

Mailers. Companion



JULY 2003

Simple Formulas — A ‘Mailers Companion’ to Direct Mail



With over 250,000 *Simple Formulas* kits distributed to businesses, the eighteen easy-to-read brochures with tips, tricks, and trade secrets on using the mail to grow business have proven to be very popular. From “The 11 Gold Mines in Your Customer List” to “12

Secrets to Getting More Response from Your Mail”, these brochures offer insightful information on how to gain new business and retain current customers using direct mail.

A survey of 3,000 businesses that requested *Simple Formulas* provided noteworthy feedback on the usefulness of the brochures. Over 90 percent said they planned to keep the brochures on hand for future reference, and 81 percent

indicated they planned to increase advertising through the mail after reading the “no Postal jargon” brochures.

Hattie Bryant, creator and host of the Small Business School, a weekly series on PBS stations says this about *Simple Formulas*. “Small business owners are overwhelmed with ideas to implement, problems to manage, and employees to lead. I believe those who don’t already use mail to find new customers and keep the current ones happy, simply do not understand the results they could achieve if they just do it. The hold back is fear that the whole thing will be too complicated. *Simple Formulas* is written in such a way that a mail program actually seems doable!

To accommodate the 1.2 million Hispanic owned businesses in the United States, *Simple Formulas – Spanish Edition* has just been published. With these proven tools for a successful Direct Mail campaign now available in Spanish, Hispanic business owners can use direct mail to connect with the \$524 billion buying power of the Hispanic population.

With the overwhelming response to *Simple Formulas*, new editions are in development. Look for *Simple Steps, Volume 2*, in the *Simple Formulas* series, and



Simple Shipping, Volume 3, later this year. To order your copy of *Simple Formulas*, call 1-800-THE-USPS (1-800-843-8777) ext. AD4050 or *Simple Formulas – Spanish Edition* ext. AD4383, or check out *Simple Formulas* on the web at www.usps.com/directmail/sf/welcome2.htm.

Customized Market Mail is here! See page 2.

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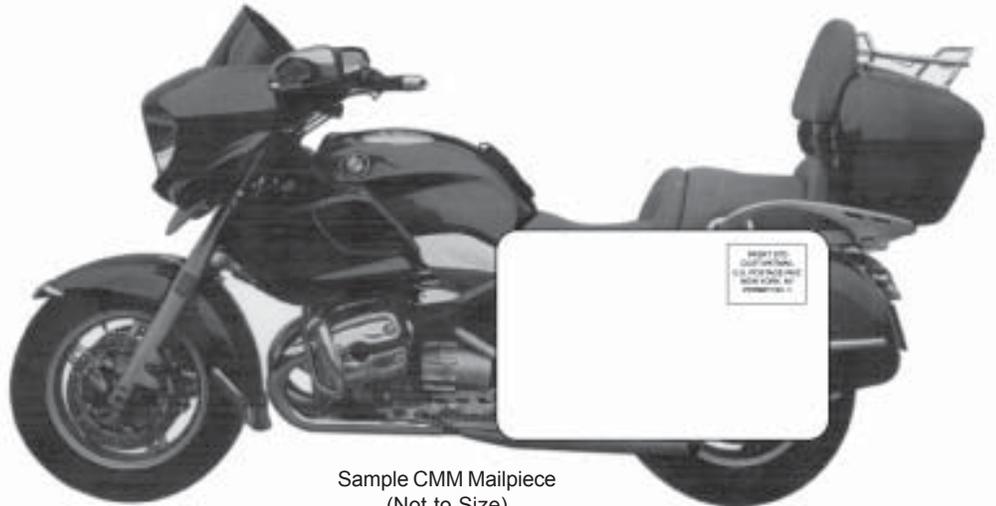
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Customized Market Mail

New Advertising Product is the "Shape of Things to Come"

The Postal Service announces the launch on August 10 of Customized MarketMail™, a new advertising mail product that will give business mailers more creativity in mailpiece design and achieve high impact in the mailbox.

"In the battle for audience attention, Customized MarketMail (CMM) will allow business mailers to differentiate their products in the mailstream," said Nick Barranca, Vice President of Product Development for the Postal Service. "Within certain size, weight, and thickness limitations, Customized MarketMail can be virtually any shape and design that the mailer desires. CMM will let advertisers put their creativity to work, designing their mail



Sample CMM Mailpiece
(Not to Size)

pieces to deliver high impact, to demand attention, and generate greater response rates."

"Just think of the possibilities," said Steve Kearney, Vice President of Pricing and Classification. "Mail pieces shaped like cars, shoes, computers, pizzas — popping up in customer mailboxes, announcing new products, targeting and empowering mailer messages, and driving customer buying habits."

As its name implies, Customized MarketMail must be prepared and mailed in special ways. Business mailers must have or obtain a Standard Mail permit, send a minimum of 200 pieces per mailing, but not necessarily per destinating delivery unit, and dropship or deliver them to the ultimate destination facilities for handling. The postage rates for these distinctive mail pieces will be 57.4 cents for Regular Standard Mail, and 46 cents for Nonprofit Standard Mail. Sending individual pieces or depositing them in mail or collection boxes is not permitted.

"Customized MarketMail is an exciting new development in an industry that welcomes innovation," said H. Robert Wientzen, President and CEO of the Direct Marketing Association. "Business mailers are always interested in new creative applications of mail, so the industry is going to welcome this new technique." There is no doubt that CMM is the shape of things to come.

Frequently Asked Questions (FAQs) Customized MarketMail

What is CMM?

Customized MarketMail (CMM) is a new type of Standard Mail that, within certain broad requirements, can take virtually any design and shape a business mailer desires. It allows business mailers to send distinctive, unusually shaped advertising pieces to their customers, thereby differentiating their product in the mailbox and in the mind of the consumer. CMM takes effect August 10.

How does it work?

