



Presort Mail 101 for Small Businesses

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Agenda

- What is Presort mail?
- Is it for me?
- What does typical Presort look like?
- What are some alternatives?



What is Presort Mail?

- The USPS® offers discounts for customers who automate and then sort their mail prior to sending.
- Discounts vary based on mail class, shape and weight



Overview of Decision Process

1. Is Presort mail right for your business?
2. If yes, then outsource or process in-house?
3. If in-house, what are the requirements?





One Simple Measure

Does your business mail
over **5000** pieces
a year?

Minimum volume for one Presort mailing

- 200 piece minimum for Standard Mail®
- 500 piece minimum for First-Class Mail®





Presort Mail Savings Explained

Mail can be divided into two categories

- Standard Mail
 - Catalogues, coupons, advertisements that are not unique to the recipient
 - Often addressed to recipient “or Current Resident”
- First-Class Mail
 - Personalized or unique items such as account statements, bills, etc.
 - The Postal Service[®] is obligated to make its best effort to locate the recipient



Presort Mail Savings Explained

Mail categories offer different levels of savings

- First-Class Mail

Ounces	Normal Rate	Presort Rate	Savings
1	\$.44	\$.36	\$.12
2	\$.61	\$.48	\$.13
3	\$.78	\$.61	\$.17

- Standard Mail

Ounces	Normal Rate	Presort Rate	Savings
1	\$.44	\$.25	\$.19
2	\$.61	\$.25	\$.36
3	\$.78	\$.25	\$.53

Savings assume average appropriate mail class costs compared to normal rates.



1-3 Ounces: Same Cost

One, two, or three ounce Standard Mail pieces are all the same cost in Presort. Your savings increase when sending heavier pieces via this mail class using Presort.


- \$.19 savings per piece x 5000 is **\$950.**
- \$.36 savings per piece x 5000 is **\$1800.**
- \$.53 savings per piece x 5000 is **\$2650.**

Savings assume average appropriate mail class costs compared to normal rates.





Scenarios

- **Scenario A: YES, we should use Presort!**
 - 10,000 two ounce advertising pieces (communication)
Savings of \$3600
 - 1,000 one ounce invoices (statement) each month
Savings of \$120
 - **Scenario B: YES, we should use Presort!**
 - 6000 First-Class Mail statements every other month
Savings of \$720 every other month
 - **Scenario C: No, Presort is not worthwhile now**
 - 500 invoices/month or 3000/year for a savings of \$360
 - We could do it, but given time, permit, software, logistical considerations, it is not worthwhile right now
- 

Savings assume average appropriate mail class costs compared to normal rates.



In-house Presort Requirements

If Presort appears to be of value to your business, you will require several things:

- USPS Presort Permit
- CASS Certified™ mailing software
- Ability to print labels, or print Presort addresses with mail piece
- Space to assemble mailings
- Staff with the time





Required: USPS Presort Permit

Start up costs are high, but maintaining the permits is less expensive.

- Cost for one permit
 - \$175 annual fee
 - An additional initial fee of \$175 to be issued a permit number. You will not pay this when renewing during subsequent years.
- If you will send both First-Class Mail and Standard Mail Presort, you need two different permit numbers so you will pay two initial fees of \$175 and two annual fees of \$175

Note: There is no USPS pick up for Presort mail. Presort mail must also be delivered to your town's MAIN Post Office™ and cannot be dropped off at just any Post Office.



Required: CASS Certified Mailing Software

- Validate and correct address lists
- Check for Move Updates
- Sort mail to meet USPS Presort regulations
- Print required postage forms (3600/3602)
- Print required container tags
- Print bar-coded delivery address information





Required: The Rest

There are other considerations

- Do our printers have the capacity? You may need a new laser printer.
- Will we print thousands of labels and apply them by hand or design pieces and use a high quality laser printer to print addresses directly onto the pieces?
- Do we have the labor available? Are we already stretched too thin?
- Do we have the space to assemble the mailings? (at least one cubicle or desk)



Production Costs

- Type of Mail: Advertising or Statement?
- Advertising:
 - Choices: Presort mail, Internet, Print media, etc.
 - \$0.25/piece for postage using Standard Mail
 - \$0.25 to \$1.00/piece for production costs
- Billing/Statements:
 - \$0.35/piece for First-Class Mail postage
 - \$0.25 to \$0.50 for production costs

Values assume average appropriate mail class costs. Production costs may vary widely.



