

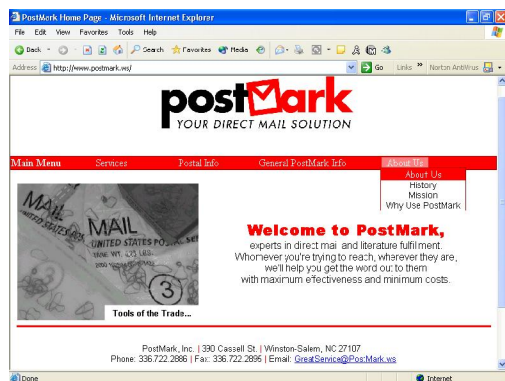


Welcome to PostMark, Inc.

It's official, Market Team Data is now PostMark. Effective August 1, we made the change - signs and everything. All of the people are the same, the service is the same, and the phone numbers are unchanged, but as the advertising people like to say, we have been "re-branded." We hope that you like the new logo, letterhead, and brochure, but we also want you to know that we will always focus on the mail so that you can focus on your business.

New Web Site

PostMark, Inc. has its new web site up and operating. The web address is www.PostMark.ws. Some of the highlights of the site include a better menu structure and easier navigation. Additionally, in the Postal Info section we will post press releases and other news that will effect companies using direct mail. Additionally, on the web site are forms to request a quote, submit questions about direct mail, and our information sheet we ask clients to fill out.



Is Your Address List in Good Shape?

We all know how much work it takes to get an address list in good shape. It is a valuable element in direct mail. On average the Post Office estimates that 25% of the population moves every year. Here are a couple of ideas to help keep your list up to date and continue to get your mail delivered. Should you be mailing something generic, such as a coupon or informational piece, consider adding "Or Current Resident" to the address for mailings to consumers. That way if John Smith has recently moved, then the mail will be delivered to the new resident. If you are mailing to businesses, especially ones where turnover is high, consider adding a generic title to your address.

However, if your mailing is targeted or highly personalized, you will want to consider having PostMark use a service such as National Change of Address (NCOA) to update your database. Running your list through NCOA will update the addresses of people that have moved or are deceased. The Post Office also offers services for address correction that you can have printed on your mail piece. To see a list of these services go to our website and under Postal Info select "Address Correction." PostMark can assist with having your list sent through NCOA or discussing options of Address Corrections. Using the above techniques will improve effectiveness and decrease costs.

The Post Office is considering requiring NCOA or similar service to *get any presort discount rates*. PostMark is tracking the proposed changes and will keep you informed.

Customized MarketMail (CMM)

You may have heard about the new service that the Post Office unveiled in September called Customized MarketMail (CMM). This segment of mail allows mailers to send those odd shaped pieces such as squares, stop signs, die cuts of motorcycles, doughnut boxes, etc through the US Postal Service. While this opens new opportunities for creative, there are trade offs and limitations to what can be done. For example, in order to use CMM, each piece must be taken to the individual Post Office that will make the final delivery. The postage per piece is \$0.574 and that is a flat rate for the mailing. The weight can not exceed 3.3 ounces and the piece must be no smaller than 3 1/2 X 5 and at least 0.007 thick, with a maximum size of 12 X 15 and maximum thickness of 0.75 of an inch.

Additionally, mail must be delivered to the destination Post Office directly, meaning if you are mailing to Woodleaf, NC, then the mail must be delivered directly to that Post Office. Costs for addressing the mail can be higher as well, because if the piece does not fit on the addressing equipment it will have to be processed manually adding costs and time to your project. For the right promotion with the proper planning, CMM can be beneficial, but it is important to plan and talk to all involved before printing.

In talking with one of the first organizations to try CMM as part of their marketing campaign they said their response rate was between 8% and 9%. However, the total cost for 10,000 pieces was between \$25,000 and \$30,000.