

Guide to USPS Postal Discounts

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Satori Software's Guide to USPS Postal Discounts
Eighth Edition

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Introduction

This Guide to USPS Postal Discounts is designed to help you effectively plan and prepare a bulk mailing by introducing Satori Software's Bulk Mailer 5 program and exploring current postal rates and regulations. Bulk Mailer 5 simplifies your mailing by certifying addresses and sorting your mailing list. This guide will also cover several mail equipment options that can help you print barcodes and save additional money and time during mail preparation. Also covered are labeling and tabbing options that are required to obtain automation discounts on folded pieces of mail.

This booklet offers an overview of United States Postal Service (USPS) guidelines. It is not, however, an official USPS guide. The Postal Service is the ultimate source of rate and mail preparation rules, and we recommend the following for additional information:

◆ The Domestic Mail Manual

The primary source for this guide is the Domestic Mail Manual (**DMM**). Most of the Quick Service Guide references are items that the Postal Service will send to you free of charge. If you prefer a more comprehensive approach, you may wish to obtain your own copy of the DMM by writing to the following address:

Superintendent of Documents
US Government Printing Office
941 N Capitol St NE
Washington, DC 20402-9371

To purchase the DMM on CD-ROM call 202-512-1800. The DMM and Quick Service Guide are also available (via PDF format) for viewing or downloading on the USPS Web site: <http://www.usps.com>.

◆ USPS Business Centers

Publications are available from your local USPS Business Center. Ask for *Max It!* – An overview of the new rules regarding reclassification.

◆ The Internet

For the latest postal regulations and other information, visit the USPS Web site at <http://www.usps.com>.

Planning Your Mailing

Many factors contribute to an efficiently prepared and cost-effective mailing. Such characteristics include knowing USPS regulations, using effective presorting software and employing automated mailing equipment when appropriate.

USPS Definitions and Guides

Whether you are mailing First-Class, Periodicals, or Standard Mail, there are a variety of choices – rates, piece types, preparation options, etc. – to consider before you begin your mailing. This book will cover several mailing terms that will help you understand basic mailing fundamentals.

◆ Mailing Classes

The first step in planning your mailing is to choose the mailing classes that best suits your needs. This document covers three options: First-Class, Periodicals, and Standard Mail. An overview of these options follows, and more detail will be covered throughout this document.

First-Class Mail is the most expedient form of mail other than *Priority* or *Express* mail services. The delivery time is 2-5 days, depending on the distance the mail travels. Currently the first fraction of an ounce is \$0.37. Each additional ounce, or fraction of an ounce, is \$0.23.

With as few as 500 pieces of mail, First-Class Mail can qualify for presort and/or automation discounts. For example, if you prepare your mail as automation, your rates can be as low as \$0.275.

Periodicals (formerly Second-Class) is a class of mail consisting of magazines, newspapers, or other publications formed of printed sheets and issued at least four times per year at regular, specified intervals from a known office of publication. Periodicals can qualify at profit or nonprofit rates and usually must have a legitimate list of subscribers or requesters.

Standard Mail (formerly Third-Class Mail and Standard Mail A) is a class of mail that includes circulars, printed matter, pamphlets, catalogs, newsletters, direct mail and merchandise. Standard Mail rates apply when the material sent contains a general message aimed at all that receive it rather than a personal message aimed at a particular individual.

Standard Mail pieces can be sent for as little as \$0.120 cents each (for Saturation DDU rates), weighing up to 16 ounces. However, the delivery time for Standard Mail is 3-10 days.

◆ **Letters, Flats or Postcards**

The type of piece you are submitting will affect the rates and presort options for your mailing. Your mailing piece may be a letter (small envelope or brochure), flat (catalog or larger item), postcard or publication (magazine or periodical).

Letters can be mailed as First-Class, Periodicals or Standard, and are a common type of mailing piece. Letters can be up to .25 inches thick, and up to 11.5 inches long.

Flats can also be mailed as First-Class, Periodicals or Standard, and are distinguished by their larger size and weight. These pieces can be up to .75 inches thick, and up to 15 inches in length.

Postcards qualify for First-Class rates only, starting as low as \$0.170. Postcard-size pieces sent via Standard Mail are classified as letters.

◆ **Machinable or Nonmachinable**

First-Class and Standard Mail sorts include two different mailing classifications: machinable and nonmachinable. Machinable mail pieces can be sorted by mail processing equipment and can qualify for carrier route, automation or presorted rates. Nonmachinable pieces cannot be processed due to size, weight, or other characteristics and are subject to a surcharge. Nonmachinable pieces can only qualify for presorted rates. This guide will only cover both machinable and nonmachinable classifications, starting with Standard class rates on page 7.

◆ **Automation or Presorted**

Automation is a mailing option for pieces with valid addressing and delivery point barcodes (DPBC). Automation mail requires Address Correction certification* and is prepared according to automation presort guidelines.

*Any mailing using automation or carrier route rates must document that the list was coded with software certified to CASS (Coding Accuracy Support System) standards. One such product is the Bulk Mailer 5 Address Correction add-on. Throughout this document, we will use the phrase *Address Correction-certified* to refer to CASS-certified software or CASS certification. For more details, please see *Using Address Correction* on page 28.

Presorted mail is neither Address Correction-certified nor barcoded.

◆ **Trays or Sacks**

Trays come in three different sizes:

- 1-foot long (actual size is 10-¼ inches)
- 2-foot long (actual size is 21 inches)
- Extended Managed Mail (EMM). These trays measure 21-¾ inches long by 11-½ inches wide by 6-1/8 inches high, and are designed for taller letters.

and are used for First-Class and automation mail. A full tray is one that is filled with faced, upright pieces to at least ¾ of its length. Each tray must be physically filled to capacity before filling the next tray.

Sacks can weigh up to 70 pounds, and are typically used for presorted mail and for Standard and Periodicals flats.

◆ **Packaging**

Packaging is the step of bundling your mail with rubber bands. Certain USPS presort options require packaging.

◆ **Payment Methods**

Imprint is one form of postage payment. Using an imprint requires a special permit fee and means you pay the full postage amount at the time you submit the mail.

Meter is another option for paying the postage amount. Since some forms of presorting require differing amounts of postage per piece, you may meter each piece with the minimum amount and pay the difference when you submit the mail. Alternatively, if you know the exact amount of each piece, you can use the meter to apply this amount.

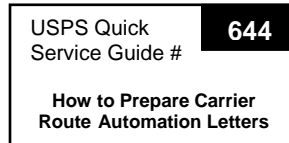
Stamps are another form of payment method. In this case, you purchase stamps in advance to apply to each mailing piece. The stamps are a set amount and you pay the difference in required postage, if any, when you submit the mail.

◆ **Destination Entry Discounts**

Mailers can earn additional discounts on Periodicals and Standard mailings when their list contains addresses served by a particular delivery unit. Mailers must properly prepare their mailing and take it to the appropriate **Destination Bulk Mail Center (DBMC)**, **Destination Sectional Center Facility (DSCF)**, **Destination Delivery Unit (DDU)**, or **Destination Area Distribution Center (DADC)**. BMC, SCF and DDU discounts are available for Standard Mail, while SCF, DDU and ADC discounts can be used with Periodicals. Pieces delivered to these facilities, addressed for delivery within that service area (ZIP code range) and properly sacked or trayed can qualify for these extra discounts. These additional discounts can be up to \$0.021 for each piece.