Three Challenges to Master

To handle Presorting your own mail successfully, there are three areas of knowledge you must master

- Understand how data files move back and forth
- Postal regulations
- Printing





Overall Advertising Strategy

Consider how advertising by mail fits in with your overall advertising strategy

- Real mail isn't going to get caught by a spam filter, it will be in customers' hands
- Mail can be customized and highly targeted to your list, as opposed to general advertising
- Sponsored Internet search terms may not deliver everything and everyone you wish to target

Mix it up!

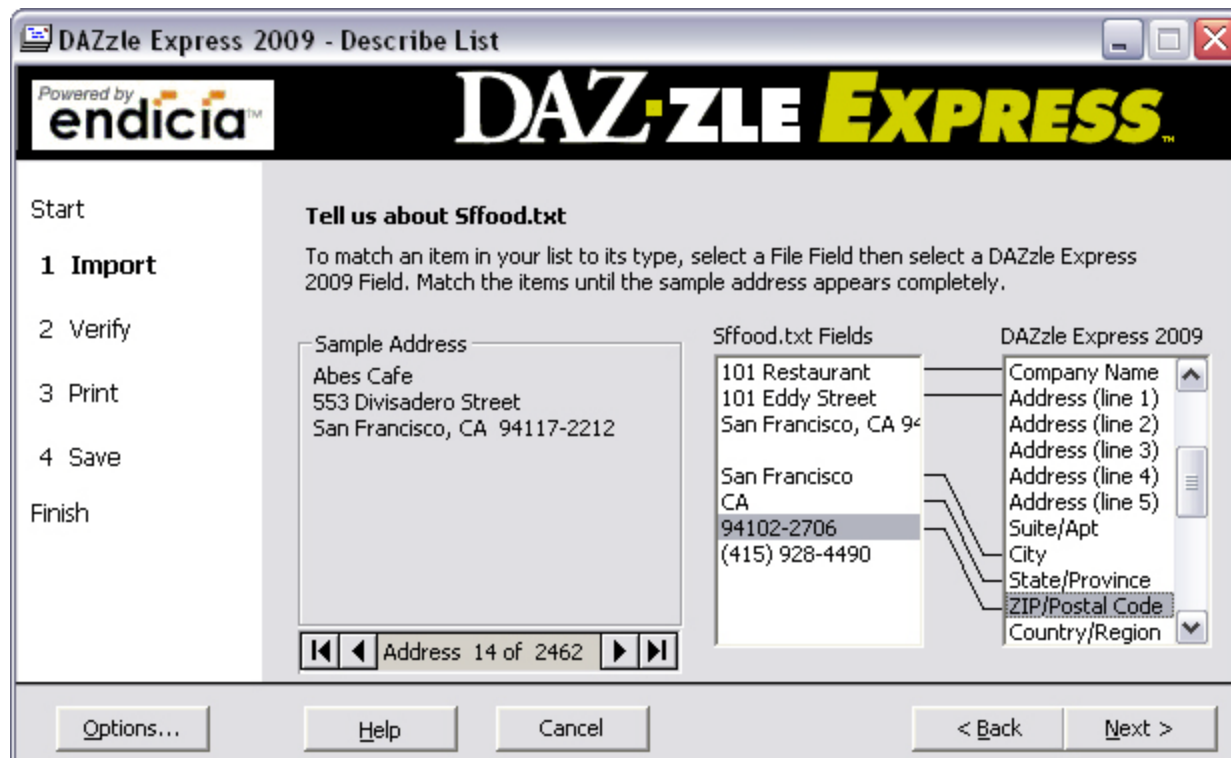




Preview Steps in Presort Software



Importing Addresses



Example List in Excel

Microsoft Excel - Sffood.txt

Type a question for help

File Edit View Insert Format Tools Data Window Help Adobe PDF

A5 360 Degree Gourmet Burrito

	A	B	C	D	E	F	G	H
1	101 Restaurant	101 Eddy Street	San Francisco, CA 94102-2706		San Francisco	CA	94102-2706	(415) 928-4490
2	2223	2223 Market Street	San Francisco, CA 94114-1612		San Francisco	CA	94114-1612	(415) 431-0692
3	24th Street Cafe	3853 24th Street	San Francisco, CA 94114-3840		San Francisco	CA	94114-3840	(415) 282-1213
4	330 Ritch Street	360 Ritch Street	San Francisco, CA 94107-1746		San Francisco	CA	94107-1746	(415) 541-9574
5	360 Degree Gourmet Burrito	1 Market Plz	San Francisco, CA 94105-1420		San Francisco	CA	94105-1420	(415) 357-1190
6	42 Degrees	235 16th Ave	San Francisco, CA 94118-1018		San Francisco	CA	94118-1018	(415) 777-5558
7	900 Bush	900 Bush Street	San Francisco, CA 94109-6300		San Francisco	CA	94109-6300	(415) 928-1888
8	A & A Seafood	286 Jefferson Street	San Francisco, CA 94133-1126		San Francisco	CA	94133-1126	(415) 931-5042
9	A K Subs	397 8th Street	San Francisco, CA 94103-4423		San Francisco	CA	94103-4423	(415) 241-9600