Business mailers must have or obtain a Standard Mail permit. They must send a minimum of 200 pieces per mailing, but not necessarily per destinating delivery unit, and dropship them or bring them to the ultimate destination facility.



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POSTAL SERVICE®

Mailers Companion

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As a result, post offices can expect to receive some CMM pieces by Priority Mail® or Express Mail® marked, “Open and Distribute.” The postage rates for these distinctive mail pieces are 57.4 cents for Regular Standard Mail, and 46 cents for Nonprofit Standard Mail. Mailing individual pieces or depositing them in mail or collection boxes is not permitted.

What are the size limitations?

CMM pieces may be as large as 12 inches high by 15 inches long by 3/4 inch thick. And they may be as small as 3-1/2 inches high, 5 inches long, and .007 inch thick. They can weigh up to 3.3 ounces. For the safety of the recipients and postal employees, pieces should not have sharp or pointed edges. The Postal Service encourages mailers to provide designs to their local postal acceptance units for review prior to production.

Why the special handling requirements?

Dropshipping or delivering the pieces to the destination delivery unit (DDU) is necessary because the irregular shapes and sizes of the pieces cannot be handled by automated equipment. They must bypass these operations.

Who do you expect to use CMM?

A number of prominent printers, advertising agencies, and business mailers have indicated their interest in CMM, noting that the pieces have the potential to open up a world of design creativity that can help differentiate their merchandise and services in the marketplace. We expect the primary users to be companies with prestige brands, top-of-the-line technology products, and other high-end merchandise. However, for some local retailers, such as pizza franchises and dry cleaners, it may make business sense, too. One thing is for sure — CMM pieces will stand out in the mailbox. Starting August 10, you will see new creativity and excitement in the mail.

What if consumers want to mail CMM?

The presence of CMM in the mail may lead some to believe incorrectly that oddly shaped single piece items such as novelty postcards are now mailable without envelopes. They are not. It is important for consumers to understand that these pieces cannot be mailed by individuals or dropped in a mailbox for processing and delivery without putting them in envelopes and applying First-Class Mail® postage.

How should letter carriers handle the pieces?

CMM pieces can range in size from 3-1/2 by 5 inches and .007 inch thick to 12 inches by 15 inches, and up to 3/4 inch thick. That gives a lot of flexibility to the creators, so we want letter carriers to use their best judgment on

handling. Depending on the size, letter carriers may work them as letters, flats or parcels, whichever makes the most sense. In any event, CMM pieces should be left at the residence, even if they do not fit in the mailbox. There is no forwarding or return to sender. The pieces should not be held for pickup. If they are returned to the delivery office as undeliverable, they should be disposed of in accordance with local handling procedures.

What should acceptance clerks look for?

Acceptance clerks should check the size, weight, and thickness dimensions. The piece does not have to be uniformly thick, so long as no part of it measures more than 3/4-inch. There are to be no sharp edges. We want to make sure that the recipients and our employees are not injured by the unusually shaped pieces. Make sure they carry a CMM rate marking consistent with the rules in DMM M012, as well as the carrier release endorsement, “Carrier—Leave If No Response.” Standard Mail content restrictions apply, and no detached address labels are permitted.

How does the mailer show postage payment?

The CMM mailer has the option of using a permit imprint indicia, postage meter imprint, or precanceled stamps. Regular adhesive stamps are not permitted. Each piece must show not only “Presorted Standard” or “PRSRT STD” but also the marking “CUSTOMIZED MARKETMAIL” (or the approved abbreviations “CUST MKTMAIL” or “CMM”). Nonprofit Standard Mail must show “Nonprofit Organization” (or “Nonprofit Org.” or “Nonprofit”) instead of “Presorted Standard” or “PRSRT STD.” The standards and placement of applicable markings and endorsements will follow existing requirements for Standard Mail pieces under DMM M012.

How does the mailer address CMM?

CMM pieces must bear the exceptional address format or the occupant address format. The exceptional address format uses both a recipient’s name and the alternative, either “Current Occupant” or “Current Resident,” followed by a complete delivery address, city, state, and ZIP Code™ or ZIP+4 code™. The occupant address format does not use an actual recipient’s name but only the designation “Occupant,” “Householder” or “Resident,” followed by a complete delivery address, city, state, and ZIP Code or ZIP+4 code. The simplified addressing format, which shows no delivery address, is not permitted.

We encourage mailers to bring the designs of their CMM pieces to our acceptance units for review prior to production. This will save everyone time and trouble, and in some cases the need for and cost of reprinting.

See related DMM revision on page 7.

TOP-RATED, AGAIN!

USPS ranks among the nation's best in minority employment

For the fourth year in a row, *Fortune* magazine has ranked USPS® among the best of the nation's major companies in minority employment. A recent issue of *Fortune* ranks the Postal Service 11th on its "Best Companies for Minorities" list. Notably, USPS also remains the highest ranked transportation/delivery service provider for the fourth consecutive year.

"*Fortune's* selection was based on the Postal Service's commitment to hiring, promoting and retaining an inclusive workforce," said USPS Diversity Development VP Murry Weatherall. "Our commitment to diversity is vital to our organization."

Fortune noted that even while the total postal workforce decreased by 3 percent, minority representation increased, with minorities comprising 37 percent of new employees hired last year. The magazine also pointed to two in-house newsletters, *Diversity Talk* and *Panorama*, as further commitment to diversity.

HAPPY BIRTHDAY, MR. ZIP

Nation's original digital icon turns 40

Mr. ZIP, the nation's original digital icon, turns 40 this month. The satchel-carrying stick-like cartoon figure convinced Americans to use five-digit ZIP Codes to move the nation's mail faster and more efficiently. Compared to



40 years ago, today's Postal Service™ delivers nearly three times as much mail to 50 percent more customers located at more than twice as many addresses.

"Mr. ZIP helped to usher in the age of high technology," said Postal Historian Meg Ausman. "He helped make the business of conducting commerce in America through the mail more efficient, reliable and cost-effective."