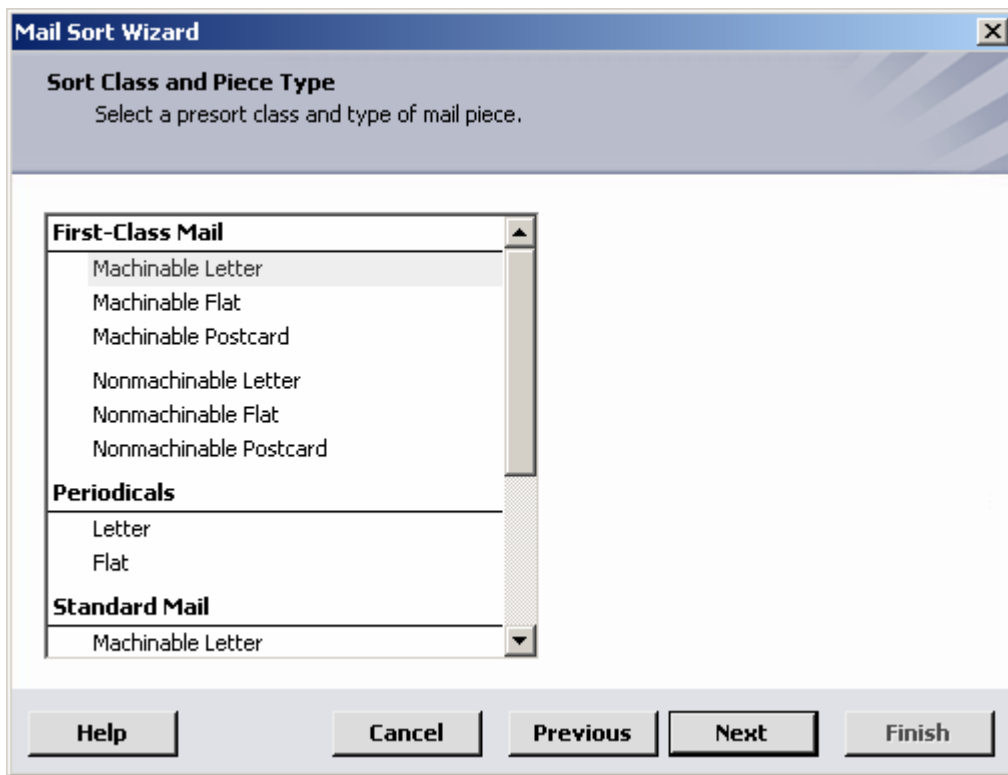
◆ **USPS Quick Service Guides**

The USPS publishes illustrated and concise **Quick Service Guides** for each type of mail preparation. These guides are available from your postal business center. Throughout this booklet, references will be made to the appropriate guide for the mailing type being discussed.



Using Bulk Mailer 5 as a Planner

Bulk Mailer 5, the address management program by Satori Software, has several options that can help you plan your mailing. The Mail Sort Wizard allows you to define and set up the type of mailing you are planning.



The Bulk Mailer 5 Sort Class and Piece Type setup

By filling in the mail sort options, you can create a **Postage Statement Form (3600, 3602 or 3541)** that details the postage costs for the mailing. By using several different

sets of presort options, you can examine which method of mailing will save you the most money before you begin.

Bulk Mailer 5 lets you choose all the preferred mail sort settings for you bulk mailing including class/type, sort levels and other options such as the preparation settings for payment, piece dimensions, thickness, weight, and origin ZIP code. If necessary, you can also select the minimum pieces per tray as well as any entry point discounts for which your mailing qualifies.

After Bulk Mailer 5 sorts your mail, you can print all required presort reports. These reports, along with other features such as optional endorsement lines and package spacer labels, make the packaging and sacking (or traying) of your mailing as simple as possible.

The section titled *Using Bulk Mailer 5* will provide more information about using the software. See *Using Bulk Mailer 5* on page 23.

Standard Mail

Standard Mail is printed material such as circulars, pamphlets, catalogs, newsletters and direct mail weighing less than one pound. The mailing pieces – which may be classified as letters or flats – contain a general message aimed to all recipients.

Standard Mail includes the following presort options – automation, presorted (both machinable and nonmachinable) and carrier route. Paying an annual fee authorizes you to mail at bulk rates and provides a mailing permit number valid for one year.

Business Bulk Mailers (BBM) pay regular discounted rates, while nonprofit mailers – which require a separate authorization – can take advantage of lower nonprofit rates.

Bulk Mailer 5 automates the presorting and preparation of your Standard Mail. Addresses will be printed in presorted order, the Qualification Report will detail how the mail must be grouped and packaged, and a USPS-approved facsimile of the 3602 Form can be printed to submit with your mailing. Additional features, such as automatically printing the endorsement line and package spacer labels, make the complete process easy for anyone to do.

General Requirements

Standard mailings require the following:

- A minimum of 200 pieces or 50 lbs:
- Pieces belong to the same processing category of letters or flats.
- Mail must be deposited at a Bulk Mail Acceptance Unit.

- Mail must meet specific packaging and sacking/traying requirements. (This requires presorting your mail into various ZIP code groups, then sorting into mailing sacks/trays, which are labeled to specific postal destinations.)

Additional discounts are available if you present your mail in an automation format. This involves the use of Address Correction-certified software, barcoding and appropriate presorting, all of which Bulk Mailer 5 does seamlessly.

◆ **Rates**

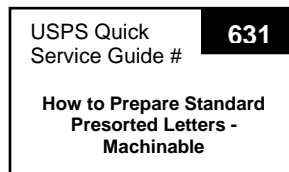
The current Standard letter rates (letters 3.3 oz. or less, plus eligible entry-point discounts) are as follows and are subject to change. Contact your local postal service for updated information.

	<u>Profit</u>	<u>Nonprofit</u>
Basic Presorted:	\$0.268	\$0.165
DBMC	\$0.247	\$0.144
DSCF	\$0.242	\$0.139
3/5 Presorted:	\$0.248	\$0.153
DBMC:	\$0.227	\$0.132
DSCF:	\$0.222	\$0.127
Mixed AADC Automation:	\$0.219	\$0.144
DBMC	\$0.198	\$0.123
AADC Automation:	\$0.212	\$0.136
DBMC	\$0.191	\$0.115
DSCF	\$0.186	\$0.110
3-Digit Automation:	\$0.203	\$0.129
DBMC:	\$0.182	\$0.108
DSCF:	\$0.177	\$0.103
5-Digit Automation:	\$0.190	\$0.114
DBMC:	\$0.169	\$0.093
DSCF:	\$0.164	\$0.088
Basic Carrier Route:	\$0.194	\$0.126
DBMC:	\$0.173	\$0.105
DSCF:	\$0.168	\$0.100
DDU:	\$0.162	\$0.094
Auto Carrier Route:	\$0.171	\$0.111
DBMC:	\$0.150	\$0.090
DSCF:	\$0.145	\$0.085
DDU:	\$0.139	\$0.079
High Density	\$0.164	\$0.102
DBMC:	\$0.143	\$0.081
DSCF:	\$0.138	\$0.076
DDU:	\$0.132	\$0.070

Saturation	\$0.152	\$0.095
DBMC:	\$0.131	\$0.074
DSCF:	\$0.126	\$0.069
DDU:	\$0.120	\$0.063

Presorted Letters (Machinable)

For full details on this presort, request the DMM Quick Service Guide #631.