10	A Place On Judah	3940 Judah Street	San Francisco, CA 94122-1121		San Francisco	CA	94122-1121	(415) 566-9933
11	A Sabellas Restaurant	2766 Taylor Street	San Francisco, CA 94133-1288		San Francisco	CA	94133-1288	(415) 771-6775
12	A-1 Cafe Restaurant	779 Clay Street	San Francisco, CA 94108-1802		San Francisco	CA	94108-1802	(415) 398-7918
13	Abbondanza Catering	520 Hayes Street	San Francisco, CA 94102-4214		San Francisco	CA	94102-4214	(415) 552-2672
14	Abc Bakery Cafe	2500 Noriega Street	San Francisco, CA 94122-4127		San Francisco	CA	94122-4127	(415) 681-8800
15	Abes Cafe	553 Divisadero Street	San Francisco, CA 94117-2212		San Francisco	CA	94117-2212	(415) 885-5932
16	Acaxutla Taqueria & Rstrnt	2282 Mission Street	San Francisco, CA 94110-1812		San Francisco	CA	94110-1812	(415) 626-1173
17	Acquerello Restaurant	1722 Sacramento Street	San Francisco, CA 94109-3619		San Francisco	CA	94109-3619	(415) 567-5432
18	Act IV	333 Fulton Street	San Francisco, CA 94102-4423		San Francisco	CA	94102-4423	(415) 863-8400
19	Aimee Sandwiches	576 Sacramento Street	San Francisco, CA 94111-3010		San Francisco	CA	94111-3010	(415) 398-5654
20	Akasaka	1723 Buchanan Street	San Francisco, CA 94115-3208		San Francisco	CA	94115-3208	(415) 921-5360
21	Akikos Sushi Bar	542 Mason Street	San Francisco, CA 94102-1236		San Francisco	CA	94102-1236	(415) 989-8218
22	Aladdin Restaurant	1300 Polk Street	San Francisco, CA 94109-4614		San Francisco	CA	94109-4614	(415) 441-2212
23	Alain Rondelli San Francisco	126 Clement Street	San Francisco, CA 94118-2420		San Francisco	CA	94118-2420	(415) 387-0408
24	Albona Ristorante Istriano	545 Francisco Street	San Francisco, CA 94133-1803		San Francisco	CA	94133-1803	(415) 441-1040
25	Alcega Cafe & Grill	39 Pier	San Francisco, CA 94133-1010		San Francisco	CA	94133-1010	(415) 434-1818