In 1963, Mr. ZIP's first year on the job, the taxpayer-subsidized Post Office Department delivered 68 billion pieces of mail to 188 million customers at about 60 million addresses. Today's Postal Service — operating without taxpayer support — delivers 203 billion pieces of mail to 291 million Americans at 141 million homes and businesses.

Thanks to help from Mr. ZIP, today's First-Class Mail stamp, when adjusted for inflation and subsidy, costs the same as it did in 1963. Some things never go out of style.

BEST IN SHOW

The "Best in Show Excellence" award presented to USPS for the recent Building Inroads to Technology Multicultural Summit in Los Angeles recognized the Postal website, USPS.com, for its "consumer-friendly online services."

Sponsored by nationally-syndicated media commentator Tavis Smiley in association with Microsoft, the summit was designed to introduce the power of technology to consumers, entrepreneurs and youth in the African-American, Asian and Hispanic communities.

WELCOME TO AMERICA

A faster way to process inbound international mail

Inbound international mail is getting quite a reception these days, thanks to the receipt verification system (RVS). This new automated system speeds up the processing time for foreign mail so it enters the domestic mail stream more quickly.

Foreign postal administrations place country-of-origin barcodes on mailing containers sent to the United States. RVS scans these barcodes, generating an acceptance receipt for the foreign post office. No barcode? RVS can handle that, too. After a few touch-screen entries, the data is captured and the mail container continues on its way.

In a joint effort, Information Technology and Network Operations developed a way to transmit RVS data to the International Accounts Branch in St. Louis, where it's used to settle accounts with foreign postal administrations. RVS data helps to identify money owed USPS.

"RVS not only speeds up the processing time for international mail but greatly improves the accuracy of the data," says International Network Operations Manager Michael Nappi.

RVS is being used for international mail at the New York, Chicago, and San Francisco International Service Centers, and the Miami and Los Angeles Air Mail Centers. RVS will be coming to some surface mail gateways in the near future.

Ease of Use

Making it easier for customers to use the Postal Service

Hold it Right There

Joe and Mary Wilson are ready to go on vacation. Their bags are packed, the car is loaded and the dog's in the kennel. At the last minute, Mary remembers they haven't asked the local Post Office™ to hold their mail. Not a problem, Mary. Just hop online.

USPS now offers customers a quick and easy option for requesting that their mail be held from three to 30 days — www.usps.com. That's right. They can go online and take care of it with a few clicks of a mouse.

"This service represents the organization's continued commitment to increasing customer access — making it easier and more convenient for customers to use the Postal Service when and where they need," said Product Development VP Nick Barranca.

At USPS.com, Mary clicks "Receive Mail & Packages" from the blue bar on top of the page. Under "Delivery Services," she clicks "Put Your Mail on Hold" and enters her ZIP Code at the prompt.

Mary provides her address information and the dates she and Joe want the mail held. Once that's done, she receives a confirmation number. That's in case their vacation plans change. She can modify the hold mail request if she and Joe come back early or stay longer. Total time on USPS.com: Less than five minutes.

After Joe and Mary have done their part, it's up to USPS. The online service electronically sends the hold mail request to the local Post Office. Joe and Mary's mail is held as specified and delivery resumed when requested.

Nearly 300,000 customers have used online hold mail service since January. And, another 460,000 customers have called the USPS toll-free number 1-800-ASK-USPS to hold their mail.

Joe and Mary had a great vacation. And they get their week's worth of mail when they return. It's good to be home.

Sealed, Delivered, Proven

Signature Confirmation™ service and Express Mail manifest customers can now get their Proof of Delivery letters in bulk on CD-ROM or in an electronic file. Customers who select the electronic Bulk Proof of Delivery option will save time by not having to request and handle individual Proof-of-Delivery records. These new options also allow customers to keep their records as long as they need.

"This is another example of the Transformation Plan at work," says Product Development VP Nick Barranca. "Through the use of technology, we are making our products easier for our customers to use."

Full details of the program are included in Publication 80, *Bulk Proof of Delivery Program*. It's available online at www.usps.com, search word: Pub 80.

INFO @ USPS

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Around town or around the world.
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We have answers.
Rates and mailing information.
ZIP Codes.
Post Office location.
Much, much more.
1-800-ASK-USPS

SHIPPING INFORMATION

Express Mail, Priority Mail, and package support line.
1-800-222-1811

PRINT LABELS

Your shipping label is just a Click-N-Ship away.
www.usps.com/clicknship

Ease of Use continued on page 6

Postal Money Orders Offer Safety and Convenience

Whether sending a gift of money or paying a bill, many people find the most convenient and economical way is with money orders. Money orders can be purchased at any of the 38,000 Post Offices throughout the country.

In some small towns there is a Post Office where a bank is not available. For the sender this means convenience and for the recipient, instant cash, because postal money orders can be cashed anywhere there is a Post Office.

Domestic postal money orders were established by an Act of Congress in 1864 "to promote public convenience and ensure security in the transfer of money throughout the United States." They still serve that purpose more than a century later.

The first international money order service was established with Switzerland in 1869. Today, agreements for the exchange of money orders exist with over 100 foreign postal administrations. With international money orders,

there is no delay. No bank account is needed and it pays the full face value. International money order limits and fees are set by the receiving country and will vary from country to country.

A single domestic money order may be purchased for a maximum face value of \$1,000.00. If your money order is lost or stolen, you may apply for a replacement if you present your customer receipt. For a fee, you can obtain a copy of a paid money order up to two years after the date that it is paid.

Money orders are good for an indefinite period, and are used frequently by overseas military personnel. For decades, many customers have found money orders a convenient way to pay for mail order merchandise. By offering this convenient money order system, the Postal Service provides a time-honored, convenient service to the American public.

