

# Mailers. Companion



HOLIDAY 2003

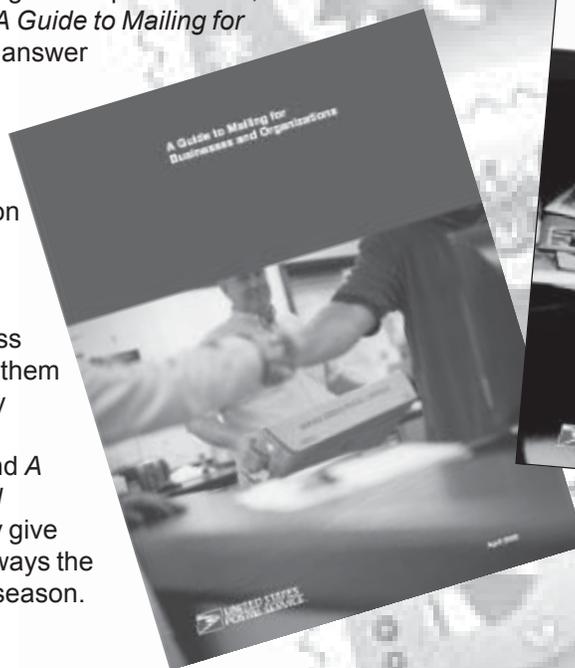
# Holiday 2003 Special Issue

## Holiday Mailing Made Easy

Need help with your holiday mailings? Two publications, *A Customer's Guide to Mailing* and *A Guide to Mailing for Businesses and Organizations*, can answer many retail and business mailing questions. The guides are available at Post Offices, business mail entry units, and online at [www.usps.com](http://www.usps.com).

You'll find basic mailing information plus special tips like how to pack a parcel so the contents stay secure. The guides can help you find a ZIP Code, calculate postage, and address your mail correctly. Be sure to have them on hand when preparing your holiday promotions, gifts, and parcels.

*A Customer's Guide to Mailing* and *A Guide to Mailing for Businesses and Organizations* are easy to use. They give good advice. And they're two more ways the Postal Service delivers this holiday season.



## INSIDE

USPS NEWS & Events .....	2
CMO Corner .....	2
Holiday 2003 Mailing Tips .....	4
Ease of Use Articles .....	6
INFO @ USPS .....	7
DMM Revisions and Reminders .....	8
MPTQM — Mail Quality Corner .....	11
Ask Dr. Barcode .....	back cover

## Looking for holiday mailing tips?

We've got them..... see page 4.

## POSTAL SERVICE MOVES TO YEARLY NATIONAL POSTAL FORUM

The U.S. Postal Service is moving to a once-a-year National Postal Forum (NPF) in order to strengthen and enhance the content of programming offered to customers and those in the mailing industry.

This means the Spring 2004 NPF — scheduled for May in Seattle, WA — will be canceled so organizational planning can focus on developing new program content and workshops that provide more value, to more people, in a more efficient way. The next NPF will occur in September 2004, in Washington, DC.

In announcing the decision, Chief Marketing Officer and Senior Vice

President Anita J. Bizzotto said, "This change is an outgrowth of the Transformation Plan, where we envision a continuous search for new and better ways to conduct business and to make events, such as the NPF, more meaningful for customers." The Transformation Plan is a blueprint designed and created by the Postal Service to successfully carry out its long-standing mission of providing affordable universal service. It can be found on [www.usps.com](http://www.usps.com).

At the Fall 2004 Forum, there will be summit events and symposiums covering topics important to customers in businesses of all sizes

within the mailing industry. The symposiums will contain content and value for the complete spectrum of corporate-level executives, from Marketing and business-decision makers to mail room managers.

In addition, there will be new workshops and event tracks highlighting the many ways mail can bring solutions to 21<sup>st</sup> century business needs. Improved workshops will focus on using the mail efficiently and better integrate postal Sales, Marketing and Operations staff into forum activities to help customers take advantage of what they learn.