Ready



Address Validation

- The address file has been imported
- Next: Address Validation



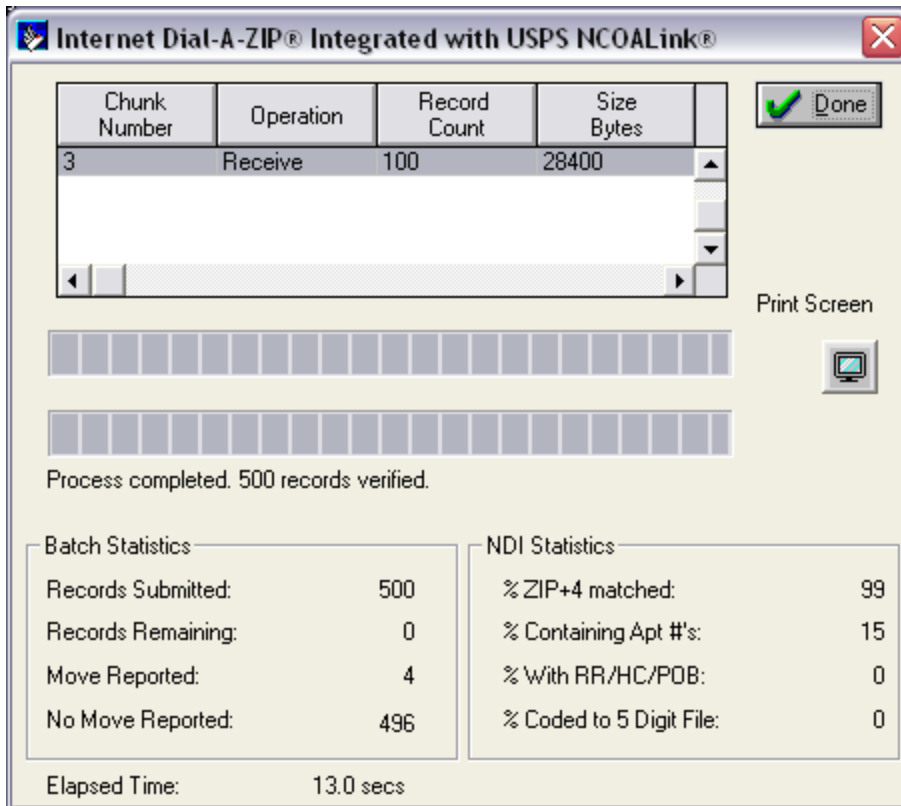
Dial-A-ZIP® Address Verification via Internet

The Dial-A-ZIP® process compares each address to the U.S. Postal Service's national ZIP+4 database to obtain the correct ZIP+4 (9-digit) ZIP Code and correct other common addressing errors (e.g., spelling corrections, formatting and abbreviations).

Address	Postal Delivery Information
Patrick Whitehouse Endicia 247 High St Palo Alto, CA 94301-1041	ZIP Code: 943011041 Delivery Point: 47 Carrier Route: C031
	Processing Status
	A ZIP+4 match was found. This is a business address.

OK Cancel

Move Update - NCOA



The screenshot shows the 'Internet Dial-A-ZIP® Integrated with USPS NCOALink®' window. It features a table with the following data:

Chunk Number	Operation	Record Count	Size Bytes
3	Receive	100	28400

Below the table, there are two progress bars and a 'Print Screen' button. The status message reads: 'Process completed. 500 records verified.'

Batch Statistics

Records Submitted:	500
Records Remaining:	0
Move Reported:	4
No Move Reported:	496