DMM 100 — Your Packaging Guidelines

Publication 227, *Preparing Parcels for Mailing*, is now obsolete. Information needed by consumers and retail customers who package and mail gifts and merchandise items can be found in *Domestic Mail Manual (DMM) 100, A Customer's Guide to Mailing*. DMM 100 is an easy-to-understand reference for retail customers and Postal Service employees.

The illustrated section on preparing packages in DMM 100 leads the user through all the critical steps from choosing the right mailing container and cushioning material to selecting the appropriate tape for sealing and securing the package.

DMM 100 also explains how to mail fragile and heavy items, and it provides helpful instructions on the proper way to address the package and affix postage and any label for extra services such as Delivery Confirmation™ service.

DMM 100 is available free at Post Offices and can also be downloaded from the Postal Service Web site at www.usps.com; click *All Products & Services*, then *Publications*, then *Browse All Periodicals & Publications*, then *A Customer's Guide to Mailing*.

Odd-Shaped Items in Paper Envelopes

Pens, pencils, key rings, bottle caps, and other similar odd-shaped items are not permitted in letter-size or flat-size paper envelopes unless they are wrapped within the



other contents of the envelope to streamline the shape of the mailpiece and prevent damage during postal processing. If

an odd-shaped item is not properly wrapped, it could burst through the envelope and cause injury to employees and damage to USPS processing equipment.

Odd-shaped items that are properly wrapped within paper envelopes and sent at the First-Class Mail or Standard Mail nonautomation rates may be subject to the nonmachinable surcharge under DMM E130 or E620, as applicable. Certain types of odd-shaped items, when properly wrapped, are permitted as automation rate letter-size mail subject to the standards in C810. Flat-size automation rate mail is subject to the uniform thickness requirement in C820.

Domestic Mail Manual

The following changes to the Domestic Mail Manual are incorporated into the online version available via Postal Explorer at <http://pe.usps.gov>.

DMM Revisions

Customized Market Mail

Effective August 10, 2003, DMM E660 and M660 are added and other sections are revised to implement the classification for Customized MarketMail (CMM) service.

Use of CMM

CMM service represents a significant innovation for Standard Mail advertisers who want to target a specific audience with highly individualized mailpiece designs, including nonrectangular-shaped and multidimensional mailpieces such as cutouts of houses, automobiles, power boats, or wearing apparel. More creative designs could encourage greater customer interest and response rates to promotions, advertising, fund-raising campaigns, or other types of communications. Before this service was introduced, mailing standards required that any mailpiece that was 1/4 inch thick or less could not be mailed if that piece was not rectangular. This exclusion of nonrectangular letter-size mail and, in some cases, nonrectangular flat-size mail, reduced the available options for businesses and organizations wishing to reach existing or potential customers through advertising messages and designs, including the shape of the mailpiece. CMM service will overcome this previous restraint.

Nonrectangular Shapes

A basic requirement for mailability in *Domestic Mail Classification Schedule* (DMCS) § 6020 DMM § C010.1.1 is that “[a]ll items, other than keys and identification devices, which are 0.25 inch thick or less must be rectangular in shape, at least 3.5 inches in width, and at least 5 inches

in length.” Administrative rulings issued by the Postal Service have interpreted and further clarified that the term “rectangular” implies that rectangular mailpieces must have four right-angle corners, four straight and regular edges, and no holes or other voids within their dimensions.

Mailpieces that are 1/4 inch thick or less typically meet the dimensional standards for “letter-size” mailpieces or “flat-size” mailpieces. These two mail processing categories represent both the vast majority of mailpieces sorted and distributed in mail processing facilities and virtually all mail sorted into cases and delivered by Postal Service carriers or distributed to Post Office boxes.

The requirement that mail must be rectangular within certain dimensions for typical letter-size or flat-size mailpieces was established to ensure that the Postal Service could efficiently handle and deliver such mail, whether by automated, mechanized, or manual means.

CMM pieces will differ from other letter-size and flat-size mailpieces that are 1/4 inch thick or less in two significant aspects. First, CMM pieces can be nonrectangular or irregular in shape. Second, such mail will be required to bypass all Postal Service handling between the mailer’s plant (or point of origin) and the Post Office delivery unit. CMM pieces will therefore not be expected or required to be compatible with mechanical or automated processing because their entry profile was specifically developed to ensure that CMM pieces will bypass mail processing operations primarily designed for rectangular-shaped mail.

Employees are reminded that all mailpieces that are 1/4 inch thick or less and not prepared and mailed as CMM mailpieces must be rectangular. The exception to the mailability rule applies only to CMM pieces and to keys and identification devices. Other pieces not qualifying under this exception are nonmailable under DMM C010.1.0.

CMM Verification and Entry

At the mailer’s option, CMM pieces will have to be presented for postage verification at the origin office by:

- (1) using existing plant-verified drop shipment (PVDS) procedures as defined in DMM P950,
- (2) using either Express Mail or Priority Mail drop shipment procedures in DMM M072, or
- (3) taking the pieces directly to a destination Postal Service facility with a business mail entry unit as a pre-sorted mailing subject to DMM E610.8.0.

Under the PVDS option in DMM P950, current standards for a 200-piece minimum volume will apply only to the entire PVDS mailing rather than to the quantity presented at each destination delivery unit (DDU). Normally, the DDU is the facility where the mail will be distributed to and cased for delivery by the corresponding mail carrier or distributed into Post Office boxes. Transportation to each destination will be the mailer’s responsibility, or it will be through the use of existing Express Mail or Priority Mail drop shipment standards in DMM D072.

CMM Preparation

Each CMM mailing will be subject to the current minimum volume requirement of 200 pieces for presorted Standard Mail pieces. There will be, however, no minimum volume requirements for packaging or containerization because all mail processing operations will be bypassed.

Packaging of CMM pieces will be required for all types of containers used in order to maintain mailpiece orientation, inhibit movement of the pieces, and ensure stability in transit. At the same time, packaging will help protect the individual mailpieces from damage. The number of pieces in each package and the method of packaging will be at the mailer's discretion, subject to applicable standards for suitable materials and package sizes in DMM M020.

