



STANDARD / BULK / MARKETING / NON-PROFIT MAIL



1. What is the difference between Bulk, Standard, and Marketing Mail?

Nothing, these terms are used interchangeably. “Standard Mail” and “Marketing Mail” are the terms used by the United States Postal Service (USPS).

2. What is Standard/Bulk Mail?

- Most commonly used for marketing applications such as advertisements and communication pieces.
- Has lower rates than First Class Mail.
- Has specific requirements regarding design layout, addressing, size, weight, tabbing, minimums and maximums.
- Mail pieces are identical and non-personalized.

3. What is Non-Profit Mail?

- A type of standard mail that offers savings up to 40% greater than regular standard mail.

- Requires a specific mailing permit and is available to only eight qualifying categories—education being one of them.
- It may **only** contain information about the permit holder, aka The University of Utah
- The U of U’s non-profit permit restricts advertising. Contact the mailing department before you publish any advertisement to get it pre-approved. Standard Marketing Mail is not restricted for advertising.

4. Can anyone use The U of U’s Standard Mail/Non-Profit permit?

No. The permit is subscribed to and controlled by University Print & Mail Services.

- Off-campus mail vendors may not use the permit number without notification of intent and written permission from Print & Mail.
- Requests are reviewed on a job-by-job basis.
- The sender’s department will be charged a \$50 processing fee for permission grants.



5. What are the general requirements for Standard Mail?

- Mailing must be at least **200** pieces or **50+** total pounds.
- Each piece must weigh **less than 16 oz.**
- All pieces must be the **same weight** and **size.**
- Each piece must be **identical**—any personalization must be specific to the advertisement or solicitation.
- Mail must be **sealed** with tabs or glue if it's a folded self-mailer or envelope; however, some mail can be opened by the USPS for inspection.
- **Machinable**—mail piece discounts depend on the piece's ability to run through USPS equipment.
- Layout/Design Requirements—Standard Mail has specific requirements regarding:
 - › Tabbing
 - › White space
 - › Address labels format/placement
 - › Size
 - › Fold edge/Open edge

6. How do I address my Standard Mail?

- See the USPS guide on the next page.
- For the most up-to-date regulations, visit the USPS website at www.usps.gov or the USPS quick service guide at <http://pe.usps.gov/>
- Contact your Project Coordinator with all of your mailing questions.

7. Can Print & Mail pick up bulk or non-profit mailings?

Yes, please call your Project Coordinator, or 801-581-6171 to schedule a pickup.

NCOA

1. What is the National Change of Address Service (NCOA)?

The NCOA software reduces “undeliverable as addressed” mail by updating the address lists before processing the mail.

2. Benefits of using NCOA

- Helps control business costs.
- Reduces delayed delivery.
- Increases opportunity to reach target audiences.
- Reduces address correction fees.

3. Can Print & Mail update my addresses using NCOA?

Yes. Provide us with the mailing list, and we will:

- Run it through the NCOA software.
- Update your list before mailing.
- Provide you with the updated list for you to refresh your records.

NEED HELP? We can help you with idea generation, mailer design, and can print and mail it for you. For assistance, please contact your Project Coordinator or call us at 801-581-6171.

New Address Standards for Commercial Flat-Size Mail

Effective March 29, 2009

Address Placement

New address placement standards apply to all Periodicals, Standard Mail, and Package Services flats mailed at presort, carrier route, and automation prices (optional for First-Class Mail). The delivery address must be in the top half of the mailpiece.

The "top" is:

- Either of the shorter edges on enveloped or polywrapped pieces.
- The upper edge when the spine or final folded edge is placed on the right-hand side of an unenclosed piece.
- Either of the shorter edges on saturation Periodicals and Standard Mail pieces, without regard to the spine or final fold.

The address must be entirely within the top half, with two exceptions: On a loose enclosure polywrapped with a host piece, at least the first half-inch of each address line must remain within the top half throughout processing and delivery. On a digest-size flat, a vertical address may cross the midpoint if it begins or ends within 1 inch of the top edge.

Address Orientation

The address may be horizontal or vertical to the top edge, but not upside-down in relation to the top edge.

Vertical addresses can read right or left.

Address Characteristics

New address characteristics standards apply to all flats mailed at presort, carrier route, and automation prices.

Minimum Size

- All presorted and carrier route flats must be addressed using at least 8-point type (each letter or figure must be at least 0.080 inch high).
- Flats using an 11-digit POSTNET or an Intelligent Mail barcode may use 6-point type if the address is printed in all capital letters (each letter or figure must be at least 0.065 inch high).

Style

Two preferences for best read rates:

- Sans-serif font ("block" style letters such as Arial or Helvetica).
- ALL CAPITAL LETTERS.

Spacing

Additional standards for automation flats only:

- Address characters cannot overlap.
- Address lines cannot touch or overlap (0.028-inch clearance preferred).
- Address elements may be separated by no more than five blank spaces.

The "delivery address" is:

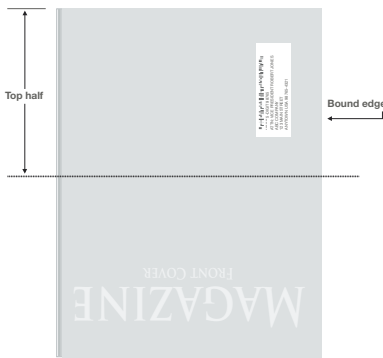
- Recipient lines
- Delivery address line
- City, state, ZIP Code

***** 5-DIGIT 98765
ATTN: VICE PRESIDENT ROBERT JONES
ABC COMPANY
123 MAIN STREET
ANYTOWN USA 98765-4321

Examples

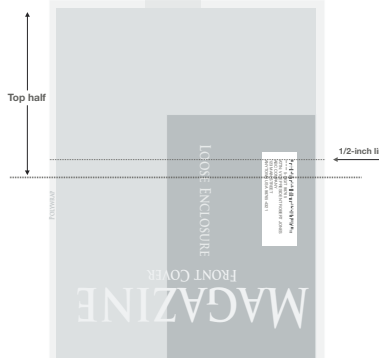
Magazine

Usually addressed on front cover



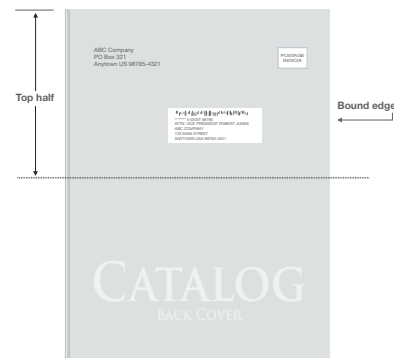
Magazine in Polywrap

Addressed on loose enclosure



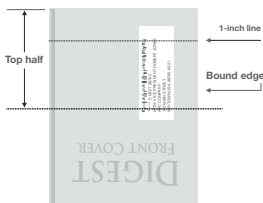
Catalog

Usually addressed on back cover



Small Digest

"Vertical" address may cross midpoint if it begins or ends within 1 inch of top edge



Large Envelopes

Horizontal format is fine — "top" is left or right edge