NDI Statistics

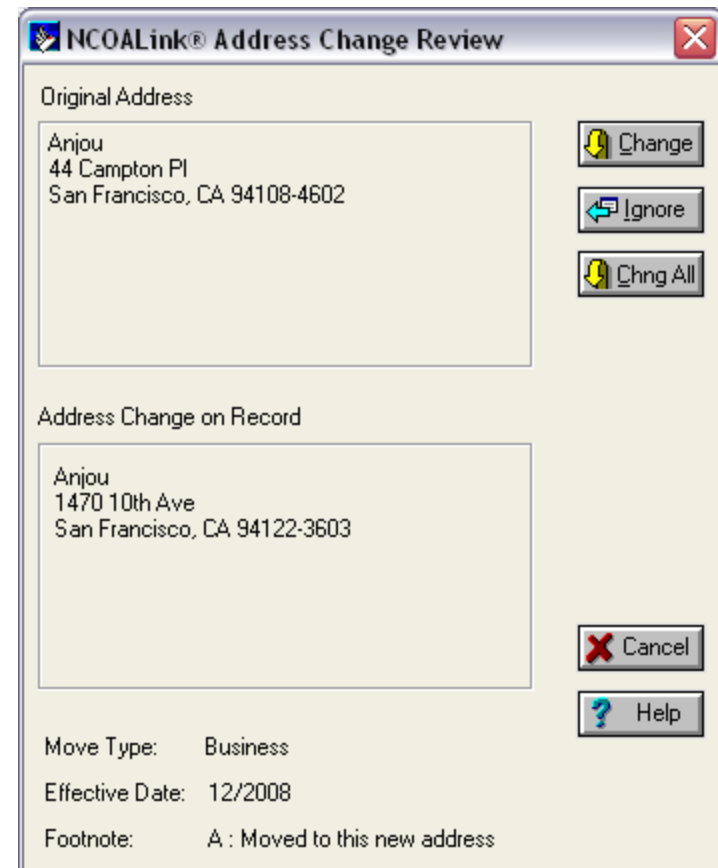
% ZIP+4 matched:	99
% Containing Apt #'s:	15
% With RR/HC/POB:	0
% Coded to 5 Digit File:	0

Elapsed Time: 13.0 secs

- New requirement for Standard Mail
- Several alternatives
 - “Current resident”
 - “Return Service Requested”

Move Update - Example

- Example of an updated address



The screenshot shows a dialog box titled "NCOALink® Address Change Review". It contains two text areas for addresses. The first area, labeled "Original Address", contains the text: "Anjou", "44 Campton Pl", "San Francisco, CA 94108-4602". To the right of this area are three buttons: "Change" (with a yellow arrow icon), "Ignore" (with a blue arrow icon), and "Chng All" (with a yellow arrow icon). The second area, labeled "Address Change on Record", contains the text: "Anjou", "1470 10th Ave", "San Francisco, CA 94122-3603". To the right of this area are two buttons: "Cancel" (with a red X icon) and "Help" (with a blue question mark icon). At the bottom of the dialog box, there are three lines of text: "Move Type: Business", "Effective Date: 12/2008", and "Footnote: A : Moved to this new address".

NCOALink® Address Change Review

Original Address

Anjou
44 Campton Pl
San Francisco, CA 94108-4602

Change
Ignore
Chng All

Address Change on Record

Anjou
1470 10th Ave
San Francisco, CA 94122-3603

Cancel
Help

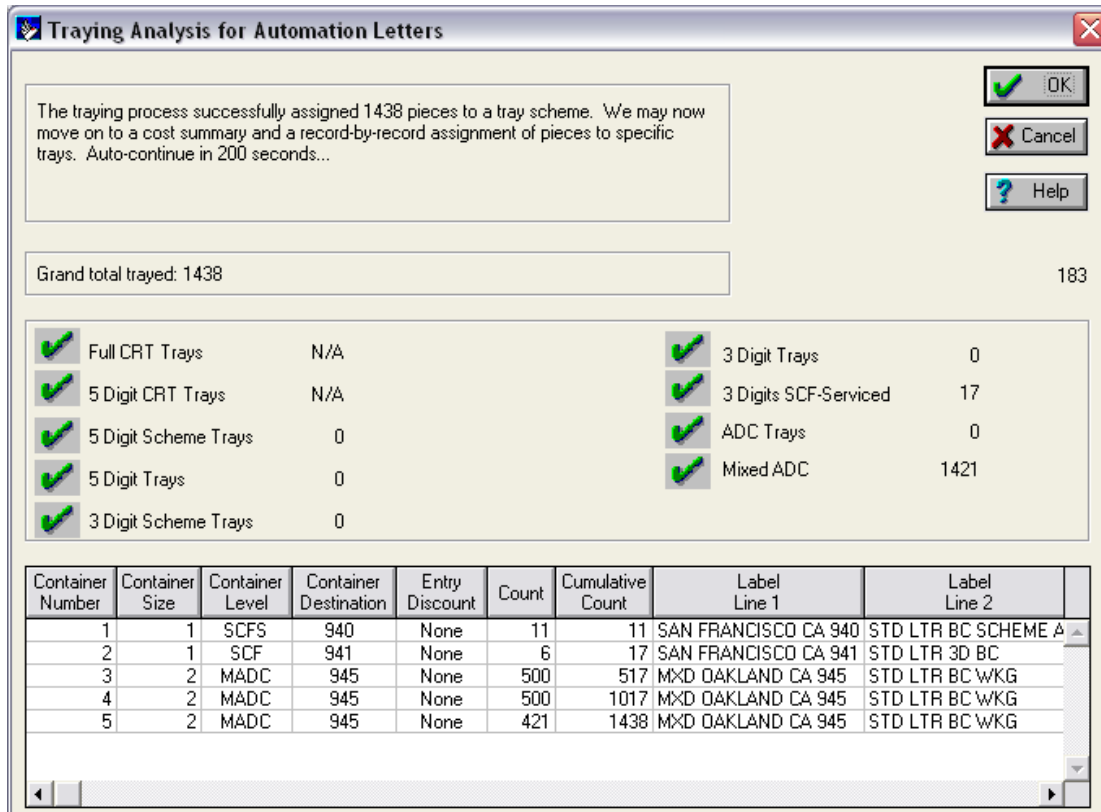
Move Type: Business
Effective Date: 12/2008
Footnote: A : Moved to this new address