CMM pieces will be required to be prepared in containers as appropriate to the volume of mail destined for the DDU. Equipment such as sleeved letter trays, Express Mail and Priority Mail containers (i.e., Postal Service pouches, sacks, envelopes, and boxes), or envelopes or boxes supplied by the mailer will be permitted as containers. Each mailing presented in mailer-supplied containers, including those prepared as Express Mail and Priority Mail drop shipment, will be required to be accompanied by sample containers for tare weight calculations. Mailings with more than three different types of containers or mailings consisting of nonidentical-weight pieces will be required to be presented using a manifest mailing system (MMS) under DMM P910 or any other available postage payment system if approved by the Business Mailer Support (BMS) manager, Postal Service Headquarters.

CMM containers will be required to bear the correct container label and be endorsed to the attention of the delivery unit supervisor or postmaster

with instructions to "open and distribute" the contents. At the DDU, the CMM pieces will be distributed to carriers for casing and delivery or, for Post Office box addresses, to the box section for distribution into the Post Office boxes.

At the mailer's option, every piece in a mailing will be permitted to bear the correct carrier route code under DMM M014. Under this option, the mailer must use CASS- certified software and the current USPS Carrier Route File scheme, hard copy Carrier Route Files, or another AIS product containing carrier route information, subject to DMM A930 and A950. Carrier route information will also require updating within 90 days before the mailing date.

CMM Rates

CMM pieces, each of which must weigh 3.3 ounces or less, will be subject to the basic Presorted nonletter piece rates, with no destination entry discount, in the Standard Mail Regular and Nonprofit subclasses. Owing to the irregular or nonrectangular shape inherent with CMM pieces, such pieces will also be subject to the residual shape surcharge (RSS).

CMM pieces will not be eligible for any destination entry discount, automation rate, or other presort rate. In addition, because CMM pieces will not be handled in mail processing facilities, such pieces will not be eligible for the parcel barcode discount, which currently is available to appropriately barcoded pieces that are also subject to the residual shape surcharge. CMM pieces, however, are not subject to the Standard Mail nonmachinable surcharge. Special services, as provided in DMM S900, will not be available for CMM pieces.

CMM Postage Payment

CMM pieces will be subject to the same options of postage payment (precanceled stamps, metered

postage, or permit imprint) for Standard Mail pieces as permitted by current standards in DMM P600. CMM mailers will not be required to obtain special mailing permits or authorizations other than those already required for Regular or Nonprofit Standard Mail service. Mailers will, in most cases, be required to pay postage through an approved manifest mailing system (MMS) when more than three different types of mailing containers are used or when the mailing consists of nonidentical-weight pieces. Express Mail and Priority Mail drop shipments generally are also better processed through a manifesting system. The Business Mailer Support (BMS) manager at Headquarters will approve the manifest mailing systems and any other special postage payment system under DMM P900 such as an optional procedure.

Mailers presenting CMM pieces must present the appropriate documentation, if required, along with one of the following postage statements:

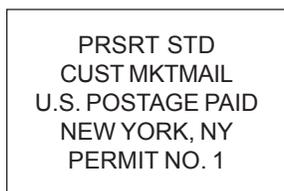
- **PS Form 3602-PS, Postage Statement - Standard Mail Subject to Surcharge - Postage Affixed.**
- **PS Form 3602-RS, Postage Statement - Standard Mail Subject to Surcharge - Permit Imprint.**
- **PS Form 3602-NPS, Postage Statement - Nonprofit Standard Mail Subject to Surcharge - Postage Affixed.**
- **PS Form 3602-NS, Postage Statement - Nonprofit Standard Mail Subject to Surcharge - Permit Imprint.**

The postage statements will be revised to accommodate CMM pieces as a separate line item on page 1, which corresponds to a separate part designated as "L" on the reverse. In addition, the revised statements have an additional check box under the "Processing Category" block designated as "CMM." Copies of the statements will be posted on

www.usps.com and will be available from the Material Distribution Center.

CMM Markings and Endorsements

In addition to the current class and rate markings required for Standard Mail pieces, CMM pieces will have to bear the marking “CUSTOMIZED MARKETMAIL” (or the approved abbreviations “CUST MKTMAIL” or “CMM”). The standards and placement of applicable markings and endorsements will follow existing requirements for Standard Mail pieces under DMM M012.



Sample Indicia

Sample Mailpieces Required

At the time of mailing, mailers presenting CMM mailpieces must provide the business mail entry unit or acceptance site these additional items for each mailing:

- **A sample mailpiece.**
- **An extra copy of the corresponding postage statement.**

CMM Physical Characteristics

CMM mailpieces can be constructed of any material that is safe for handling by Postal Service personnel. However, CMM pieces will have to be sufficiently flexible to withstand normal handling required for carrier casing and delivery and for placement into mail receptacles and Post Office boxes.

CMM pieces will not be allowed to have attachments or enclosures. However, CMM pieces are permitted to be constructed or assembled from layers or parts to form a single item.

For purposes of defining the dimensional requirements, a straight line drawn between the most distant outer points on a CMM mailpiece will define the axis of its length and a perpendicular line to that axis will be the axis of its height. The minimum and maximum dimensions and weight are as follows:

- (1) **Height:** No less than 3-1/2 inches and no more than 12 inches.
- (2) **Length:** No less than 5 inches and no more than 15 inches.
- (3) **Thickness:** No less than 0.007 inch at its thinnest point and no more than 3/4 inch at its thickest point.
- (4) **Weight:** No more than 3.3 ounces.

CMM pieces will be permitted to have voids or holes and to have a nonuniform thickness. If pieces are of nonuniform thickness, packages of CMM pieces will be required to be prepared by counterstacking under DMM M020 to ensure stability in transit whether transported under PVDS or under Priority Mail or Express Mail drop shipment. This packaging requirement not only stabilizes the pieces during transportation, but it also ensures Postal Service employees will more easily handle and deliver the mail.