Machinable presorted letters meeting eligibility standards (150 or more to a 3-digit area) may be prepared in 5-digit or 3-digit trays and are eligible for 3/5 rates. The Basic rate is applied for SCF 3-digit trays that do not meet the 150-piece minimum. Packaging is not permitted except for mailings of postcard-size pieces and for pieces placed in less-than-full 3-digit or mixed AADC trays.

These rates require 10 or more pieces in 5-digit groups (all pieces within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces to an Automated Area Distribution Center (AADC). An AADC is a facility that receives and distributes mail destined for specific ZIP codes, using multiline optical character readers, barcode sorters, and other mail-processing equipment. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed AADC packages.

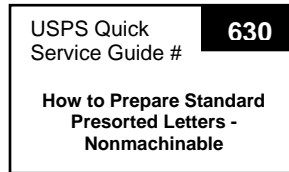
Piece rates are based on the tray in which pieces are placed.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Letters; Classification: Machinable; Option: Presorted. If you deposit your mail at a DBMC or DSCF, choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which packages go into which trays. The PS Form 3602 will detail the qualifying pieces and rates.

Presorted Letters (Nonmachinable)

For full details on this presort, request the DMM Quick Service Guide #630.



Mail preparation for nonmachinable presorted letters involves packaging and traying according to basic postal 3/5-digit requirements. You are eligible for Basic and 3/5 Presort rates, which include a \$0.04 surcharge. You may also qualify for additional DSCF or DBMC discounts.

These rates require 10 or more pieces in 5-digit groups (all pieces within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces to an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

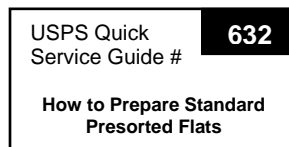
Generally your mail will be a combination of these groups. For example, your list may not have enough pieces to qualify for a 3/5 presort. However, if you have enough pieces to qualify for one 5-digit or 3-digit tray, it is worth mailing it at one of those rates.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Letters; Classification: Nonmachinable; Option: Presorted. If you deposit your mail at a DBMC or DSCF, choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see the traying sequence for your pieces. The PS Form 3602 will detail the qualifying pieces and rates.

Presorted Flats

For full details on this presort, request the DMM Quick Service Guide #632.



These rates require 10 or more pieces in 5-digit groups (all pieces within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces to an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be in Mixed AADC packages.

Generally your mail will be a combination of these groups. For example, your list may not have enough pieces to qualify for a 3/5 presort. However, if you have enough pieces to qualify for one 5-digit or 3-digit tray, it is worth sending that tray at one of those rates.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Flats; Classification: Machinable; Option: Presorted. If you deposit your mail at a DBMC or DSCF, then choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which packages go in which sacks. The PS Form **3602** will detail the qualifying pieces and rates. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

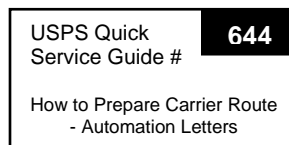
NOTE: Nonmachinable presorted flats are subject to a residual shape surcharge of \$0.23.

Automation Letters

Automation letters consist of Address Correction-certified lists with 100 percent DPBC accuracy. This type of mail is placed in trays and packaging is not permitted except for mailings of postcard-size pieces and for pieces placed in overflow or less-than-full trays. You are eligible for Automation Carrier Route, 5-digit, 3-digit, and Basic rates. You may also qualify for DSCF or DBMC discounts.

◆ Carrier Route Letters

For full details on this presort, request DMM Quick Service Guide #644.



Automation Carrier Route pieces must be submitted as a separate mailing and must include at least one full tray. To qualify for a Carrier Route Tray all pieces must be delivered to the same qualifying Carrier Route. Otherwise pieces will be moved to Carrier Route 5-digit. All pieces that are included in this sort level will receive Carrier Route Basic Letter rates.

Full carrier route trays must be prepared followed by 5-digit Carrier Route trays with remaining pieces grouped (using separator cards) by carrier route. The 5-digit trays may be less than full, and all pieces may be claimed at the Automation Basic rate.

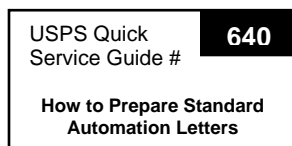
To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Letters; Classification: Machinable; Option: Enhanced Carrier Route (Auto). If you deposit your mail at a DBMC, DSCF, or DDU, you should choose the corresponding entry point in the Mail Sort Discounts window. Please note that it is difficult to qualify for the Carrier Route (Auto) rate. The Carrier

Route Indicator field—contained in the USPS City State Product—determines whether a particular address is eligible for this rate. This rate is not determined by the post office from where the mailing is sent or received. Please see DMM reference E640.2.3 for more information.

Use the Qualification Report to see which pieces go in which trays. The PS Form 3602 will detail the qualifying pieces and rates.

◆ **Regular Automation Letters**

For full details on this presort, request DMM Quick Service Guide #640.



Automation (3/5) consists of 5-digit trays with at least 150 pieces to the same 5-digit ZIP code, 150 pieces to the same 3-digit ZIP code/scheme destination*, and 150 pieces to the same AADC. In all of the above, one overflow tray is permitted per destination. The residual pieces are grouped by AADC and placed in Mixed AADC trays. One less-than-full Mixed AADC tray is permitted.

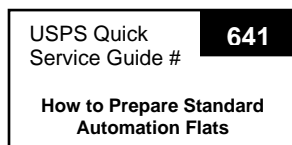
* After all full trays are prepared, one less-than-full tray must be prepared for any remaining pieces for each 3-digit ZIP code/scheme of the SCF-serving post office.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Letters; Classification: Machinable; Option: Automation. If you deposit your mail at a DBMC or DSCF, choose the corresponding entry point in the Mail Sort Discounts window.

Use the Presort Report to see which pieces go in which trays. The PS Form 3602 will detail the qualifying pieces and rates.

Automation Flats

For full details on this presort, request the DMM Quick Service Guide #641.



Automation flats mail consists of Address Correction-certified pieces with 100 percent DPBC accuracy. This type of mail involves packaging and sacking according to basic postal 3/5-digit requirements. You are eligible for 3/5 barcoded and Basic barcoded rate.

The type of package, not the type of sack, calculates rates. You may also qualify for additional DSCF or DBMC discounts.

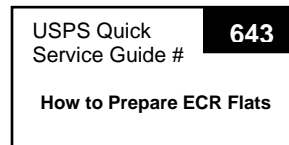
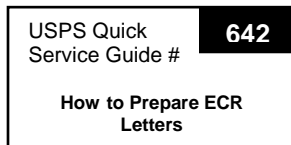
These rates require 10 or more pieces in 5-digit groups (all within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces of an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Periodicals; Type: Flats; Classification: Machinable; Option: Automation. If you deposit your mail at a DBMC or DSCF, then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Presort Report to see which pieces go in which sacks. The PS Form 3602 will detail the qualifying pieces and rates. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

Carrier Route

For full details on this presort, request DMM Quick Service Guide #642 for letters and #643 for flats.



A carrier route is the street or area to which a letter carrier delivers the mail. The USPS offers a higher discount rate for pieces that qualify for a carrier route sort because of the greater geographic density of this type of mailing.

If a large portion of your mailing is in concentrated areas, you may qualify for the carrier route discounts. You may also qualify for additional DSCF, DBMC, or DDU discounts, depending on where the mailing is deposited.

Like all Bulk Mail, there is a 200-piece or 50-pound minimum for this type of mailing. Only groups with 10 or more pieces to the same carrier route may qualify. Letters and flats are presorted in the same manner except that letters are trayed and flats are sacked.