Postage Form Preparation

1. Declare type of Presort: First-Class Mail or Standard Mail
2. Enter Permit number
3. Enter weight of an individual piece
4. Determine minimum/maximum for a mail tray
5. Enter name and contact information
6. Enter origin ZIP[®] Code

Sort Details



The traying process successfully assigned 1438 pieces to a tray scheme. We may now move on to a cost summary and a record-by-record assignment of pieces to specific trays. Auto-continue in 200 seconds...

Grand total trayed: 1438 183

✓ Full CRT Trays	N/A	✓ 3 Digit Trays	0
✓ 5 Digit CRT Trays	N/A	✓ 3 Digits SCF-Serviced	17
✓ 5 Digit Scheme Trays	0	✓ ADC Trays	0
✓ 5 Digit Trays	0	✓ Mixed ADC	1421
✓ 3 Digit Scheme Trays	0		

Container Number	Container Size	Container Level	Container Destination	Entry Discount	Count	Cumulative Count	Label Line 1	Label Line 2
1	1	SCFS	940	None	11	11	SAN FRANCISCO CA 940	STD LTR BC SCHEME A
2	1	SCF	941	None	6	17	SAN FRANCISCO CA 941	STD LTR 3D BC
3	2	MADC	945	None	500	517	MXD OAKLAND CA 945	STD LTR BC WKG
4	2	MADC	945	None	500	1017	MXD OAKLAND CA 945	STD LTR BC WKG
5	2	MADC	945	None	421	1438	MXD OAKLAND CA 945	STD LTR BC WKG

The software coordinates your mail in such a way that you are able to use your time for things other than trying to understand a 5-digit scheme



Printing Addresses with the Intelligent Mail[®] Barcode

The screenshot shows the DAZzle Platinum software window titled "test PDF output labels". The interface includes a menu bar (File, Edit, Insert, Layout, Postage, Help) and a toolbar with icons for Print, Buy, Postage Options, and other functions. Below the toolbar are tabs for Design, Address Book, and Postage Log. The main workspace features a ruler at the top and a large rounded rectangle containing the following text and barcode:

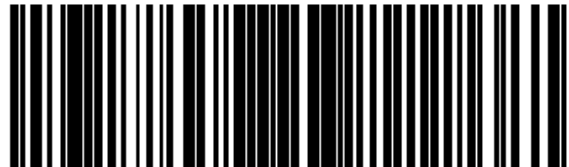
Patrick Whitehouse
Endicia
247 High St
Palo Alto, CA 94301-1041

Below the text is a series of vertical bars of varying heights, representing the Intelligent Mail barcode. The status bar at the bottom of the window displays "Account 500361 is active, Balance: \$1,863.322" and "Adobe PDF on My Documents*.pdf via Automatically Select".

