



Does D-P-V Really Spell L-U-N-C-H?

Congratulations to Carolyn Mundt of The Data Center! Her question was selected for this edition of the newsletter and she will be receiving lunch on PostMark. Carolyn's question regarded the implementation of the Delivery Point Validation (DPV) system from the Post Office and its effects.

In August 2007, the Post Office will require any mailing claiming barcode rates to be passed through delivery point validation software. DPV will be a step above CASS certification. Currently, CASS certification standardizes addresses based on street number ranges. For example, according to CASS certification, Cassell St. in Winston-Salem, NC, will currently process any address between 300 and 399. This includes 380 Cassell St, despite the fact that there is no building or mailing receptacle at that location. DPV software will be specific enough, that 380 Cassell Street will no longer be considered a valid address. Therefore, it will not be given a ZIP + 4 delivery point for processing. The Post Office expects DPV to increase their savings dramatically, by charging more for non-certified addresses.

The implementation of the DPV will encourage companies to keep their mailing lists current. PostMark can help you prepare for the change in August. Currently, we have the DPV software. This will allow us the ability to process your list, then provide you a list of names and addresses that do not receive the DPV validation. In addition, running your list through National Change of Address can also assist in the updating process.

Postal Reform Legislation, Passed by the 109th Congress

In December 2006, the 109th Congress passed postal reform legislation modernizing the United States Postal Service. Members passed the Postal Accountability and Enhancement Act. The bill was signed to law December 20, 2006. This is the first major reform of the USPS since the Nixon administration. These structural changes will help the USPS improve their performance in the future. Some of the main points of the reform include:

- ◆ **Frequent Rate Increases** – The increases will be smaller, and happen once per year. These increases will be in line with cost of living index changes.
- ◆ **New Products** – USPS will obtain the freedom to create new, innovative products such as Customized Market Mail.
- ◆ **Watching out for the Mailing Public** – The Postal Regulatory Commission (PRC) will be keeping an eye out for Mailers. This means the PRC will make sure the USPS is staying within the law. And, the USPS will be responsible for delivering ALL classes of mail on time.

Letters, Postcards, and Brochures... OH MY!!!!!!!

Before designing your direct mail-piece, choose the format that suits your objective. Here are a few suggestions:

Letters: Send professional looking letters to introduce your business, provide news and updates, as well as presenting information about your company.

Postcards: Distribute postcards to introduce a new product, remind your audience of a sale, or invite them to an event.

Brochure: Use a brochure to provide detail about products and services. Also, brochures are useful when providing information about your company or business.

Coupons and Special Offers: Never Mail without Em'!

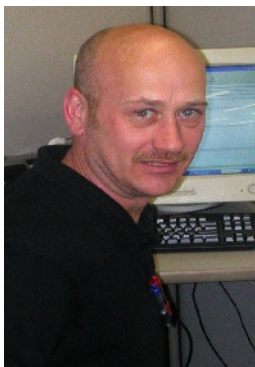
What's the most important part of a mailing? Is it the copy? Design? Nope. According to Ken Schneider, an award winning direct mail writer and designer, the most important part of the mailing is the offer. In order to be successful, a direct mailing project must have a great offer. One of the best ways to incorporate an offer is through coupons. Coupons are a great way of giving the client a reason to act on the offer. If the customer has something tangible that benefits them, they are more apt to participate.

Another way to provide interest through offers is to try the FAST FIFTY (Or whatever quantity you desire). This "contest," offers a gift to those who are the first fifty to reply. Give the consumer a reason to reply and more than likely they will.

These are just a few suggestions that could be utilized when trying to maximize response from a mailing. If you have any questions, about including an offer in your mailing, give us a call here at Postmark. We will be glad to answer any questions.

Meet the PostMark, Inc. Staff

Robbie James is the Production Coordinator at Postmark. Robbie schedules when jobs hit machines, and coordinates with customer service on jobs. Robbie enjoys bowling in his spare time, and once rolled a 300 game.



The lovely voice on the other end of the phone is Yvette Pugh. Yvette is the receptionist at Postmark. Not only does Yvette answer the phone; she also helps with data entry, as well as manual inserting. Yvette is married, and a mother of her, energetic six-year-old son, Michael.

The Do's and Dont 's of Direct Mail

Do: Use direct mail as part of your regular marketing because it is a cost-effective way of reaching your target audience.

Do: Make direct mail simple and easy to read. Whether your mailing is as simple as a letter, or as detailed as a four-color gimmick project, get your message across quickly and concisely.

Do: Make sure the direct mail goes to a real recipient. This means keeping your list current. If a list is rented, get the most recent list. Postmark has the capability of sending a list through NCOA (National Change of Address). This will keep the list updated. Contact a member of the Postmark staff with questions about NCOA.

Do: Increase your direct mail's effectiveness by following up with the audience. This could be through telemarketing or a web site.

Don't: Don't try to send direct mail yourself. If your time is valuable and there are too many pieces to send, utilize PostMark to take care of your direct mail needs. This will allow you to spend time to complete other jobs or make new contacts.

Source: www.mpus.com

Getting Connected

Email Addresses for PostMark, Inc.

General email for lists –
GreatService@PostMark.ws

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President –
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VP Business Development –
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