There are three carrier route subcategories, Basic, High Density and Saturation. Basic Carrier Route mailings include pieces to a carrier route presorted into ZIP+4 sequence and then presorted by the assigned Line-of-Travel or Walk Sequence code. High Density mailings require 125 or more pieces to a single carrier route and must be presorted by Walk Sequence code. Saturation rates may be claimed if pieces are addressed to at least 90 percent of the total active residential deliveries per carrier route, or for at least 75 percent of the total active deliveries per route. These pieces must also be sorted into Walk Sequence. (Please note that Bulk mailer 5 does not produce WS numbers. To qualify for Walk Sequence mailings you must obtain these numbers from an outside vendor.)

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Letters; Option: Enhanced Carrier Route. If you deposit your mail at a DBMC, DSCF, or DDU then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which packages go in which sacks. The PS Form 3602 will detail the qualifying pieces and rates.

First-Class Mail

First-Class Mail is the most expedient form of mail, and it can be discounted if presorted or presented in the automation format. There is also a special First-Class Mail carrier route rate.

Presorted First-Class Mail requires an annual fee entitling you to First-Class presorted rates. Upon payment of this fee, you are assigned a mailing permit number valid for one year.

Bulk Mailer 5 can automate the presorting and preparation of your First-Class Mail. The Qualification Report details how the mail must be grouped and packaged, and a USPS approved facsimile of the PS Form 3600 is printed to submit with your mailing. Additionally, Bulk Mailer 5 will automatically print the endorsement line and package spacer labels to streamline preparation.

General Requirements

Each First-Class presorted mailing requires a minimum of 500 pieces. All pieces should belong to the same processing category such as letters, flats, or machinable parcels (check with the post office for machinable dimensions). All the envelopes or cards in a Presort mailing must be endorsed “Presorted First Class,” including both the qualifying mail and the residual mail.

First-Class Mail may not be dropped off at a regular Post Office. Contact your local postal representative if you have any questions about where FCM is accepted.

To qualify for presorted rates, your mail needs to meet specific packaging and traying requirements. This involves presorting your mail into various ZIP code groups. Then, your mail is sorted into mailing trays that are labeled to specific postal destinations.

Additional discounts are available if you can present your mail in automation or carrier route formats. This involves the use of Address Correction-certified ZIP+4 and barcoding methods.

◆ **Rates**

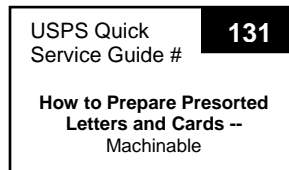
The current First-Class rates are as follows, and are subject to change. Contact your local postal service for updated information.

	<u>First oz</u>	<u>Post cards</u>
Carrier Route Letter:	\$0.275	\$0.170
5-Digit Automation Letter:	\$0.278	\$0.176
3-Digit Automation Letter:	\$0.292	\$0.183
AADC Letter:	\$0.301	\$0.187
5-Digit Automation Flat:	\$0.302	--
Mixed AADC Letter:	\$0.309	\$0.194
3-Digit Automation Flat:	\$0.322	--
ADC Flat:	\$0.333	--
Mixed ADC Flat:	\$0.341	--
Presorted Letter:	\$0.352	\$0.212

Any mailing presenting automation rates (ZIP+4 or barcoded ZIP+4) must document that the mail list was coded using Address Correction-certified software. Bulk Mailer 5 produces the PS Form 3553 to meet this requirement.

Presorted Letters (Machinable)

For full details on this presort, request Quick Service Guide #131.



Machinable mail requires packaging and traying according to postal 3/5 presort requirements. In this type of presort you are eligible only for the Presorted rates.

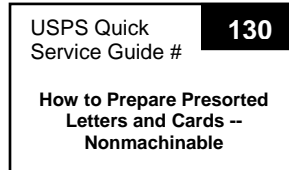
These rates require 5-digit (pieces within a 5-digit ZIP code), 3-digit (pieces within a group of ZIPs with the same 3-digit prefix), AADC (pieces within the ZIP range of an Automated Area Distribution Center), and Mixed AADC (all leftover mail). All 5-Digit, 3-Digit and AADC Trays must be full and only one less-than-full Mixed AADC tray is permitted.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: First-Class, Type: Letters, Classification: Machinable; Option: Presorted. (There are no entry point discounts for First-Class Mail.)

Use the Qualification Report to see which packages go in which trays. The Postage Statement will detail the qualifying pieces and rates.

Presorted Letters (Nonmachinable)

For full details on this presort, request DMM Quick Service Guide #130.



Nonautomation mail requires packaging and traying according to postal 3/5 presort requirements. In this type of presort you are eligible only for the Presorted rates.

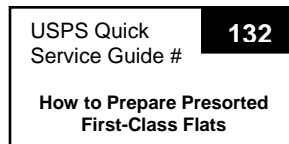
These rates require 5-digit (10 or more pieces within a 5-digit ZIP code), 3-digit (10 or more pieces within a group of ZIPs with the same 3-digit prefix), ADC (10 or more pieces within the ZIP range of an Area Distribution Center), and Mixed ADC (all leftover mail).

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: First-Class, Type: Letters, Classification: Nonmachinable; Option: Presorted. (There are no entry point discounts in FCM.)

Use the Qualification Report to see which packages go in which trays, and the Postage Statement will detail the qualifying pieces and rates.

Presorted Flats

For full details on this presort, request the DMM Quick Service Guide #132.



This presort includes 10 or more pieces in 5-digit groups (all pieces within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces of an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

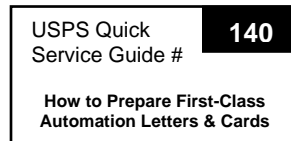
First-Class flats prepared as presorted mail are unique because they are trayed and not sacked. A full tray contains at least a single stack of pieces lying flat that reaches the bottom of the handholds.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: First-Class, Type: Flats, Classification: Machinable; Option: Presorted.

Use the Qualification Report to see which packages go in which trays. The PS Form 3600 will detail the qualifying pieces and rates. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

Automation Letters

For full details on this presort, request DMM Quick Service Guide #140.



First-Class automation letters consist of Address Correction-certified lists with 100 percent DPBC accuracy. This type of mail is placed in trays and requires no packaging. You are eligible for Automation Carrier Route, 5-digit, 3-digit, AADC, and Mixed AADC rates.

If a large portion of your list is in concentrated areas, you may qualify for carrier route rates. Although there is not a carrier route sort level option, qualifying pieces can be included in your automation mailing.

In order to prepare mail for carrier routes, there must be at least 10 or more pieces to a single carrier route. Full carrier route trays must be prepared followed by 5-digit Carrier Route trays, with remaining pieces grouped (using separator cards in full trays and banding material in less-than-full trays) by carrier route. The 5-digit trays may be less than full, and all pieces may be claimed at the carrier route rate. Packages can also be grouped in to 3-digit Carrier Route trays. These optional trays must contain at least one 10-piece carrier route package for each of two or more 5-digit areas.

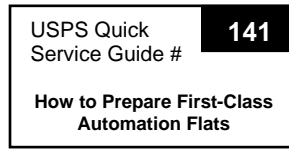
Next prepare the 3/5 qualifying automation pieces which consists of 5-digit trays with at least 150 pieces to the same 5-digit ZIP code, 150 pieces to the same 3-digit ZIP code/scheme destination*, and 150 pieces to the same AADC. In all of the above, one overflow tray is permitted per destination. The residual pieces are grouped by AADC and placed in Mixed AADC trays. Only one less-than-full Mixed AADC tray is permitted.

