

10+ TOP WAYS TO SAVE POSTAGE/PROCESSING:

1. DESIGN MAILINGS FOR AUTOMATION PROCESSING

If your mailing design is automation compatible you save postage. From mail entry to delivery, the U S Postal Service has machines that will totally process letter size mail with virtually no manual handling. Those mail pieces that meet the automation guidelines, coupled with automation data-base processing and mail preparation will qualify for the lowest available postage rates and speed up delivery.

2. PRODUCE AND MAIL LETTER SIZE PIECES

The descriptions that the U.S. Postal Service uses to identify communication type mail are letter size and flat size. A letter size mail piece is a minimum 3 1/2" x 5" and a maximum of 6 1/8" x 11 1/2" and under 1/4" in thickness. A flat size mail piece is any piece larger than any one of these maximum dimensions. Mailing letter size pieces usually saves a minimum of \$50.00 to \$60.00 on every thousand pieces mailed!

3. MAILING LIST HYGIENE

Cleaning up your mailing list can save money:

- Delivery Point Validation/Address Element Correction - Correcting and removing incomplete addresses.
- Locatable Address Correction - Converts rural route box addresses to street addresses.
- National Deceased Files - Removes deceased persons from your list.
- Suppression Databases - Removes prison addresses, do not mail lists, nursing homes, etc. from your list.

4. MAILING POSTCARDS/SELF MAILERS

Producing and mailing postcards and other self-mailers are less expensive to process and print than inserting your information into an envelope and mailing. When envelopes are included you not only add the cost of the envelopes and printing but also the production cost of having the printed pieces inserted into the envelopes.

5. REMOVE DUPLICATES FROM YOUR MAILING LISTS

Removing duplicate names from your mailing list saves postage. Generally if the majority of names on your lists are individuals at home addresses - most merge/purge programs do a good job eliminating duplicate records. If your lists are primarily businesses with contact names, although a bit more complex, most duplicates can be removed.

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6. QUALIFYING FOR NON-PROFIT POSTAGE RATES

Postal Service approved nonprofit organizations can save between 40%-50% on postage as compared to what profit organizations pay. To determine if an organization qualifies, refer to the U S Postal Publication # 417.

7. DROP SHIPPING

Presort Standard Mail is based on size, weight and distance the mail travels from its Postal Service entry point. After the mail has been entered into the Postal System it is transported closer to the actual delivery point. This procedure is called Drop Shipping, which will save on postage costs.

8. MAILING WITH PRE-SORT STANDARD RATES

Presort Standard Mail vs. First-Class Mail: To qualify for Presort Standard Mail you must have over 200 pieces or 50lbs of mail (excluding bills and communication deemed personal in nature). Mailing Presort Standard Mail will save you a minimum of 50% postage as compared to First-Class. As your mail piece weight goes up an even greater postage saving is achieved.

9. UPDATING YOUR MAILING LIST

Did you know that 15%-20% of the population moves annually? NCOA - National Change of Address can update your lists with address changes going back as far as four years. Keeping your mailing lists current is a major part of saving postage.

