

IOWA STATE UNIVERSITY

Printing Services

POSTAGE & MAILING

print.iastate.edu | print@iastate.edu | 294-3601

Mailing Information

- Over 2.3 million pieces of mail went through our mailing area in FY19, and this doesn't even include campus mail.
- We save the university over \$1,000,000 every year by using the nonprofit permit.
- We must follow the U.S. Postal Service (USPS) guidelines (Domestic Mail Manual)
<https://pe.usps.com/DMM300/Index>

Classes of Mail

- First Class
- Presort First Class
- Presorted Standard (Marketing Mail)
- Nonprofit

First Class Mail

- Takes 1-3 days for delivery.
- Customer gets the mail piece back if anything is wrong with the addressing. If a forwarding address has been assigned to the mail piece, it will be rerouted.
- Cost is \$0.55 for a stamp and \$0.50 for meter. (Rate for letter 3.5 oz. or less)

Learn @ Lunch
POSTAGE & MAILING

Presorted First Class Mail

- Same benefits of First-Class (delivery time, return mail and forwarding), but a more economic rate for presorting down to carrier routes for the post office. What does this mean? We add a barcode and sort it.
- Cost is less, at \$0.418 apiece. (Rate for letter 3.5 oz. or less)

Presorted Standard

- Also known as, Regular Marketing Mail.
- Cost drops to \$0.267
- Delivery times are typically 4-8 days.
- Marketing parcels are not forwarded or returned unless you request it with an Ancillary Service Endorsement.
 - a. Address Service Requested
 - b. Return Service Requested
 - c. Change Service Requested
 - d. Forwarding Service Requested
 - e. Electronic Service Requested

Nonprofit

- Delivery times are 4-10 days.
- Only ISU-affiliated units can use the University's nonprofit permit.
- The mail piece cannot include any 'for profit' advertising (facilitating the sale or lease of goods or services), personal information or be an invoice/bill—those mailings have to go Presort or Regular First-Class.
- Must have a return address on mail piece. Must have 'Iowa State University' and 911 address included return address.
- Addresses must be valid 911 addresses, which we then sort down into carrier routes. *We do most of the work for the post office, hence the lower rate.*
- Mail will not be forwarded and customer does not get mail piece back. (The *Post Office treats non-profit mail with invalid addresses as waste.*)
- All mail pieces must be IMB (Intelligent Mail Barcode) barcoded.
- Cost drops to \$0.157. (Savings of .343 from First Class)

Mail Piece Design

- Post Cards
- Letters
- Flats

Postcards

- **Specifications:**

- Minimum size: 3.5 inches high x 5 inches long
- Maximum size: 4.5 inches high x 6 inches long
- Minimum and Maximum thickness: 0.007- 0.016 inches
- First-Class post card rate is \$0.35 or presorted at \$0.268

Nonprofit Postcard

- Nonprofit postcard is treated the same as a Letter.
- The aspect ratio is important: This is the length of the mail piece divided by the height. This must be between 1.3 and 2.5. For example: $5.5/4=1.75$, this would be ok to mail.
- **Specifications:** (You are not restricted to the post card size of 4x6)
 - Height: 3.5 inches minimum and 6.125 inches maximum
 - Length: 5 inches minimum and 11.5 inches maximum
- 5/8 inch clear space required from bottom of mail piece for barcode
- A line down the center is not allowed— it interferes with the postal barcode reader.

Letters

Specifications:

- Minimum size: 3.5 inches high x 5 inches long
- Maximum size: 6.125 inches high x 11.5 inches long
- Minimum and Maximum thickness: 0.007- 0.25 inches
- Maximum Mail piece weight is 3.5 oz.
- Our machine-inserter maximum size is 6 inches x 9 inches currently. Anything larger than this requires hand-insertion.
- Address and barcode must be no closer than 0.5 inches from all sides.
- Barcode must be at least a 12-point font
- Address must be no less than an 8-point font, though USPS prefers 12-point font in uppercase.
- Refer to the Plastic Guide (Notice 67)
- All nonprofit must have a 911 return address on piece.

Flats

Specifications:

- Height: 5 inches minimum and 12 inches maximum
- Length: 6 inches minimum and 15 inches maximum
- Minimum thickness is 0.009 inch. Maximum thickness is 0.75 inch.
- For bound or folded pieces, the edge perpendicular to the bound or folded edge may not exceed 12 inches.
- Address placement: Address must be placed on the left of the center point of the address panel and still maintain the 3/8 minimum barcode clear zone.
- Minimum piece count for Nonprofit Standard is 200, anything under 200 must go First Class.

Indicia's (Permit Imprint)

These particular indicia's can only be used through Printing and Copy Services



- Anything with indicia can never go back to the customer. You can not do your own hand stuffing with an indicia printed on it.
- A permit imprint indicia can be used only as part of a commercial mailing that is brought to the Post Office—it cannot be used to send individual pieces of mail.
- Mail pieces bearing permit imprint must be brought to the Post Office where you hold your permit, they CANNOT be dropped into a collection box or given to a carrier.