* After all full trays are prepared, one less-than-full tray must be prepared for any remaining pieces for each 3-digit ZIP code/scheme of the SCF serving post office.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: First-Class; Type: Letters; Classification: Machinable; Option: Automation or Carrier Route.

Automation Flats

For full details on this presort, request Quick Service Guide #141.



First-Class Automation flats must be Address Correction-certified with 100 percent DPBC accuracy. This type of mail requires packaging and traying according to basic 3/5-digit requirements. You are eligible for 5-digit, 3-digit, ADC, and Mixed ADC rates. The type of package and not the type of tray calculates the rates.

These rates require 10 or more pieces in 5-digit groups (all within a 5-digit ZIP code), 10 or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and 10 or more pieces to an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Standard; Type: Flats; Classification: Machinable; Option: Automation.

Use the Qualification Report to see which pieces go in which trays and the PS Form 3600 will detail the qualifying pieces and rates.

Periodicals

Periodicals (formerly Second-Class Mail) are publications (e.g. magazines or newspapers) issued regularly on a stated frequency (at least four times/year). General publications must be issued for the purpose of disseminating information of a public character or be devoted to literature, the sciences, art or some special industry. The publication must also meet the circulation standards found in section E212.1.2 of the Domestic Mail Manual.

There are two rate categories for Periodicals: nonautomation and automation. Nonautomation rates apply to pieces claimed at the 5-digit, 3-digit and basic rates. For carrier route rates, addresses must be matched to current carrier route data using Address Correction-certified software. Additional discounts apply to letters and flats presented in an automation format. This requires the use of Address Correction certification, ZIP+4 sequencing and barcoding. See *Using Address Correction* on page 28.

There are several different publication categories for Periodicals mailings, including Institutions and Societies, State Departments of Agriculture, and News Agent Registry.

Mailers must apply for the appropriate mailing privileges and pay the specified fees. Those mailers who qualify for News Agent Registry may apply at a discounted price.

There are four Periodicals subclasses: General Publications, which pay regular rates, while Nonprofit, Classroom, and Science-of-Agriculture (which require separate authorization) can take advantage of even lower rates.

General Requirements

Periodicals do not have a minimum piece or weight requirement. However, publishers must keep records to show that the publication is distributed to a legitimate list of requesters or subscribers.

Periodicals may not be dropped at a regular post office. Contact your local USPS specialist if you have any questions about where this type of mail is accepted.

To qualify for Periodicals rates, your mail must meet specific packaging and sacking/traying requirements.

Finally, additional discounts are available if you present your mail in an automation format. This requires the use of Address Correction software, ZIP+4 sequencing and barcoding. See *Using Address Correction* on page 28.

◆ Rates

Rates are calculated much differently in Periodicals than in other presorted mailings. There are numerous rate categories and discounts for each subclass. These include Out-of-County Pound and Piece rates, In-County Pound and Piece rates, Advertising rates, Nonadvertising adjustments, Delivery Office Zone Pieces and SCF Zone Pieces. All of these rates can be combined to maximize presort discounts.

Out-of-County Pound rates are assessed on all pieces in a mailing based on the zone to which they are being mailed. Out-of-County Pound rates calculated for the advertising portion of the mailing are the same for all Periodicals subclasses. They are as follows:

<u>Zone</u>	<u>Excluding Science-of-Agriculture</u>	<u>Science-of-Agriculture</u>
DDU	\$0.158	\$0.119
DSCF	\$0.203	\$0.152
DADC	\$0.223	\$0.167
1&2	\$0.248	\$0.186
3	\$0.267	\$0.267
4	\$0.315	\$0.315
5	\$0.389	\$0.389
6	\$0.466	\$0.466
7	\$0.559	\$0.559
8	\$0.638	\$0.638

Pound Rates for the nonadvertising portion of the Out-Of-County pieces are \$0.193 per pound.

The rest of the rate categories are divided by subclass. The following shows examples of rates.

Out-Of-County Piece rates:

<u>Zone</u>	<u>Nonautomation</u>	<u>Automation Letters</u>	<u>Automation Flats</u>
Basic	\$0.373	\$0.281	\$0.325
3-Digit ZIP+4	\$0.324	\$0.249	\$0.283
5-Digit ZIP+4	\$0.256	\$0.195	\$0.226
Basic Carrier Route	\$0.163	--	--
High Density CR	\$0.131	--	--
Saturation CR	\$0.112	--	--

The nonadvertising adjustment for each 1 percent of nonadvertising content is \$0.00074.

For each addressed piece claimed in the pound-rate portion at the Destination Delivery Unit, the discount is \$0.018.

For each addressed piece claimed in the pound-rate portion at the SCF Zone Rate, the discount is \$0.008.

For each addressed piece claimed in the pound-rate portion at the ADC Zone Rate, the discount is \$0.002.

In-County Rates apply to all pieces mailed to the ZIP code ranges of the mailer's county. ZIP code range information can be obtained from the Business Center. The In-County pound rates are:

<u>Zone</u>	<u>Rates</u>
DDU	\$0.112
None	\$0.146

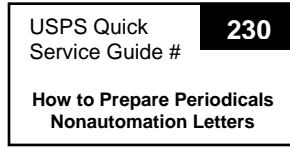
The In-County Piece rates are:

<u>Zone</u>	<u>Nonautomation</u>	<u>Automation Letters</u>	<u>Automation Flats</u>
Basic	\$0.106	\$0.050	\$0.077
3-Digit ZIP+4	\$0.097	\$0.048	\$0.073
5-Digit ZIP+4	\$0.087	\$0.046	\$0.067
Basic Carrier Route	\$0.050	--	--
High Density CR	\$0.034	--	--
Saturation CR	\$0.028	--	--

For each addressed piece claimed in the pound-rate portion at the Destination Delivery Unit, the discount is \$0.006.

Nonautomation Letters

For full details on this presort, request Quick Service Guide #230.



Periodicals nonautomation letters require packaging and traying according to postal carrier route and 3/5-digit requirements. Carrier route preparation is optional; but unlike Standard mail preparation, carrier route pieces are included in the mailing and reported on one mailing statement.

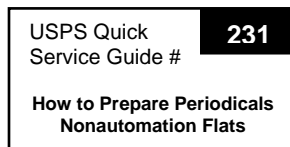
These rates require six or more pieces in a carrier route, six or more 5-digit groups (all pieces within a 5-digit ZIP code), six or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix), six or more in ADC groups (all pieces within the ZIP code range of an Area Distribution Center) and Mixed ADC (all leftover mail).

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Periodicals, Type: Letters, Option: Presorted. If you deposit your mail at a DBMC, DSCF, or DDU then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which packages go in which trays. The Postal Summary Report will detail the qualifying pieces and rates to help you fill out the PS Form 3541. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

Nonautomation Flats

For full details on this presort, request Quick Service Guide #231.



Periodicals nonautomation flats require packaging and sacking according to postal carrier route and 3/5-digit requirements. Carrier route preparation is optional; but unlike Standard mail preparation, the carrier route pieces are included in the mailing and reported on one mailing statement.

This presort includes six or more pieces in carrier route groups, six or more in 5-digit groups (all pieces within a 5-digit ZIP code), six or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix), and six or more pieces to an ADC. Fewer

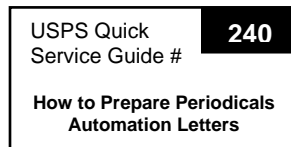
pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Periodicals; Type: Flats; Option: Presorted. If you deposit your mail at a DBMC, DSCF, or DDU then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which packages go in which sacks. The Postal Summary Report will detail the qualifying pieces and rates to help you fill out the PS Form 3541. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

Automation Letters

For this presort, request the DMM Quick Service Guide #240.