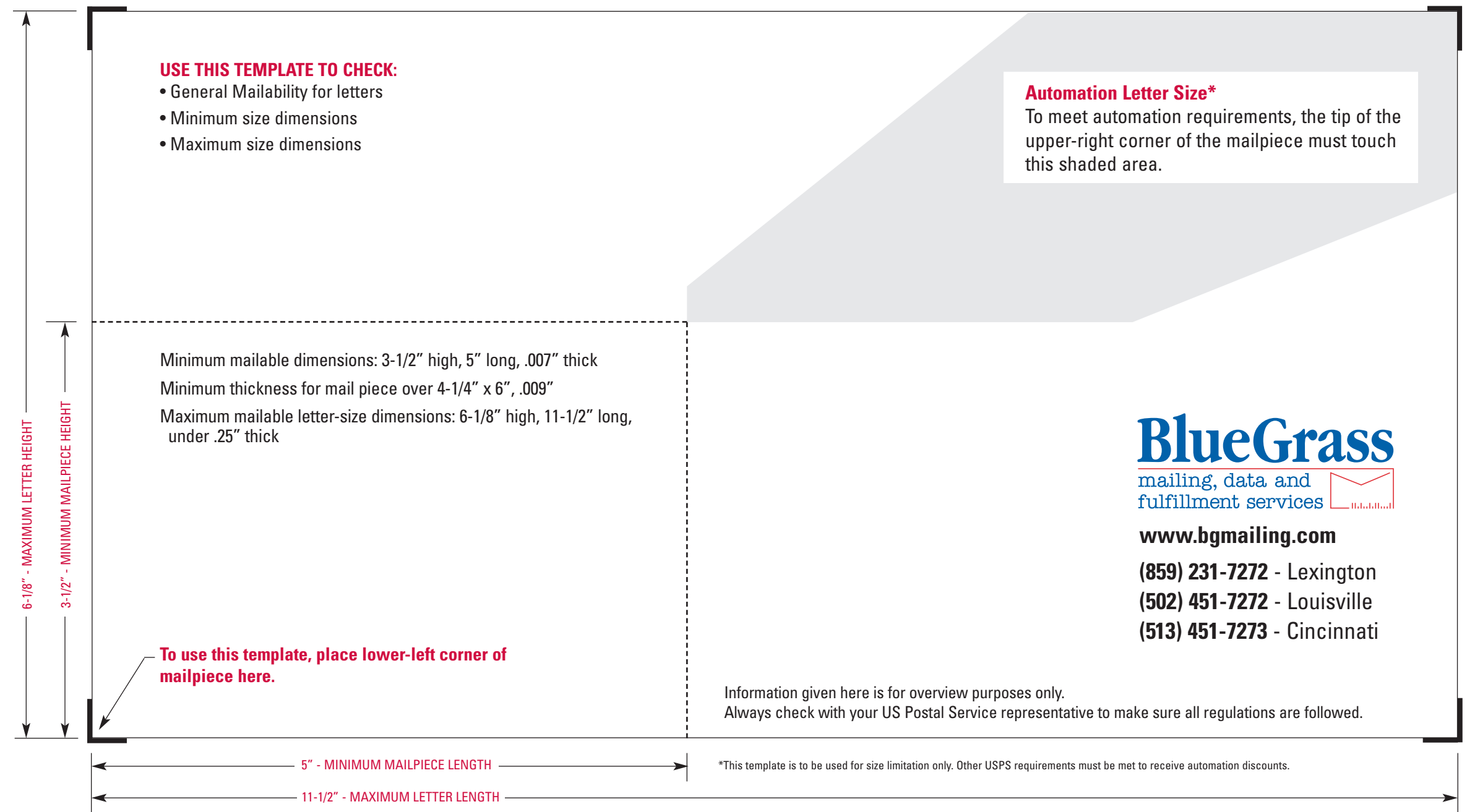
10. PLAN BEFORE DESIGNING AND PRINTING

Before printing, always do your homework, pre-plan for mailings by checking USPS requirements. Look for the most economical way to mail. Understand what you are trying to accomplish.

11. CUSTOMER LIST PROFILING

If you have a customer list, using demographic and psychographic overlays helps enhance and target your prospecting mailings by better understanding who your customers are. Once you know the typical profile of your customer, lists are available to rent with the same criteria.

AUTOMATION LETTER - DIMENSIONAL SIZE STANDARDS TEMPLATE*



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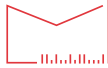
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BLUEGRASS MAILING DATA AND FULFILLMENT SERVICES:

• MAILING SERVICES

high speed ink jet addressing, machine envelope inserting, cutting, folding, polybagging, labeling, tabbing, stamping, metering and manual work stations

• CONSULTATION

postage savings, mailpiece design, marketing, fund raising

• LASER PRINTING

state-of-the-art sheetfed and continuous form lasers, personalization of letters, checks, forms, statements, invoices, cards and envelopes

• WAREHOUSING & LITERATURE FULFILLMENT

sales, service and technical literature, storage, inventory, packaging and shipping

• INVOICE & STATEMENT PROCESSING

data calculations, form design, MICR printing, bar code processing, intelligent inserting

• OPTICAL CHARACTER READER

address look up, barcoding and sortation

• E-MAIL BROADCASTING

message design, creation and tracking with link and click through reporting

• MAILING LISTS

residential, consumer, demographic, magazine, business, mail order and mortgage based

• LIST ENHANCEMENT

duplicate elimination, national change of address, FastForward, gender title coding, zip code check, correction and CASS certification

• DATA ENTRY

lists, accounts, inventories, surveys, rebate programs, warranties, sign ups, conversion to electronic/magnetic/hard copy

• LIST/DATABASE MANAGEMENT

mailing list maintenance, media/file conversions, electronic/magnetic transfer, hard copy output

• DATA PROCESSING

data conversion, custom program development

• REBATE PROCESSING

mail receiving, data entry, duplicate elimination, check printing and mailing

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When
POSTAGE
GOES UP,
will YOU
be Ready?



POSTAGE SURVIVAL GUIDE

Easy, affordable ways to reduce postage costs