Mail Piece Tabbing

- If the mail piece has a staple, it will have to have 3 tabs applied.
- Address and final fold placement dictates how a piece will be tabbed and mailed.
- Tip: leave at least 1/8 inch from any color line for folding.
- See handout for various requirements.

Address List Maintenance

The United States Postal Service (USPS) delivers to over 300 million people at more than 150 million addresses every day. In most years, between 600,000 and 800,000 new addresses are created. About 40 million people will file a change of address request with the USPS each year.

Undeliverable-as-Addressed (UAA) mail costs the United States Postal Service[®] approximately \$2 billion each year.

What is it costing you? We can help!

Address List Quality

- All data should be complete, in separate columns, with columns labeled clearly. *We will never make assumptions.*
- Must have 911 addresses. We don't mail any non-911 addresses at non-profit rates. Non-911 addresses will go full first class rate if requested by customer. This includes college hall addresses without additional 911 address info.
- Addressing can be complicated. Addresses may appear to be a 911 address but not actually be the point of delivery. For example, some towns only have PO boxes for delivery, which means there is no home delivery so their home address may not be valid. A few addressing mistakes are; a PO Box # address must say "PO Box" not just "Box". More examples are "Circle", in an address is not "CR", it is "CIR" or George Washington Carver is actually George W Carver.
- Your mailing is only as good as the quality of your list.

Addressing Example:

BCC Mail Manager

File Edit Navigate Maintenance Postal Labels/Reports Configure Windows Help

Encoding Data: ZIP4 expires in 72 days DPV open RDI open LACSLink expires in 72 days SuiteLink expires in 72 days Presort Data: Presort Data expires on 10/31/2019

142094VIBE 7/17/19

Record 329/815

gender: [] lead_type: Freshman entry_year: 2020 major: OPEN enclosures: Encl: VIBE

college: nontraditional graduation_date: 5/1/2024 university_id: 538472975 PROSPECT_SOURCE: []

ra1: 0 mail_code: PRE AG Letter 1 12 DATA SERVICES ID: []

email_address: rkadry@aol.com

First Name: Richard Middle Name: [] Last Name: kadry

Alternate Address: []

Delivery Address: 1774 CHARLESWOOD

City: WEST FARGO State: ND ZIP+4: 58078-

Urbanization: [] DP: [] CD: [] CRRT: [] eLOT: [] walk Sequence: []

Record Type: [] Return Code: 21 Footnotes: FO DPV: [] CMRA: [] LACS: [] LACSLink: []

Processing Date Match Flag: [] Move Type: [] Move Date: [] NCOALink Return: []

DPV No Stat: [] DPV Vacant: []

Read/Write: [] [TEMPORARY] [[Return Code] = "21"] 12 Records Selected Record Number: []

Address Data File

ZIP Code Search

File Search Match View Help

CITY/STATE/ZIP: WEST FARGO ND 58078 COUNTY: CASS FINANCE NUMBER: 379168

RESP #	ZIP	+4LO	+4HI	URBANIZATION	PRIM	LO	-	PRIM	HI	PR	FIRM NAME	STREET NAME	SUFF	PO	UNIT	SEC	LO	-	SEC	HI	C	FIPS	FINANCE
000001	58078	4200	4200	R003	AL	S	E	1700	-	1798	CHARLESWOOD ESTATES		DR									017	379168
000002	58078	4201	4201	R003	AL	S	O	1701	-	1799	CHARLESWOOD ESTATES		DR									017	379168
000003	58078	4203	4203	R003	AL	S	E	1800	-	1898	CHARLESWOOD ESTATES		DR									017	379168
000004	58078	4202	4202	R003	AL	S	O	1801	-	1899	CHARLESWOOD ESTATES		DR									017	379168
000005	58078	4249	4249	R001	AL	S	B	300	-	399	ST CHARLES		PL									017	379168

142094VIBE 7/17/19 | Record 329/815 | Main Address Group | Addresses | 5 Responses

NCOAS

National Change Of Address Service...What is it?

- The NCOA^{Link} database matches names and addresses on your mailing list to changes of address filed with the USPS[®] by relocating postal customers. When the name and address information on your mailing list matches the name and address information on the NCOA^{Link} file, a new address will be returned. NCOA^{Link} Full Service contains 48 months of permanent address changes and Limited Service contains 18 months of changes that are both updated weekly. The file is maintained by the U.S. Postal Service[®].
- This means we are able to provide you with updated information for you to maintain your mailing list.

Thank You!

Any questions please feel to email the Mail Coordinator at presort@iastate.edu or general customer service at print@iastate.edu