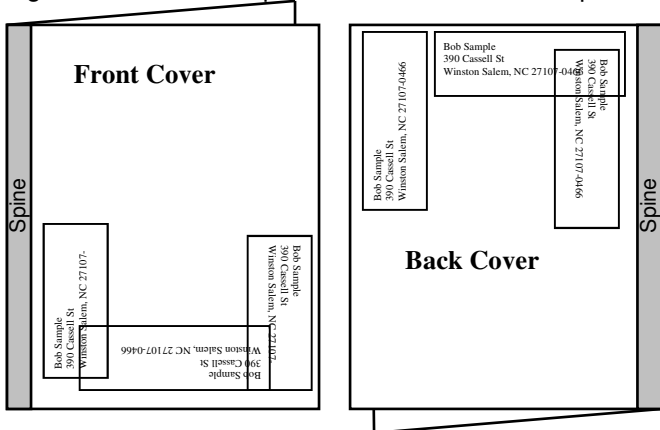




Why is my address label upside down on my magazine? *Changes coming for flats on March 29, 2009*

If you are mailing flat-sized mail (width between 6 and 15 inches, height between 6 and 12 inches or more than 1/4 inch thick), be prepared for coming changes. The Post Office is undertaking a significant effort to streamline how they handle larger size pieces of mail.

The changes will affect the location of the address on the mail piece and this may alter the design of the piece. For a flat not in an envelope or poly bag (ex. Magazine, catalog, etc) the "top" of the piece will be the short edge where the spine is to the right of the address. The address must be at least 8 point, located in the top half of the piece, and at least 1/8" from any edge. Below are examples of address location depending on whether the address is on the



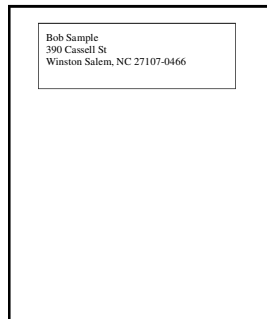
front or back cover of the catalog or magazine.

If you are mailing flat sized mail in envelopes (ex. 9 X 12 or 10 X 13), the top is either of the shorter edges of the envelope. Again, the address must be in the top portion of the envelope which means the address can not be in the middle of the envelope it must be to either one side or the other, but no closer than 1/8" to an edge. See below for envelope addressing samples.

Whether you are mailing catalog/magazine or envelope type pieces, the return address and permit number must be properly oriented with the address. That is, the return address must be to the left and permit number must be to the right and parallel to the address.

If your piece does not meet these new specifications, the cost may be an additional \$100 to \$830 per 1,000 in postage.

The results of this initiative by the Post Office will allow flats to be processed at the rate of 16,500 pieces per hour. It will also allow the carriers to receive mail in delivery sequence order which will mean quicker delivery to the recipient.



Envelope sample of address location

No Offer Equals No Results

When sending out direct mail, three things must enter one's mind. First, what is my offer? Second, have I provided information about the offer. And third, did I provide a reason to respond to the offer.

An offer is a combination of all the elements that make up the opportunity you are presenting, such as the product or the service itself. Offer can be defined simply as, "the terms of the deal." When you make an offer, you're saying, "When you do business with us, here's what you get in exchange."

Once you have your offer, give it a test. Change the offer around and see which form of the offer nets the most revenue.

When you are creating your direct mail campaign, always remember, the stronger the offer, the better the results.

Did You Know?

The Postal Service recycles more than one million tons of paper, plastic and other materials annually.

Form 6014 - What You're Signing, and What it's for!

As you saw in our last newsletter, the USPS is preparing for **MOVE UPDATE** that will begin on November 23 of this year. The last newsletter highlighted two options: The first is to add "Or Current Resident" to your mail, or the other, which is to have PostMark send your mailing list off for a National Change of Address (NCOA). However, those are not the only options. For those of you who maintain your mailing lists, there is a quick and simple option. The 6014 form, is a signed statement verifying that your company's mailing list is updated as required by the USPS. This form, states that you are responsible if there are issues with the accuracy of the mailing list. Even though filling out the form is simple, proof of proper compliance will be key. The USPS has indicated that it will have the ability to automatically verify whether compliance has been met. The USPS also has the right to audit one's update process and failure to pass this audit could be very expensive. Some of you may have received a 6014 over the last several weeks. PostMark has been sending 6014 forms to those of you who have been mailing at first class rates. However, beginning in November, Move Update will be required on all presorted mailings. So, over the next several weeks PostMark may be contacting you in order to make sure the correct option is chosen.



YOU THINK YOU KNOW, BUT YOU HAVE NO IDEA!

Do you think gas is costing you a lot of money? Consider the dilemma facing the United States Postal Service (USPS). Every time a gallon of gas goes up a penny, it costs the USPS an additional \$8 million per year. In 2007, the USPS spent \$6.5 billion on transportation, which was a half billion more than in 2006. The Post Office operates the largest civilian fleet of vehicles in the country, with 216,000 of them. Also affected are the private truckers and airlines that work for the USPS. Despite the fact that the USPS receives fuel discounts for buying in bulk, even those prices are rising. The Post Office can offset the high gas prices with periodic rate increases, however they are limited due to the fact that they cannot go above the inflation rate.

Source: The Associated Press

Getting Connected

Email Addresses for Postmark, Inc.

General email for lists –
GreatService@PostMark.ws

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