



UNFULFILLED...? LOOK NO FURTHER THAN POSTMARK!

By adding 12,000 ft² of warehouse, PostMark began the process of expanding its ability to provide fulfillment services. Fulfillment refers to the very broad array of activities associated with storing and shipping materials (sales literature, spare parts, and so forth) at a client's direction. PostMark has added logistic/warehouse specialists and is in the process of installing software that will provide clients who store materials the ability to initiate orders and review their inventory via the web. A client can access their data via a confidential web site and initiate orders any time of the day or night using their own "store front." If you are having trouble storing sales literature or other materials that have to be shipped to sales reps or others on an "as needed" basis, you may be a candidate for PostMark's fulfillment services. PostMark is interested in strategic partnerships to provide fulfillment services that will save its clients time, energy, space, and capital expenditures. If you think there is a possible need, please talk to your PostMark representative about how we may help you.

It's not a Foreign Language but it Sure is Close: Breaking Down the Postmark Estimate!

For all of you that have ever received an estimate from one of us here at Postmark, and thought, "what in the world does this mean," then this is for you. Here's a breakdown of the terms on a typical Postmark estimate.

Load Data: This describes the various steps it takes to manipulate a mailing list into the form that is required by the US Postal Service (USPS). Our procedures clean, sort, and manipulate data in order for the mail to reach its destination at the lowest postage costs.

CASS Certify: This validates the address and adds the ZIP+4 from the USPS database.

Indicia Setup/Printing: When materials come to us without an indicia (that printed box that looks like a stamp and says US Postage Paid), with an incorrect indicia, or needing a return address, we use our inkjets to fix the problems so the USPS will accept the mail.

Addressing: Postmark has the ability to print addresses directly onto the mail piece or to use labels. This flexibility allows PostMark to help get your mail delivered.

Tabbing: Wafer seals or tabs are sometimes required by the USPS to get the lowest postage rate. They also help keep the material from coming apart in the mail stream.

Sealing: If the envelopes aren't sealed, the USPS wants more postage.

Presort and Prepare Mail Containers: This is the process of actually finishing the mail preparation after addresses have been applied. Postmark trays or sacks the mail per USPS rules for the fastest delivery and lowest postage.

PO Delivery and Postage Verification: The mailing is not complete until it is delivered to the Post Office, all the paper work is finished, and the USPS has verified that postage has been paid.

"Top Ten Mistakes Made by Direct Mailers"

- Using the Wrong List – Use a list centered on your target audience. It makes no sense to mail to those who do not need your products or services.
- Poor Copy – Take the time to do several rewrites until the copy is good enough to grab the reader's attention.
- No Call to Action – TELL THE READER WHAT TO DO! If you don't tell them, who will? Make sure the customer knows what to do.
- No Testing – Test your product/service to ensure that it will be effective
- Using Hype Over Meat – Explain the benefits of the product, instead of "over hyping" the product with superlatives.
- Not Proofing the Copy – Spelling and grammatical errors are all too common in direct mail. Proofreading is an important aspect of all your marketing campaigns. If resources are needed in this area, call Postmark.
- Not focusing on Your Headline – Grab attention of the reader from the get-go. Make the headline catchy and thought provoking. Remember, most readers give each piece of mail only a few seconds, so make your seconds impactful. This may avoid the dreaded "toss for the trash."
- Highlighting Form Over Function – Make sure the content and graphics match. A pristine four-color piece is nothing without good copy.
- No Follow Up – Whether it's a phone call or an additional mailing, make sure the proper steps are taken.
- Not Tapping into Expert Advice – Find knowledgeable professionals that can help to make your campaign as effective as possible, such as PostMark.

Source: www. Allbusiness.com

Postmark Hires New Sales Rep

Denard Williams (right) is the newest member of the Postmark team. Denard joins us with many years of client focused sales experience having just finished his degree in Management Information Systems at High Point University. PostMark feels confident that Denard brings a fresh new approach to helping meet client needs.

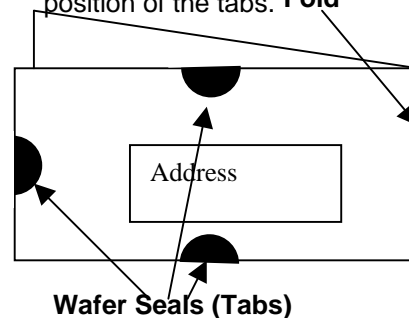


Once.. Twice.. Three Times

My Tabs

When the Post Office ushered in the new rates in May some underlying changes came along with it. One of the rules that can have a significant impact involves self mailers folded on the leading edge and 7 or more inches wide.

Previously, if the piece folded on the right hand edge two wafer seals (tabs) were required on the trailing edge. Now the rule states in order to receive maximum postage discounts three wafer seals are required. See below for the position of the tabs. **Fold**



Did You Know?
For Automation compatible letters a single sheet of 20, 24, or 28 pound paper that is 8.5 x 11 folded once, does not meet the minimum thickness specification of 0.009 of an inch

Getting Connected

Email Addresses for PostMark, Inc.

General email for lists – GreatService@PostMark.ws

Rhonda Cathey, VP Operations
RCathey@PostMark.ws

Jon Bowman, VP Business Development
JBowman@PostMark.ws

Denard Williams, Sales Representative
DWilliams@PostMark.ws

Sherry Hanna, Customer Service Representative
SHanna@PostMark.ws

James Cooke, Customer Service Representative
Jcooke@PostMark.ws

Nell Jo Hall, Data Enhancement Coordinator
GreatService@PostMark.ws

www.postmark.ws