Mailpiece design approval by the manager of business mail entry in the district serving the office of mailing, though not required, is recommended. Physical or graphic content will be subject to current standards in DMM C020 and C030 and to any applicable nonpostal statutes and regulations.

CMM Addressing

Each CMM piece will be required to bear a complete mailing address including an accurate 5-digit ZIP Code or ZIP+4 Code. CMM pieces must bear the exceptional address format or

the occupant address format under DMM A020.

The exceptional address format uses both a recipient's name and the alternative “Current Occupant” or “Current Resident,” followed by a complete delivery address, city, state, and ZIP Code or ZIP+4 code. If the named recipient has moved, mail bearing an exceptional address format is neither forwarded to the recipient's new address nor returned to the sender. Instead, such mail is left at the indicated delivery address for the current resident.

The occupant address format does not use an actual recipient's name but only the designation “Occupant,” “Householder,” or “Resident” in place of a name, followed by a complete delivery address, city, state, and ZIP Code or ZIP+4 code. Mail bearing an occupant address is neither forwarded nor returned.

The address block could be placed anywhere on the mailpiece as currently permitted for flat-size mailpieces, whether printed directly on the mailpiece, or printed on an address label permanently affixed to the piece. The address and other mandatory information such as postage indicia and class and rate markings will be required to be clearly identifiable and legible, following current mailing standards.

CMM pieces will be subject to the standard for address quality and address list maintenance that requires all 5-digit ZIP Codes included in addresses on pieces claimed at Regular Standard Mail and Nonprofit Standard Mail rates to be verified and corrected within 12 months before the mailing date using a method approved by the Postal Service. This requirement ensures that mail is addressed for the correct ZIP Code destination and eliminates potential misdirection of mail. The use of detached address labels (DALs) will not be permitted for CMM pieces.

continued on page 10

CMM Delivery

Delivery is considered completed and Postal Service handling of a CMM mailpiece will end when the piece is delivered to the street address or Post Office box address on the piece or when a Postal Service employee distributes the piece into the Post Office box if the piece bears a Post

Office box address. CMM pieces will be delivered or left at the address, and CMM pieces that are undeliverable as addressed because of an invalid address will be discarded.

Ancillary service endorsements used for address correction services and the forwarding and return of mail will not be available. Each piece will

also be required to bear the appropriate carrier release endorsement in DMM D042 (“Carrier-Leave If No Response”) to indicate that a deliverable CMM piece is to be left in a safe location near the recipient’s mail receptacle if the piece cannot be placed inside the receptacle.

Delivery Confirmation and Signature Confirmation Services — Use With First-Class Mail Parcels and Package Services Parcels

Effective July 10, 2003, DMM C100, C700, S918, and S919 are revised to clarify when it is permissible to use Delivery Confirmation service or Signature Confirmation service with mailpieces entered at First-Class Mail or Package Services rates. This revision clarifies that, for those two classes of mail, Delivery Confirmation service or Signature Confirmation service may be used only for parcels and not for letter-size mail or flat-size mail.

Original Mailing Standards

Before this revision, the mailing standards underlying the use of these two special services with First-Class Mail parcels and Package Services parcels were in DMM C100.5.0 and C700.1.0h in DMM Issue 57, dated June 30, 2002.

As part of the DMM revision, the general term “box,” which was used in the original language of those mailing standards, is replaced with the specific definitions of a parcel as currently defined in DMM C050 for machinable parcels, irregular parcels, and outside parcels.

In the case of First-Class Mail parcels and Package Services parcels, these revised standards support both a customer need and an

operational requirement to maintain high rates of scanning of Delivery Confirmation barcodes and Signature Confirmation barcodes by segregating Delivery Confirmation pieces and Signature Confirmation pieces from letter-size and flat-size mail.

Parcel Definitions

As presented in the revised standards in DMM S918 and S919, the current definitions of a parcel are modified solely for the purposes of using either Delivery Confirmation service or Signature Confirmation service, including removing the minimum weight for so-called “machinable” parcels sent at First-Class Mail rates, and adding a rigidity requirement for machinable parcels that measure no more than 3/4 inch thick. These revisions do not modify the definition of parcels in DMM C050 as they apply to the requirements for Standard Mail and Package Services parcel preparation.

By using the existing standards for parcels and their readily known definitions to determine what constitutes a parcel, the Postal Service can clearly define a parcel for purposes of using Delivery Confirmation service or Signature Confirmation service. This use should

reduce the subjectivity of determining what distinguishes a “parcel” from a “flat” or a “letter.”

Service Restrictions

Mailers and postal employees are reminded of these class-specific uses of Delivery Confirmation service and Signature Confirmation service:

- Priority Mail service: all Priority Mail pieces, regardless of mail processing category, are eligible for Delivery Confirmation service or Signature Confirmation service.
- First-Class Mail service: only parcels are eligible for Delivery Confirmation service or Signature Confirmation service.
- Package Services: only parcels are eligible for Delivery Confirmation service or Signature Confirmation service.
- Standard Mail service: only pieces subject to the residual shape surcharge are eligible for Delivery Confirmation service (and only for the electronic option). Standard Mail pieces, regardless of mail processing category or whether a residual shape surcharge is applied, are not eligible for any form of Signature Confirmation service.
- Customized Market Mail is not eligible for either service.

Negotiated Service Agreements

Effective June 12, 2003, DMM G043 is revised; DMM G091, G092, and G095 are redesignated as G991, G992, and G995, respectively; DMM G900 is redesignated as G090; DMM G910 is added to provide requirements for negotiated service agreements (NSAs). An NSA is an agreement between the Postal Service and a single mailer that requires changes to the established rates, fees, or classifications for that mailer only.

The Governors of the Postal Service approved the experimental changes in the classification, rates, and fees

applicable to Capital One, in accordance with the Capital One NSA. The Board of Governors set September 1, 2003, as the effective date.

