



Changes to Booklets: Effective September 8, 2009

The USPS is proposing changes to the type and placement of tabs used on letter-sized mail for booklets and self mailers. Booklets will be more affected due to the requirements of size and paper weight for the cover. See specs to right.

Booklets will require three 1 1/2 inch non perforated tabs. The orientation of the wafer seals will be determined by the layout and construction of the booklet. Additionally, the final fold is suggested to be either on the bottom or the leading edge.

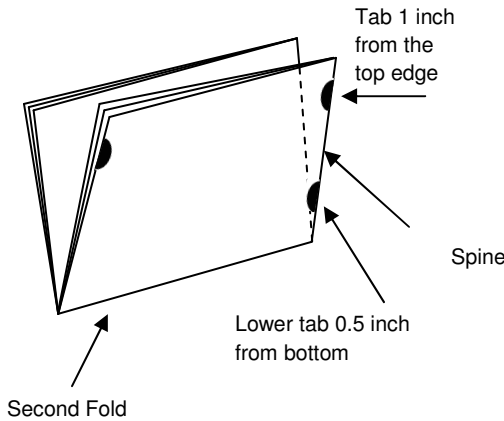
In order to maximize postage savings the following specs must be observed. The height must be between 3.5 inches and 6 inches and width can not exceed 10.5 inches, but must be at least 5 inches long. Thickness of the piece must be uniform, but not exceed 1/4 inch. Weight must be less than 3 ounces and finally, aspect ratio must be between 1.3 and 2.5 (length divided by height).

There is a difference...

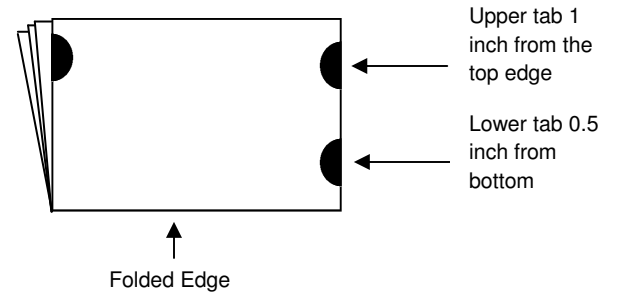
Booklets are mail pieces which consist of multiple sheets of paper that may be folded, then bound (press glue, perfect bound) fastened in the spine with staples. Booklets have 3 open sides prior to wafer sealing.

Self mailers are considered to be a single sheet of paper folded to create a letter size piece of mail.

Final fold is on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge. If the length of the piece is 5 to 10.5 inches long, the cover stock must be 40-pound. This piece will require 3 non-perforated tabs. There should be two tabs on the leading edge; one on the trailing edge. Position bottom tab 0.5 inches from bottom, and top tab 1 inch from the top.

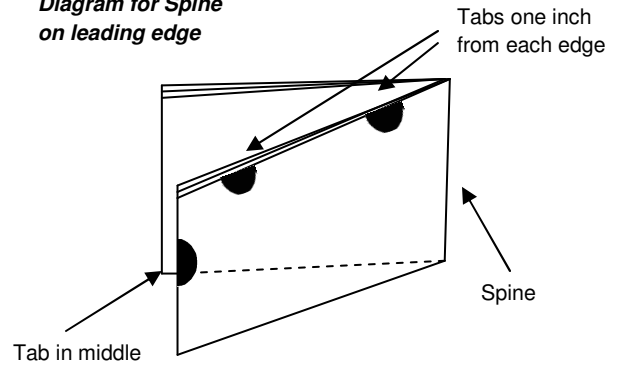


Folded edge is on the bottom (longer edge). The cover of the stock must be 50 pound if the piece is 5 to 9 inches long, 60 pound if it is over 9 inches. Remember it can be no longer than 10.5 inches. The piece must be sealed with three 1.5-inch non-perforated tabs. There should be two tabs on the leading edge; one tab on the trailing edge. Position the lower leading tab 0.5 inches from the bottom edge. Position the upper tabs 1 inch from the top edge.



Spine is on the leading (shorter) edge. If the length is 5 to 9 inches long, 60-pound cover is required. 9 to 10.5 inches 70 pound cover stock is required. This piece will require three non-perforated tabs. Two tabs belong on the top edge; one tab on the trailing edge. Position top tabs one inch from left and right edge. Position trailing edge tab in the middle.

Diagram for Spine on leading edge



Social Media for PostMark? Yeah, We're There!



Our new Facebook page is up and running. We will be posting photos, discussion topics and even some videos. Feel free to stop by and check out the

latest topics in the world of direct mail and fulfillment. We will be updating the page regularly with up to date information that is available only at Postmark. We will be glad to add you as a fan.

We are also continuing to update our YouTube online video library with more content.

We have recently added videos on what your list goes through during processing. This tutorial explains CASS, NCOA, and duplication elimination. Additionally, there is a video on how to fill out the NCOA form. Check out our site at www.youtube.com/postmarkinc.

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Survey Confirms the Power of Direct Mail

September 2008 survey conducted by DMNews/Pitney Bowes validates the claim that targeted direct mail continues to reach consumers and influence their purchase behaviors in a significant way. Some of the findings:

- 85 percent of the survey respondents (1,000 US consumers from 10 major metropolitan areas) say that they review their mail daily.
- Half of all respondents report greater enjoyment reviewing the mail received in their home mailbox versus email. This includes consumers age 18 to 39, with 52 percent reporting greater satisfaction in reviewing mail received through USPS compared to email.
- Two-thirds of the consumers surveyed said they are examining their mail more closely for coupons and offers than they did a year ago.

- Half of all respondents say they have requested promotional materials from companies during the past six months. Direct mail is the preferred way to receive offers.
- Close to 40 percent of respondents say they have tried a new business for the first time because of information received via direct mail. Nearly 70 percent report renewing a relationship with a business because they received a direct mailing or promotional item.
- Nearly 94 percent of consumers surveyed say they took action on promotional offers and coupons received via direct mail over the past year. Coupons offering discounts on groceries are the most likely to be used followed by coupons for health and wellness products, entertainment and electronics.

Direct mail is alive and well in the marketing industry. If you have any questions or concerns regarding your next direct mail project give us a call at Postmark. We can help! Source: *Printing Impressions April 2009*