Automation mail is comprised of Address Correction-certified lists with 100 percent barcoded pieces. This type of mail may consist of 5-digit trays (with at least 150 pieces to the same 5-digit ZIP code), unique 3-digit trays (with at least 150 pieces to the same unique ZIP codes), 150 pieces to the same 3-digit ZIP code/scheme destination*, and 150 pieces to the same AADC.

*After all full trays are prepared, one less-than-full tray must be prepared for any remaining pieces for each 3-digit ZIP code/scheme of the SCF-serving post office.

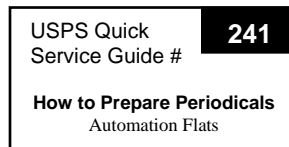
In all of the above, one overflow tray is permitted per destination. The residual pieces are grouped by AADC and placed in Mixed AADC trays. Only one less-than-full Mixed AADC tray is permitted.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Periodicals, Type: Letters, Option: Automation. If you deposit your mail at a DBMC or DSCF, then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which pieces go in which trays. The Postal Summary Report will detail the qualifying pieces and rates to help you fill out the PS Form 3541. The optional endorsement line eliminates the need to manually apply the pressure sensitive adhesive labels supplied by the postal service.

Automation Flats

For full details on this presort, request DMM Quick Service Guide #241.



Automation flats are Address Correction-certified with 100 percent DPBC accuracy. This type of mail requires packaging and sacking according to postal 3/5-digit requirements. You are eligible for 3/5-barcoded and Basic barcoded rate. The type of package, not the type of sack, calculates rates. You may also qualify for additional DSCF or DBMC discounts.

These rates require six or more pieces in 5-digit groups (all within a 5-digit ZIP code), six or more in 3-digit groups (all within a group of ZIPs with the same 3-digit prefix) and six or more pieces to an ADC. Fewer pieces in these categories are not permitted. Any remaining pieces must be packaged in Mixed ADC packages.

To achieve the best possible discounts across the board, in Bulk Mailer 5, your mail sort should be set for Class: Periodicals; Type: Flats; Option: Automation. If you deposit your mail at a DBMC or DSCF, then you should choose the corresponding entry point in the Mail Sort Discounts window.

Use the Qualification Report to see which pieces go in which sacks. The Postal Summary Report will detail the qualifying pieces and rates and give you the information necessary for the PS Form 3541. The optional endorsement line feature eliminates the need to manually apply to each package the pressure sensitive adhesive labels supplied by the postal service.

Using Bulk Mailer 5

Bulk Mailer 5 is an address management program developed by Satori Software. Bulk Mailer 5 automates many aspects of mail preparation and helps you evaluate the least expensive way to send it.

In many cases, if your addresses have proper ZIP+4 data, Automation mailings will be the least expensive option. The Bulk Mailer 5 Address Correction add-on – which is certified by the USPS – adds the correct ZIP+4 data to your addresses. See *Using Address Correction* on page 28.

◆ **The Mail Sort Wizard**

The options in the Mail Sort Wizard define the specifics of your planned mailing. These include which class of mail you wish to use, the weight of the piece, the presort options, your payment method and whether you will be using entry-point discounts. Bulk Mailer 5 simplifies the sorting process by streamlining each of these steps within the wizard.

Use the **Sort Class and Piece Type** screen to choose which class of mail you are addressing, choosing from the available combinations of class, piece, and classifications (machinable or nonmachinable).

Next, use the **Mail Piece Information** screen to enter the dimensions and weight of your mail piece. (Ensure that the Weight and Thickness are as accurate as possible, as these will determine how the pieces are trayed/sacked.) Next, on the **Sorting Preparation** screen, choose the mailing method that best matches your list and needs. The following list includes all the options in Bulk Mailer 5, from the least to the most expensive.

- Enhanced Carrier Route/Walk Sequence
- Enhanced Carrier Route/Automation
- Enhanced Carrier Route/LOT
- Automation
- Presorted

If your list is not Address Correction-certified, choose the Presorted option.

Additional savings occur when you qualify for Entry Point discounts. If you deposit your mail at a Destination Bulk Mail Center (DBMC), Destination Sectional Center Facility (DSCF), Area Distribution Center (ADC), or Destination Delivery Unit (DDU), and you have enough pieces whose destination is within the delivery area of that facility, then you qualify for Entry Point discounts.

Your local postal representative will be able to tell you which entry point discount to enter in the **Mail Sort Discounts** window. Once you have finished entering all of your presort information, the **Mail Sort Wizard Summary** screen appears. Click Next to begin the Mail Sort process.

For a step-by-step tour, download the Bulk Mailer 5 Walkthrough guide from the following location:

<http://www.satorisoftware.com/US/support/Downloads.asp>

◆ **Other Sorting Considerations**

There are also practical issues you may wish to consider in choosing your presort options.

For example, barcoding offers low postal rates, yet they print slowly with standard printers because of their graphical nature. However, Bulk Mailer 5 supports several brands of high-speed address printers. These include high-speed dot-matrix printers and direct-impression inkjet printers.

High-speed address printers can print barcoded addresses at speeds of 34,000 records per hour.

Another consideration is the carrier route option. These rates are the lowest available, however the Address Correction requirements are more stringent. Carrier route mailings must be certified within 90 days of the mailing date, while Automation mailings require certification every six months*.

Once you have determined how you plan to prepare your mailing, use Bulk Mailer 5 to enter your choices in each screen of the Mail Sort Wizard. When finished, you can print a Postage Statement (for First-Class and Standard) or Postage Summary (for Periodicals and Nonprofit) report. These reports will show you how much the mailing will cost, based upon the mail sort options you have selected.

By running these reports using several different settings, you can compare the results to determine the least expensive way to send your mail.

*This rule applies to mailing lists with very few changes. Any changes or additions made to a mailing list must be sent at the Basic or First-Class single piece rate.

◆ The Postage Statement

Here is the PS Form 3602-R, which is printed for Standard machinable profit mailings:

