



The Countdown Is Over! It's Here!

Move Update Implementation Began November 23rd

On November 23rd the USPS implemented their Move Update process. Move Update is an initiative from the Post Office to reduce the \$1.6 billion spent annually on undeliverable mail. With Move Update a mailer must comply with requirements to receive any discounts for presorted mail, whether it be first class, standard rate, or non profit.

There are three basic ways to meet the standards in Move Update

- 1) Have PostMark process your list through the National Change of Address (NCOA) file from the Post Office. In order to do this PostMark must have a Processing Acknowledgment Form (PAF) on file for your organization. When PostMark processes your list through NCOA, we are looking back 48 months for any address changes. If requested, we will be glad to provide the changes back to you in an Excel file. This is an easy way to qualify for discounts.
- 2) "Or Current Resident" – You can put "Or Current Resident" on your mailing label in addition to the name and address. No other action is required on your part. This is a viable option for those pieces where the goal is to get it delivered into a household. For example, a coupon offer or newsletter that is not specific to an individual.
- 3) Service Endorsements – Another option available is to use one of the Address Correction Service endorsements that are available. Prior to doing this, please either contact PostMark or research which service endorsement best meets your needs.

Over the past several months PostMark has invested time, energy, and resources to make this transition as seamless as possible for our clients. With this process you should find that this will help you keep your names and addresses more up to date. Recently, we have processed lists through NCOA and have had as much as 10% of the addresses updated or changed. Please, contact us if you have questions about Move Update.

Feeling the Economic Crunch? Try Using Standard Mail!

As you know, the nation's economy isn't exactly booming. Therefore, it is understandable that many companies are looking for ways to save money in their marketing budgets. One way of doing this is by utilizing presorted discounts provided by the USPS. Postmark is equipped with the software and capabilities that will allow you to get the lowest possible postage rates. For instance, if you are mailing a 8.5 X 5.5 card, presorting can drop your rate 20% from \$0.42 to \$0.34 per piece. Changing to Standard Rate produces a 48% savings, moving postage from \$0.42 to \$0.22 per piece. There is a trade off of time and money in this process. The USPS delivery standards for the area are 1 to 3 days for First Class and 3 to 7 days for Standard Rate. In order to receive presorted standard discounts, your mailing must consist of at least 200 pieces. Standard Mail is convenient for those mailings that are not as time sensitive. In addition with Standard Mail there are delivery discounts available for pieces delivered to specific Postal facilities that range between \$0.033 and \$0.042 per piece. For those clients that mail Standard Rate, PostMark is already taking advantage of these discounts for you.

Welcome to the 21st Century

PostMark understands that mailing is not the most exciting subject on the planet. However, set the subject to video on YouTube.com and it is a completely different experience. Well, maybe not that different, but it can be resourceful. Given the change rate in the Post Office and a desire to be a partner and resource for our clients, PostMark has posted three tutorials to YouTube.com. At this point we have posted a video on Move Update (see above article) which explains your options for complying with the Move Update requirements. In March 2009 there are significant changes coming for flat size mail pieces that may have dramatic effects on organizations mailing flats. We have a video that discusses these changes and how to be prepared. Finally, we have a short tutorial on how to fill out our Client Information Sheet if you are a new client.

There are several more videos that are in the works and should be posted over the next several weeks. These will include an overview on the PAF form required for NCOA processing and addressing standards to achieve barcode discounts. Please, visit us on YouTube at www.YouTube.com/PostMarkInc.



Direct Mail Trying to Go Green!

For years it has been thought that eliminating direct mail would save a lot of trees. But, most marketers are not ready to give up direct mail. According to Jeffrey Horton, marketing supervisor for Kawasaki Motors, "The return on investment is too high." According to the USPS website, every dollar spent on direct mail returns almost \$12 in sales. So, in an effort to 'Go Green,' several direct marketing companies, along with their corporate clients have banded together to form the "Green Marketing Coalition." "This (mailing) industry just didn't have any real green standards," said Spyro Kourtis, president of the Hacker Group, a Seattle direct marketing company that headed the Green Marketing Coalition. So, the coalition set guidelines suggesting adherence to higher waste disposal standards and choosing vendors that are committed to recycling. They also encourage "list hygiene" which is a hot topic in the mailing world. The USPS is on the case as well. In fact, it has trademarked the term "environMAIList" to refer to marketers that adopt 'greener' mail practices. On its website the USPS now lists 'green' tips for marketers, in order to educate the mailer on options for more 'green' procedures.

(Source: *The New York Times*)

Did You Know?

The USPS stores more than 2 petabytes of data online – which is the equivalent to more than 4,000 years of songs on an MP3 player, with no repeats.

Email Addresses for Postmark, Inc.

Getting Connected

General email for lists –
GreatService@PostMark.ws

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