



## How to Save Money by Using Postmark!

As most of you already know, Postmark is always looking for ways to help our clients fulfill their direct mailing projects efficiently. Some of the procedures that Postmark follows are postal processes such as CASS certification, Presorting, Barcoding, and dropping the mail at the BMC/SCF in Greensboro.

CASS certification adds the zip plus four to valid addresses according to the USPS. It also improves the accuracy of the addresses in the data file, by standardizing abbreviations, street names, and removing punctuation. CASS does not verify a specific individual or business is located at an address, simply the address is valid for delivery. CASS minimizes the amount of returned mail.

Presorting allows discounts when entering the mail into the postal system. By adhering to the rules of the PO clients can recognize a savings of over \$0.20 per piece versus first class. Presorting is the separation of the mail into a Post Office defined order.

CASS and Presorting allow us to place POSTNET barcodes on the mail. The POSTNET barcode is a graphic method of encoding the zip + 4 information. The POSTNET barcode allows the postal service to sort the mail in the sequence that the carrier walks their route. Every piece in an automated mailing must contain a barcode. Letter and Flat sized mail must contain a POSTNET barcode in order to receive discounts. Some of the benefits of using barcodes are...

- Faster mail processing
  - Reduction in Postage costs
  - Reduction in operating costs for the Postal Service
  - More consistent delivery times and decrease in incorrect deliveries
- (See below for an example of a POSTNET barcode)



Postmark also saves its clients money by delivering mail deeper into the postal stream. Postmark takes the mail to the BMC or the SCF. The BMC is where we take standard and non-profit mail, and by taking it to the BMC a discount of \$0.033 is applied to each mail piece going to NC, SC, Southwest VA, and Eastern TN. The SCF is where we take first class mail (and standard mail in the 270-274 zip codes), and by taking it to the SCF a discount of \$0.042 is applied to each piece.

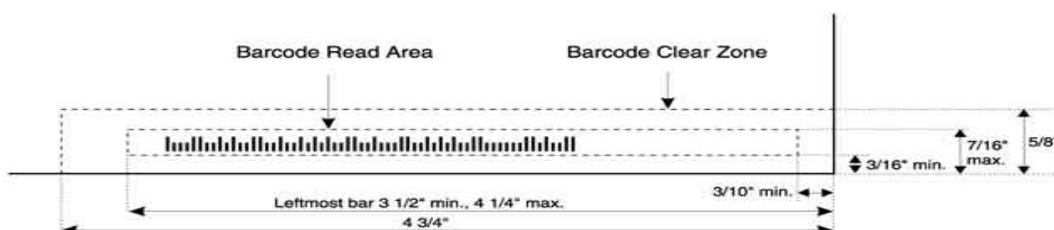
So, as you can see, Postmark takes several steps to ensure that our clients are getting the lowest postage rates possible. If you have any questions about ways Postmark can save you money, give us a call.

## No Need for a Crystal Ball, Predictions on the Future of Direct Mail!

- Mailing will become more complex. USPS rules will be more tightly enforced for discounts, but the discounts will be worth the effort
- List hygiene will become more important. USPS requirements will allow discounts only if lists are properly updated.
- Direct Mail will continue to grow in volume and importance. No one is asking to be put on a spam list for additional emails.
- Direct Marketers will continue to focus their campaigns by mailing to only those most likely to be interested (targeting).
- Direct Mail will be used to bring people to web sites. The USPS studies have shown that direct mail catalogs can be use to increase web sales and traffic.

## Is This Enough Room?

With the enhanced capabilities of the barcode readers used by the United State Postal Service, it is possible to place barcodes in either of two locations on a mail piece. Usually, the barcode is printed as a part of the address block. However, in case your design hasn't left enough room for the barcode in the address block, it can also be printed in the lower right corner of the piece, in the barcode clear zone. The barcode clear zone is a rectangle in the lower right corner of a letter or postcard size mailpiece. The left side of the rectangle is 4 3/4 inches in from the right edge of the mailpiece and the top of the rectangle is 5/8 inch up from the bottom of the piece. If the barcode is printed in the barcode clear zone, the first bar (leftmost) must be positioned between 3 1/2 and 4 1/4 inches from the right edge of the mailpiece. The bottom of the barcode must be at least 1/16 of an inch from the bottom of the piece, with a tolerance of 1/16 of an inch. All of the bars that compromise the barcode must be within 3/16 and 7/16 of an inch from the bottom edge of the mailpiece. Below is an illustration of the requirements and clearances.



## Use Hot Spots to Direct Your Reader's Eye

Do you ever get the feeling that the mail you send isn't getting read by its recipients? If so, try using "Hot Spots." To get your reader's attention try a couple of these ideas from Pat Friesen, President of Pat Friesen & Co. from a recent edition of Target Marketing Magazine:

- Add a person or group of people to the photo. The eye is naturally drawn to photos that include people or human elements.
- Increase the impact of the photo by adding captions. Use the captions to highlight benefits, or to spark a strong call to action
- Create hot spots that break up long blocks of copy, by using bullet points, headlines, captions, etc. It is rare that a letter, brochure, or form of any kind is read from top to bottom. Most readers look for copy in small segments.
- Use hot spots on reply portions of the mail as well. This will allow you the opportunity to re-state the benefits of your promotion.
- Position your MAJOR benefit at the beginning of a sentence, paragraph, or headline. Don't bury it in the middle.
- Don't make all pieces of your mailing the same color. Add one vibrant piece that will call attention to the copy.

### Email Addresses for Postmark, Inc.

#### Getting Connected

General email for lists – [GreatService@PostMark.ws](mailto:GreatService@PostMark.ws)

Rhonda Cathey,  
VP Operations – [RCathey@Postmark.ws](mailto:RCathey@Postmark.ws)

Jon Bowman,  
VP Business Development – [JBowman@PostMark.ws](mailto:JBowman@PostMark.ws)

Denard Williams,  
Sales Representative – [DWilliams@Postmark.ws](mailto:DWilliams@Postmark.ws)

Sherry Hanna,  
Customer Service Representative – [SHanna@PostMark.ws](mailto:SHanna@PostMark.ws)

James Cooke,  
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