The negotiated service agreement (NSA) requires Capital One Services, Inc. (Capital One) to receive electronic notification for undeliverable First-Class Mail solicitations instead of physical return of the pieces. The notices are to be provided through the Address Change Service (ACS) program and the usual electronic address correction fee is to be waived.

Capital One also agrees to maintain and enhance address and mail preparation quality. In exchange for Capital One's receipt of the electronic notice for its First-Class Mail solicitations and its compliance with the terms of the NSA, Capital One would have available declining block rates of postage for volumes above stated thresholds. A copy of the NSA is filed with the Postal Rate Commission in Docket No. MC2002-2 as Attachment G to the Postal Service's Request for a Recommended Decision and can be found at www.prc.gov.

Standard Mail Plant-Verified Drop Shipment (PVDS) Mailings — Clarification of Minimal Volume Requirement

Effective July 10, 2003, DMM E650.1.3 and E752.1.2 are revised. These revisions represent editorial modifications only and do not alter the current mailing standards or impose any new requirements. DMM E650.1.3 is revised to clarify the application of the minimum volume requirement for Standard Mail items prepared using plant-verified drop shipment (PVDS) procedures. In DMM E752.1.2, a few minor text revisions are made to the corresponding standards for Bound Printed Matter (BPM) items. The text in both sections is also reorganized for clarity.

The standards in DMM E650.1.3 will continue to require that each Standard Mail PVDS destination entry rate mailing contain at least 200 pieces or 50 pounds of addressed pieces and that each group of pieces prepared for entry at each destination Post Office be presented as a separate mailing meeting the minimum volume requirement. Pieces deposited at the same destination entry Post Office, but claimed at different destination entry rates, may be included in a single mailing when reported on the same

postage statement (subject to only one minimum volume requirement), provided that the destination entry Post Office is the proper facility for claiming each of the destination entry discounts.

The clarification to DMM E650.1.3 better details the application of the minimum volume standards for PVDS mailings and aligns the standards with the existing text for destination entry BPM in DMM E752.1.2. The added text in DMM E650.1.3 clarifies that mailers may use the combined total piece count (or combined total weight) from a single presort file (showing all line items for all destinations in a mailing job) on the associated PS Form 3602-C, *Consolidated Postage Statement Supplement - Supplement Standard Mail or Nonprofit Standard Mail* (or a postage statement register), to meet the 200-piece or 50-pound minimum volume requirement for each mailing. By using this alternative, a mailer may enter fewer than 200 pieces at a single destination entry Post Office, provided that the single presort file listed on the associated PS Forms 3602, *Statement of Mailing*

With Permit Imprints, and 3602-C, *Statement of Mailing With Permit Imprints - First-Class Mail or International Letter Classification Mail Only* (or a postage statement register) meets the 200-piece or 50-pound minimum volume requirement. When pieces from different Standard Mail mailings (Presorted, automation, and/or Enhanced Carrier Route) are presented together under PVDS procedures, each of these mailings must separately meet a 200-piece or 50-pound minimum volume requirement.

Minor text revisions are also made to the standards in DMM E752.1.2 for destination entry BPM mailings to correspond to the clarification for Standard Mail PVDS mailings.

These revisions eliminate the further need for Customer Support Ruling (CSR) PS-283, *Plant Verified Drop Shipment (PVDS) Minimum Volumes*. Therefore, CSR PS-283 is rescinded effective with this notice. As information, all CSRs are available at <http://ribbs.usps.gov>.

Standard Mail Flats in Letter Trays

Effective July 10, 2003, portions of DMM M032, M033, and M910 are revised to clarify several points about using letter trays instead of sacks when preparing and palletizing certain sizes of Standard Mail flat-size pieces and to add co-traying as another option. This revision also rescinds Customer Support Ruling PS-290, *Enveloped Mailpieces Exceeding 1/4 Inch Thickness*.

This traying option applies to Standard Mail flat-size pieces claimed at automation rates, as well as flat-size pieces claimed at Enhanced Carrier Route rates. No more than 10 percent of a mailing job prepared under this option may be claimed at Presorted rates. This 10 percent maximum applies to the entire mailing job, not to individual plant-verified drop shipment (PVDS) destination points.

All mail under this option must be prepared as follows:

- Packaging is required except for full 5-digit trays and full individual carrier route trays under DMM M033. Under the packaging exception in DMM M020.1.9, mail need not be prepared in other levels of packages when it is placed in a full tray to the corresponding tray level and none of the mail in that tray would have been more finely sorted if packaged. Packaging is required, however, for any mail prepared under the co-traying option in DMM M910 to ensure that automation rate pieces and nonautomation rate pieces are always kept separate.
- The entire mailing job must be trayed. Sacking is not permitted except when the required minimum

pallet load in DMM M041.5.3 cannot be met.

- All trays must be palletized, except for mail prepared for Priority Mail or Express Mail drop shipment or mail prepared for Enhanced Carrier Route destination delivery unit rates.

Allowing Standard Mail flat-size pieces in letter trays instead of sacks is limited to current sortation requirements and minimum required quantities in a container in order to minimize the impact on the number of containers handled by the Postal Service as well as to maintain presort and rate integrity. Each tray must be prepared under the same standards used for sacking and, in general, must contain at least 125 pieces or 15 pounds of pieces. Mailers must use as few trays as possible without jeopardizing rate eligibility.

Polywrap Specifications and Certification Program

Effective July 10, 2003, DMM C820 is revised to clarify standards for the use of polywrap for flat-size mailpieces claimed at automation rates and its certification program.