United States Postal Service				Post Office: Note Mail Arrival Time	
Postage Statement — Standard Mail Letters and Flats					
Permit Imprint					
For pieces subject to the residual shape surcharge, use Form 3602-RS.					
Mailler Information	Permit Holder's Name and Address and Email Address if Any	Telephone (206) 555-6363	Name and Address of Mailing Agent (if other than permit holder)	Telephone	Name and Address of Individual or Organization for Which Mailing Is Prepared (if other than permit holder)
	Smith's Fine Furniture 245 Main St. Seattle, WA 98121				
Mailin'g Info.	Post Office of Mailing	Processing Category (DMM C050)	Mailing Date	Federal Agency Cost Code	Statement Seq. No.
	98121	<input checked="" type="checkbox"/> Letters <input type="checkbox"/> Flats <input type="checkbox"/> Automation flats (DMM C820)	Feb 20, 2002		
Postage Computation (DMM P013)	Permit No.	Weight of a Single Piece	Total Pieces	No. of Containers	
		0.0063 pounds	3407	1' Trays: 14 2' Trays: 3	
Postage Computation (DMM P013)	For Automation Letters and Flats			Total From Part A (On reverse)	
				349,376	
Postage Computation (DMM P013)	For Presorted Letters and Flats			Total From Part B (On reverse)	
				69,897	
Postage Computation (DMM P013)	For Enhanced Carrier Route (ECR) Pieces	Sequencing Date:	Total From Part C (On reverse)		242,436
	For All Other Pieces		Total From Part D (On reverse)		
Postage Computation (DMM P013)	Postmaster: Report total postage in AIC 130.			Total Postage (Add lines above) →	
				661.71	
Certification	Postmaster: Report total adjusted postage in AIC 130.			Total Adjusted Postage (Add additional postage to total postage) →	
Certification	<p>The signature of a mailer certifies that he or she will be liable for and agrees to pay, subject to appeals prescribed by postal laws and regulations, any revenue deficiencies assessed on this mailing. (If this form is signed by an agent, the agent certifies that he or she is authorized to sign this statement, that the certification binds the agent and the mailer, and that both the mailer and the agent will be liable for and agree to pay any deficiencies.)</p> <p>I hereby certify that all information furnished on this form is accurate, truthful and complete; that this mailing meets all applicable CASS/MASS standards including but not limited to those for completion of PS Form 3553 and address and barcode accuracy; that the material presented qualifies for the rates of postage claimed; and that this mailing does not contain any hazardous materials prohibited by postal regulations.</p> <p>I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).</p>				
	<p><input type="checkbox"/> For Enclosed Reply Pieces (Automation rates only): I certify that any letter-size cards or envelopes enclosed in the pieces described above bear the correct facing identification mark (FIM) and barcode and meet automation compatibility standards in DMM C810.</p> <p><input type="checkbox"/> For ZIP Codes (Presorted rates only): I certify that the ZIP Codes appearing on the pieces described above have been verified and corrected where necessary within 12 months of the date of this mailing using a USPS-approved method.</p>				
USPS Use Only	Signature of Permit Holder or Agent (Both principal and agent are liable for any postage deficiency incurred.)				Telephone
USPS Use Only	Weight of a Single Piece	Are figures at left adjusted from mailer's entries? <input type="checkbox"/> Yes <input type="checkbox"/> No			
	0 pounds				
USPS Use Only	Total Pieces	Total Weight	If "Yes," Reason		
USPS Use Only	Total Postage				Round Stamp (Required)
USPS Use Only	Check One (if applicable)		Date Mailing Notified	Contact	By (Initials)
	<input type="checkbox"/> Presort Verification Not Scheduled <input type="checkbox"/> Presort Verification Performed as Scheduled				
USPS Use Only	I CERTIFY that this mailing has been inspected concerning: (1) eligibility for postage rate claimed; (2) proper preparation (and presort where required); (3) proper completion of postage statement; and (4) payment of required annual fee.				
	Verifying Employee's Signature	Verifying Employee's Name	Time	AM PM	

◆ Presorting And Printing Labels

Bulk Mailer 5 will sort your addresses according to the selections you make in the Presort Setup Window. Once presorted, Bulk Mailer 5 will print your labels in order.

When the addresses are printed, you can print the barcode on the label as well. Barcodes include a combination of data taken from the ZIP+4 as well as the address line. Only addresses that include a ZIP+4 can produce a USPS-accepted barcode.

Bulk Mailer 5 extracts the complete barcode information from the address automatically, and prints it using either Satori Software's SatBar TrueType barcode font or a barcode font embedded in your printer.

Another option Bulk Mailer 5 provides is the printing of the endorsement line, making hand sorting and packaging especially easy.

The optional endorsement line will print the applicable presort heading (e.g. *****5-Digit-99999, or CAR-RT SORT 99) above the address. When preparing your mail, this can be an alternative to using the manually applied stickers.

```
[Endorsement Line]
[First Name] [Last Name]
[Business]
[Address Line 1]
[City] [State] [ZIP Code]
[POSTNET barcode]
```

Bulk Mailer 5 Label in Design Mode

```
*****AUTO***3-DIGIT 606
Neville Salvatori
Top Cat Towing & Recovery
203 N La Salle St
Chicago IL 60601-1210
|||||
```

Bulk Mailer 5 Label in Preview Mode

The endorsement line can be printed on the first, last or all labels in each package.

◆ Move Update

Satori Software also offers the Move Update* add-on for Bulk Mailer 5, which currently uses the USPS FASTforward service to update address changes via the Internet for individual, family, or business moves. FASTforward accesses the USPS Change Of

Address database, which supplies all moves submitted for the past 13 months. FASTforward will soon be replaced by National Change Of Address (NCOA) service in Bulk Mailer 5.

*For more information about updating your address list, please read about Satori Software's product in *Questions & Answers on page 30*.

◆ **The Sack or Tray Labels**

In addition to the earlier described Postage Summary Report, Bulk Mailer will print the appropriate sack or tray labels. These labels display the destination (city, state, ZIP code or ZIP prefix), mailing class, piece type, sort level, and origin city and state. The labels also indicate the tray/sack number and number of pieces.

Using Address Correction

The Bulk Mailer 5 Address Correction add-on automatically assigns or corrects the ZIP+4 data for each record in your mailing list. It also adds the carrier route information, the county name and county FIPS code. It corrects or modifies the spellings of cities, states and streets to the USPS-preferred designations.

Address Correction is certified by the USPS and is updated regularly with the latest postal information. Only by processing your list with the current Address Correction data can you submit your mail to qualify for automation or carrier route rates.

Address Correction works seamlessly with Bulk Mailer 5 files. You simply open the file and choose to process the list. Once a list is processed, Bulk Mailer 5 prints the postal form PS 3553, which must be kept on file for auditing purposes.



**Coding Accuracy Support System (CASS)
Summary Report**

This form may be generated as the output of address matching processing using CASS (Coding Accuracy Support System) certified software in conjunction with current USPS Address Database Files. Any facsimile must contain the same information in the same format as this printed form.
See DMM A950 for more information.

A. Software		
1. CASS Certified Company Name Satori Software, Inc.	2. CASS Certified Software Name & Version Bulk Mailer C.A.S.S., 2.00	3. Configuration WIN
4. Z4 Change Certified Company Name	5. Z4 Change Certified Software Name & Version	6. Configuration
7. LOT Certified Company Name	8. LOT Certified Software Name & Version	9. Configuration
10. DPC Utility Certified Company Name	11. DPC Utility Software Name & Version	12. Configuration
1. MASS Certified Company Name	2. MASS Certified Software Name, Version, & Model No.	3. Configuration
		4. MLOCR Serial No.

B. List		
1. List Processor's Name Satori Software, Inc.	2. Date List Processed a. Master File 2/22/02	3. Date of Database Product Used a. ZIP + 4 File February 2002
	b. Z4 Change	b. Z4 Change
	c. LOT	c. LOT
	d. CRIS	d. CRIS
4. List Name or ID No. MYLIST1.BLK	5. Number of Lists 1	6. Total Records Submitted for Processing 1885

C. Output							
Output Rating	1. Total Coded	2. Validation Period			1. Total Coded	2. Validation Period	
a. ZIP + 4 Coded ▶	1885	From	To	d. 5-Digit Coded ▶	0	From	To
		2/22/02	8/21/02			2/22/02	2/22/03
b. Z4 Change Processed ▶				e. CR RT Coded ▶	1885	From	To
						2/22/02	5/23/02
c. DPBC Assigned ▶	1885	From	To	f. LOT Assigned ▶	1885	From	To
		2/22/02	8/21/02			2/22/02	5/23/02

D. Mailer		
I certify that the mailing submitted with this form has been coded (as indicated above) using CASS-certified software meeting all the requirements of Domestic Mail Manual A950.		3. Name & Address of Mailer
1. Mailer's Signature	2. Date Signed	

E. Qualitative Statistical Summary (QSS)				
For Informational Purposes Only: QSS is solely made available for the list processor's review and analysis. This information is not to be considered by the Postal Service personnel in determining rate eligibility under any circumstances.				
High Rise Default	High Rise Exact	Rural Route Default	Rural Route Exact	Locatable Address Conversion System (LACS)
36	277	0	0	1

PS Form 3553, November 2000 Facsimile printed by Bulk Mailer C.A.S.S., Satori Software, Inc., (206) 443-0765

Bulk Mailer 5 Address Correction's PS Form 3553

If you want to receive any of the discounted ZIP+4 rates, your list must be processed using software that has been run through Address Correction.

