Company  
Address  
City, State Zip

Example:  
<NAME>  
<COMPANY>  
<ADDRESS>  
<CITY, STATE, ZIP>

Name  
Title  
Company  
Address Suite/Apt. Number  
City, State Zip

Example:  
<NAME>  
<TITLE>  
<COMPANY>  
<ADDRESS> STE  
<CITY, STATE, ZIP>

OR

<NAME>  
<TITLE>  
<COMPANY>  
<SECONDARY>  
<ADDRESS>  
<CITY, STATE, ZIP>

**International Addresses:**

Name  
Company  
Address  
City, State Zip (if applicable)  
County

Example  
Sample A. Sample  
ABC Company  
103 Warren Ave  
Oshawa, ON L1J4G3  
CANADA

## Did you know?

In February 2005 a test was performed for all 29 Bulk Mail Centers (BMCs) in the country. The results yielded that the BMC in Greensboro ranks tied for fourth in the country with 98.5% of all mail being delivered within 21 days. The average delivery period is 5.5 days, which is a 0.4 day decrease from February 2004.



Source: [www.hausernet.com](http://www.hausernet.com) and Postal World March 14, 2005

## Keys to Successful 1 to 1 Marketing

There are five key ingredients in marketing within a customized and targeted framework. Each area requires thought and planning.

- The right data – having accurate information on your target, including behavioral, qualitative data, and address, emails or phone numbers
- The right message – is your message matching the needs of the recipient
- The right source – is the message being sent from the proper person/department/people
- The right channel – should you use email, voicemail, Postal mail, or web
- The right time – does the communication match the customer's need or behavior pattern for action or purchasing that the offer is suggesting

Source: 1 to 1 Magazine, April 2005

## Getting Connected

### Email Addresses for PostMark, Inc.

General Email for Mailing Lists – [GreatService@PostMark.ws](mailto:GreatService@PostMark.ws)

Dick Vann, President – [RSVann@PostMark.ws](mailto:RSVann@PostMark.ws)

Rhonda Cathey, VP Operations – [RCathey@PostMark.ws](mailto:RCathey@PostMark.ws)

Jon Bowman, VP Business Development – [JBowman@PostMark.ws](mailto:JBowman@PostMark.ws)

Eric Cathey, Sales Representative – [ECathey@PostMark.ws](mailto:ECathey@PostMark.ws)

Sherry Jackson, Customer Service Representative – [SJackson@PostMark.ws](mailto:SJackson@PostMark.ws)

Be sure to visit our web page for an online version of our newsletters and other communications.

[www.postmark.ws](http://www.postmark.ws)

# Project Spotlight: PostMark, Inc. Newsletter

**Issue:** PostMark, Inc. wanted to do something different and creative for their 1<sup>st</sup> Quarter 2005 newsletter.

**Solution:** Take advantage of the Post Office allowing repositionable notes (RPN) on the outside of the mailer.

**Steps in the Project:**

Once we decided to use an RPN on the newsletter our next challenge was to decide how to be creative. We decided to use our new WaveJet ink jet machine that has four positionable ink heads. We

positioned one head to image the recipient's name and address. The other three were used to create the RPN. The piece was fed into a machine that applied the RPN and then passed on to the ink jet machine in line. On the RPN we imaged our logo, the paragraph, and scanned signature. Two variable data elements were used in the creation of the RPN. Each RPN received a variable email address and scanned signature that was dependent on the recipient.