Although these standards are reorganized to present the information in a logical sequence and to consolidate material, there are no material changes to current mailing standards or polywrap specifications. The principal clarifications include the following:

- **Haze requirement.** Revised DMM Exhibit C820.4.1 clarifies that an address label must be affixed to the outside of the polywrap used on the mailpiece in order to eliminate the need for meeting the haze requirement for approved polywrap.
- **Wrap direction.** Revised DMM C820.4.2 clarifies that the wrap direction of polywrap for automated flat sorting machine (AFSM) 100 flat-size pieces is only around the

longer axis. Also, it clarifies that the wrap direction for flat sorting machine (FSM) 1000 flat-size pieces may be around either the longer axis or the shorter axis. This revision also defines the term axis as it relates to wrap direction.

- **Selvage.** Revised DMM C820.4.3 clarifies, for purposes of applying the polywrap standards for overhang (selvage) only, that the edge of the mailpiece designated as top must be one of the two physically longer edges of the piece. All automation rate flat-size mail must be rectangular.
- **Certificate of conformance.** Revised DMM C820.4.5 clarifies that the polywrap manufacturer, not ASTM International, provides the certificate of conformance stating that the polywrap meets the requirements in DMM Exhibit C820.4.1.

The image shows the cover of the 'Mailers Companion' magazine. The title 'Mailers Companion' is at the top. Below it, the main headline reads 'It's Here — The New, Transformed DMM 200A'. There are several article teasers on the cover, including 'The strategy for the Standard Mail Manual Quality Transformation is to develop a modular system that responds to the particular automation and communication needs of different customers.' and 'A Guide to Meeting for Business and Organizations'. There is also a section titled 'INSIDE' with a list of topics: USPS News & Events, Mail Quality Review, State of the Industry, Mail to Go, DMM Revisions and Resolutions, Mailpiece, New DMM 200A, and Mail to Go Service.

Mailers Companion
available online at www.usps.com/mailerscompanion

NEWS

National Customer Support Center

NCOA^{Link} Approved for Move Update Standard

Effective October 1, 2003, DMM A030, A910, and A950 are revised to add National Change of Address Linkage System Product, or NCOA^{Link}, as an additional method by which mailers preparing Presorted and automation rate First-Class Mail pieces can meet the Move Update standard described in this article and defined in DMM A030.1.0.

NCOA^{Link}

NCOA^{Link} will help mailers update addresses with the latest permanent change-of-address information filed by customers. Mailers will be able to process a mailing list using NCOA^{Link} and update that list using secure data storage technology. This new product will be available under license from the Postal Service to both individual mailers and service bureaus.

This product enables the Postal Service to make available a pre-mailing address correction service in a format that is not a clear text address list, but is instead a mathematical formulation. As a result, mailers can integrate the NCOA^{Link} product into their own in-house computer technology and have the ability to update address-specific information for mailings during their business operations.

Move Update Standard

Improving the quality of mailer address information benefits the mailer and the Postal Service. A mailer benefits by managing correct address information for the customer, which reduces mailing costs and other business costs associated with handling inaccurate address information. The Postal Service benefits from reduced volumes of

undeliverable-as-addressed mail, which decreases processing and handling costs for such mail.

The Move Update standard is an address quality process that mailers seeking First-Class Mail Presorted and automation rates must use to improve the quality of address information in order to reduce the number of mailpieces in a mailing that require forwarding or return to sender. This standard, however, does not apply to single-piece rate First-Class Mail items or to any other class of mail or any other rate.

For the purposes of this standard, *address* means a specific address associated with a specific occupant name. At the present time, the Move Update standard for First-Class Mail Presorted and automation rate pieces requires the following:

- Each address and associated occupant name used on the mailpieces in a mailing must be updated within 180 days before the mailing date, with one of the Postal Service-approved methods in DMM A030.1.4.
- Each individual address in the mailing is subject to the Move Update standard.
- If an address used on a mailpiece in a mailing at one class of mail and rate is updated with an approved method (e.g., NCOA^{Link} or Address Change Service), the same address may be used during the following 180 days and meets the Move Update standard required.

For more information about NCOA^{Link} or Move Update, contact the Postal Service National Customer Support Center (NCSC) at 800-238-3150.

Hardbound *National Five-Digit ZIP Code and Post Office Directory* (Publication 65) No Longer Available

The **hardbound** edition of the *National Five-Digit ZIP Code and Post Office Directory* (Publication 65) will be discontinued in 2004 due to rising distribution costs and low customer demand. Softbound editions will still be available at \$31 per set.

Publication 65 lists ZIP Codes, Post Offices, and street ZIP Codes for all cities with more than one delivery ZIP Code. The directory also contains information on proper addressing procedures, delivery statistics, new ZIP Codes, discontinued postal units and service-improvement

programs, USPS organizations and a list of special ZIP codes.

To order the 2004 softbound edition, customers must use a new order form (PS Form 4243). Publication 65 will ship in early 2004. Remaining copies of the 2003 hardbound edition are available for \$37.50. To order, customers can use the form at www.usps.com/forms/_pdf/ps4243.pdf.

For more information, contact the Postal National Customer Support Center (NCSC) at 800-238-3150.



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On-Site Registration: a \$50 processing fee will be added to all categories except One Day.

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Visit us on the Internet at npf.org or at NationalPostalForum.org

Dr. Barcode

Q. How important is a correct barcode in an automation rate mailing?

A. It is so important, and I'm glad you asked. Mailings entered at automation rates must meet the barcoding standards in DMM C840, and any additional standards for the applicable processing category and class of mail presented.

One of the basic automation standards is that each addressed piece must bear an accurate barcode. A card or a letter must bear a delivery point barcode (DPBC) and a flat must bear either a DPBC or a ZIP+4 barcode, either on the

piece or on an insert showing through a barcode window.

Mail that is incorrectly barcoded has the potential to become "loop mail" which creates major impacts on both service and operations.

The deployment of MERLIN will assist in identifying barcode issues when the barcode readability feature is phased in. However, MERLIN is not a substitute for awareness in identifying this common irregularity.



Send questions regarding mail preparation, standards, or regulations to

"Ask Dr. Barcode"

via email to jnagla@usps.com or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

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