◆ **Benefits**

If your file is large enough, the benefits of using Address Correction with your mailing list are enormous. The most obvious benefit is that you can take advantage of the best postal rates, saving you a lot of postage in the long run.

There are other benefits that also translate into additional postal savings.

- By standardizing your list, you make finding and eliminating duplicates much easier.
- By ensuring you have the correct address, you will decrease the amount of returned (undeliverable) mail.
- Combined with the ability to barcode your mail, the speed of mail delivery will be greater.

◆ **How it Works**

Address Correction incorporates the hundreds of thousands of ZIP code corrections received on a bimonthly basis from the Postal Service. Satori Software makes this address database available in a bi-monthly CD-ROM. By using Bulk Mailer 5 on your personal computer (or via our Internet CASS Processing option), Address Correction adds the proper ZIP+4 data to the addresses in your mailing list.

Mailers can then submit or maintain on file **PS Form 3553**, or a computer-generated facsimile, with each mailing to qualify for automation mailing rates. Among other items, this form provides the total number of records submitted for processing, the mailing list's processing date, and the software's expiration date.

Once you have processed your addresses, you can use the mailing list for up to six months without recertification (90 days if you are using carrier route sorts). In a practical sense, however, an active list will have constant edits, deletions and additions. Therefore, frequent mailers are encouraged to certify their lists before every mailing. It's quick, easy, and saves money on postage.

Automated Mailing Equipment

In most cases, to obtain the lowest postage rates, you need to prepare your mail to be automation compatible. This usually means that the addresses will be barcoded. It also means that any folded materials must be sealed, or "tabbed," so that they can be processed using automated mail-handling machines.

Automation mail equipment is an investment that can be easily cost justified. First, barcoded mail lowers your postage costs. Second, less labor is needed to prepare the mail. This also means if you are using an outside mailing service, you can bring the work in-house for added savings.

◆ High-Speed Address Printers

Many computer printers can print barcodes using a slower, graphics font. However, if you are mailing many pieces, you may wish to investigate options for high-speed address printers.

These printers are designed to print barcoded addresses fast. They have barcode technology built right into the printer. The dot-matrix type printers have prices beginning at around \$1,000, and can print barcoded labels at the rate of 5,000 per hour and up.

Inkjet printers also provide a higher quality, direct-impression barcoded address. These desktop models eliminate the need for labels, and can produce 3,000 to 34,000 addresses per hour. Pricing for these printers start at \$6,000.

◆ Labeler/Tabber

A labeling machine will apply address labels at rates from 5,000 to over 20,000 per hour. The same machine can also apply the tabs required for folded pieces, needed to qualify for automation discounts. Prices vary, but many models are quite affordable and quickly pay for themselves in labor saved.

Questions & Answers

In addition to reduced mailing rates, what other ways can I save money on my mailings?

Duplication elimination is one key way to save money. The extra cost of duplicate brochures, postage, and effort adds up greatly. The other key is keeping your addresses information current. Satori Software offers a utility called Move Update, which updates your mailing lists using the USPS Change-Of-Address database. The utility matches the addresses in your mailing list against the address changes that are currently on file with the US Postal Service.

Because Move Update is integrated with the Internet, you do not have to import or export your records. You simply open a Bulk Mailer file and run the Move Update Wizard, located in the Bulk Mailer 5 Address Quality section. Using the USPS's FASTforward service, Move Update first runs Address Correction on the mailing list before transmitting the file to the Change-Of-Address database. This database searches your list and processes any address changes submitted during the past 13 months, and then returns these updated addresses to you in a matter of minutes.

By keeping your addresses up-to-date, you save on wasted literature and ensure mail deliverability.

What supplies are needed for bulk mailings, and where do I get them?

For Standard Mail, you will need rubber bands, trays, and sacks, which are all available at your local Post Office Bulk Mail Acceptance Unit. First-Class Mail supplies also include trays, pouches and pouch labels. The FCM supplies are also available from the BM Acceptance Unit.

Which postal forms and reports does Bulk Mailer Plus (5) generate?

Settings Report – This optional report summarizes the mail sort settings selected in the Mail Sort Wizard.

PS Forms 3600, 3541, and 3602 – These official Postal forms must be submitted with your First-Class, Periodicals or Standard mailings, respectively.

Qualification Report – This breaks down the mailing details by package and tray/sack and is especially useful during mail preparation. This report is presented to the USPS and substantiates the qualifying pieces claimed.

Sack/Tray Labels – These labels are also presented to the USPS and correlate with the Qualification report, specifying the package/group destination ZIP and the total pieces per sack/tray.

PS Form 3553 – This official Postal form must be kept on file for auditing purposes.

Can I use Bulk Mailer5 to just print Sack or Tray Labels?

Yes, the option is always available when you choose to print the mail sort reports. Simply run the Mail Sort Wizard and when finished, select the Sack/Tray Labels from the list of available reports.

What is an overflow tray?

An overflow tray is used when you have more than enough pieces to fill a specific tray, but not enough to fill two full trays. For example, you may have 475 pieces to ZIP code 98121, however no more than 350 pieces fit in a 5-digit tray. In this case, you do not need to drop the “overflow” pieces down to the 3-digit sortation rate and pay more postage. You can simply place them in an overflow tray and they still qualify for the lower 5-digit rate. These trays are only permitted in certain types of mailings and are documented on your Qualification Report.

Should I print on labels or directly on envelopes?

Bulk Mailer 5 does a good job printing on either labels or envelopes. Labels can be a wise choice if you are printing large quantities of addresses. You can print 20 or 30 to a page if you are using a laser printer, and you can print continuous-feed labels if you are

using an impact printer. Remember though, that the Delivery Point barcode will not fit on an Avery 3x10 format, and you must place your labels on the piece with less than 5 percent angle of tilt.

Many times your mailing house will request labels in Cheshire format. This format is 4-across, printed on 15-inch-wide computer paper. If you have a wide carriage printer, Bulk Mailer 5 will support Cheshire label printing.

Envelopes are also a good option for barcoding mail because the barcode always fits on the piece. Plus, the angle of placement will likely be within the 5 percent tolerance allowed by the Post Office. However, with many standard printers, envelopes have the disadvantage of needing to be manually fed.

The solution to this problem is a high-speed, direct impression address printer. Satori Software supports most of the high-speed, direct impression printers produced by various companies. These printers allow you to print addresses on envelopes or printed pieces at speeds of up to 34,000 pieces per hour.

For more information about high-speed, direct impression printers or for inquiries pertaining to Bulk Mailer 5, please contact our Sales team:

Phone: 1-800-553-6477

Web: <http://www.satorisoftware.com/US/Company/contact.asp>