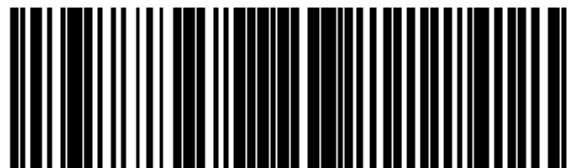


Intelligent Mail Barcode Tray Labels

TRAY 00001 COUNT=11 03/13/2009
SAN FRANCISCO CA
STD LTR BC SCHEME A
Endicia 123456
AUTO **940**
9400054301
940005431 123456 000 000071



TRAY 00002 COUNT=6 03/13/2009
SAN FRANCISCO CA
STD LTR 3D BC
Endicia 123456
AUTO **941**
9410054401
941005441 123456 000 000081





Off to the Post Office



Postal Forms



United States Postal Service Postage Statement – Standard Mail				Post Office: Note Mail Arrival Date & Time			
Mailer	Permit Holder's Name and Address, and Email Address if Any Patrick Endicia 247 High Palo Alto, CA 94301 CAPS Customer Ref. ID _____ Customer No. _____		Telephone 650-321-2640	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) Customer No. _____	
	Post Office of Mailing Palo Alto, CA 94301		Processing Category <input checked="" type="checkbox"/> Letters <input type="checkbox"/> CMM <input type="checkbox"/> Flats <input type="checkbox"/> NFM <input type="checkbox"/> Parcels – Machineable <input type="checkbox"/> Parcels – Irregular <input type="checkbox"/> Letters – Paid as NFM's <input type="checkbox"/> ECR Letters – Paid as ECR Flats		Mailing Date 03/13/2009	Federal Agency Cost Code	Statement Seq No.
Mailing	Type of Postage <input checked="" type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Metered	Weight of a Single Piece 0.063 lbs		Total Pieces 2,376		_____ Sacks _____ 1 Ft Letter Trays _____ 2 Ft Letter Trays 8 _____ EMM Letter Trays _____ Flat Trays _____ Pallets _____ Other	
	Permit # 244	For Mail Enclosed within Another Class <input type="checkbox"/> Sound Print Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Media Mail <input type="checkbox"/> Parcel Post		If Sacked Based on <input type="checkbox"/> 125 pcs <input type="checkbox"/> 15 lbs <input type="checkbox"/> both		Total Weight 148.5 lbs	
	For Automation Rate Pieces, Enter Date of Address Matching and Coding 03/13/2009		For Enhanced Carrier Route Rate Pieces, Enter Date of Address Matching and Coding 03/13/2009		For Enhanced Carrier Route Rate Pieces, Enter Date of Carrier Route Sequencing		
	Move Update method: <input type="checkbox"/> Ancillary service endorsement <input type="checkbox"/> FASTforward <input type="checkbox"/> NCOA ^{LRM} <input type="checkbox"/> ACS <input type="checkbox"/> Alternative method <input type="checkbox"/> Multiple						
Parts Completed (Select all that apply) <input checked="" type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> S							
Total Postage (Add parts totals)						\$ 556.86	
Rate at Which Postage Affixed (Check One)(DMM 244, 344, 444) <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input checked="" type="checkbox"/> Neither							
pcs. x \$ = Postage Affixed							
Net Postage Due (Subtract postage affixed from total postage)							
For USPS Use Only: Additional Postage Payment (State reason)							
For postage affixed add additional payment to net postage due, for permit imprint add additional payment to total postage.						Total Adjusted Postage Affixed	
Postmaster: Report total adjusted postage in AIC 130 (Permit Imprint Only)						Total Adjusted Postage Permit Imprint	



Review

- Awareness of requirements of Presort mail
- Understanding of decision points for Presort mail
- Preview of Presort software
- Overview of required USPS documentation and mail induction



Resources

- For more information about Presort mail solutions from Endicia, call our sales team at 800-576-3279 ext. 140 or email sales@endicia.com
- Mailing less than 5000 pieces a year? Visit www.endicia.com to learn about additional Endicia services to meet your needs.

Questions





Thank you!

Thank you for taking the time to view our webinar today.

Feel free to contact us at:

- Phone
 - 800-576-3279
 - ✓ Sales – Ext. 140
 - ✓ Support – Ext. 130
 - ✓ 7 AM – 5 PM Pacific Time

- Email
 - Sales@endicia.com
 - Support@endicia.com