

TIPS TO KEEP YOUR POSTAL RATES COST EFFECTIVE!

THE MAIL PIECE

Weight – A mail piece 3 ounces or less gets the best rate.

Caliper – Choose the right paper weight. Mail pieces smaller than 4.25 X 6 require min. of 7pt. Mail pieces 4.25 x 6 or larger, require min. of 9 pt. See Sheet.

Uniformity – Avoid bumps and bulges for automation rates. The post office machinery needs uniform thickness. Consult your Account Manager if you need to mail promotional items like CD's, keys or magnets. Avoid clasps, strings and small closure devices on your envelope.

Flexibility – The mail piece will need to ride over belts and take turns on the automation machinery, so there is a necessary flexibility required for automation.

Aspect Ratio – In the "Card" and "Letter" category, keep the aspect ratio (length divided by height) no less than 1.3 and no greater than 2.5 to qualify for automation rates. Avoid square shaped mail.

Letter Size Self Mailers –

- 1) Letter Size Booklets - Stitched or Bound - Booklets must have a bound edge, sheets are fastened with at least two staples (saddle stitched) in the manufacturing fold, perfect bound, pressed glue, or joined by another binding method. Booklets are open on all three sides, before sealing similar to a book.
- 2) Folded Self Mailers - Single continuous sheet of paper folded to create a letter size mail piece. Folded edge (top or bottom) must be parallel to the longest dimension (length) and address of the mailpiece.

Return Address – Use a return address when mailing First Class and Non Profit. It is also required when payment is a live stamp or corporate indicia.

Indicia – Our mailing permit indicia is available for use at no additional charge. If you are a frequent mailer, we encourage you to apply for your own permit which provides accounting records for each mailing. Be sure to preprint the proper indicia on your printing file to avoid additional inkjet costs.

Printing & Mail Count – When ordering your print count it is important to order more than you mail. There is a waste involved with set up of inkjetting and inserting. A good rule of thumb is to increase print counts by 150 to 1,000, depending upon the complexity of mail process.

THE ADDRESS BLOCK

The standard label layout used for mailings includes the address block, the postnet barcode and an endorsement line. The barcode is read on the automation sorting machines. Post office employees read the endorsement line. This information is the sortation level for that mail piece.

Placement – In the "Card" and "Letter" categories, keep the address block parallel to the longest dimension of the mail piece to qualify for automation rates.

Clear Space – Allow a minimum clear area of 4" wide x 2" deep for addressing. If using a vertical separating line on a postcard, be sure to leave at least 1/8" between rule and address.

Reflectance – If designing color or a pattern on the mail piece, screen the art way back in the address area. The automation machines need enough reflectance between the barcode and the background. We recommend no more than a total of 10% ink coverage in addressing area.

Tap Test – A "Tap Test" is required by the USPS when mailing window envelopes presented for automation rates. The mail piece is tapped on the right, left, top and bottom, to see if your Barcode moves out of the window. For automation rates, the address block requires 1/8" on the left and right sides. The required minimum for a POSTNET barcode is 1/16" between the top and bottom of the window. If your mailing fails the "Tap Test" your mailing will not get automation rates.

Commercial Flats must have the delivery address in the "Top" half of the mail piece. The top is half:

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

THE MAIL FILE

Data Entry Format – Each record in your database is an important contact. If you keep your own mail list, consider each element of the record a field. The contact's Name, Title, Company, Address, Address 2, City, State, Zip and Country are all fields. Any extra fields that are included in your data may not be imported unless specific instructions are provided requesting these fields. Standard label layouts include all necessary information for deliverable mail. The address is inkjet in all caps using a sans serif face. Special fonts are available and must be specified with the order.

Standard Address Format:	1. Non Address Data	MEMBER #1234567
	2. Attn / Name	MR J BROWN
	3. Company	SAVVY BUSINESS
	4. Address 2	STE 500
	5. Address 1	123 MAIN ST
	6. City, State, Zip	FAIRFAX VA 22030-3999

Special Non-Address Data Be sure to let your Account Manager know if you have a special code, member number, or merge field you need imprinted on your piece. We will not automatically include these fields unless discussed prior. USPS prefers non address data be the first line of the address block.

Acceptable File Types:

- Excel with headers (.xls – or – .csv)
- Access
- ASCII
- Txt (comma or tab delimited)

Submitting Files:

email: Directly to your Roberts Printing Account Manager.

ftp: ftp.robpri.com (Contact your Account Manager for your user name & password).

insite: https://insite.robpri.com (Contact your Account Manager for your user name & password).

Processing – We will run your database through a validation process, which compares your data entry to the USPS bank of deliverable addresses. Also, you may elect to dedupe the database. Discuss any special dedupe or processing needs with your Account Manager. As part of our service, Undeliverable As Addressed (UAA's) records will be deleted from the mailing and sent to you at no charge via email so that you may update or correct those records for future mailings.