## Mailers Companion



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A message from Chief Marketing Officer Anita Bizzotto



For many businesses, the holiday season is more than a period of joy and thanksgiving. It's make-or-break time, the handful of weeks when companies must book the sales and collect the revenue needed to carry them through the business year.

We are here for you this holiday season. And so is the mail.

Service is at historic highs. On-time delivery of local First-Class Mail is the best it has ever been. And measurement systems and customers are telling us that service performance across the board is outstanding. We are doing our best to make it better still during this crucial time of year, with extended service hours and the dedication of hundreds of thousands of postal employees.

And there is no other marketing tool with the reach and power of the mail. Everyone gets it. The mail delivers, wherever you are, wherever you want to go. One hundred forty-one million delivery points, six days a week. Studies show that 80 percent of consumers look at or read the direct mail they receive, and 25 percent — one potential customer out of every four — say that direct mail influences them to visit stores and websites they have never visited before.

Mail does it all. It helps you reach out to potential new customers, create awareness for your company and your products, establish and build relationships, develop brand loyalty, fulfill orders at competitive prices, and deliver bottom-line results for your business. From tried and true services like First-Class Mail and Priority Mail to new products like Parcel Return Service and Customized MarketMail, we have the tools that can make your holidays green with profitability.

Here's wishing you a wonderful season. We're ready to deliver for you.

Anita

The National Postal Forum (NPF) is a not-for-profit educational corporation, established in 1968 by a group of major postal customers and mailers who were committed to an ongoing partnership with the Postal Service. The Forum's goal, then as now, has been to provide education to business mailers and communication and feedback between the U.S. Postal Service and its business customers for a more responsive and efficient mail communications system.

Since the first meeting in 1968, the format and frequency of Forum meetings each year have undergone a number of changes, varying from annual Forums to regionally-focused Forums meeting up to five times per year. National Postal Forums since 1990 have been held twice a year at various locations throughout the United States.

The NPF and the U.S. Postal Service work closely together as partners to provide the most comprehensive and educational platform possible for meeting the needs of the mailing industry.

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## **NEW BUSINESS MODEL NEEDED**

### **USPS agrees with many Commission recommendations**

Transformation is moving forward, but USPS needs a new business model to meet the challenges of the 21st century, said Postmaster General Jack Potter in testimony before the Senate Governmental Affairs Committee.

Potter was commenting on recommendations made by the President's Commission on the Postal Service. Many of them, said the PMG, were "consistent with strategies that we are already pursuing as part of our transformation efforts."

USPS agrees with the Commission's recommendation that a new business model is needed, said Potter. The current one "is becoming increasingly disconnected from today's reality. It is outdated and inflexible," he said.

The General Accounting Office (GAO) Comptroller General David Walker, who also testified, concurred: "The GAO agrees with the President's Commission that now is the time to modernize the nation's postal laws rather than waiting until a financial crisis occurs that limits congressional options."

### **CSRS Legislation**

Potter also said that recently passed Civil Service Retirement System (CSRS) legislation will help USPS hold rates steady until 2006, but the new law presents some "very definite challenges." By shifting military retirement benefits for USPS employees from the Treasury to the Postal Service, postal ratepayers will be saddled with an additional \$27 billion in costs. "We agree with the President's Commission that the Postal Service shouldn't be responsible for military service costs," said the PMG.

Potter also called for the elimination of an "escrow" account that would be established for CSRS "savings" beginning in 2006, because it could result in postage rates rising more than necessary.

### **Other recommendations**

USPS agrees with many other recommendations made by the Commission, said Potter, including preserving the letter and mailbox monopolies, rate flexibility, a better collective bargaining process, more operational flexibility, pursuing strategic private sector partnerships and increased use of intelligent mail, among others.

The Postal Service has reservations about some recommendations, said Potter. A proposed governing board wouldn't have the same bipartisan oversight that's enjoyed by the current Board of Governors, he said. The recommended Postal Regulatory Board would have much broader powers than the current Postal Rate Commission. Potter said there should be "a clear line between what is appropriately a managerial function within the oversight of the Governors or Directors, what is a regulatory function committed to the regulator, and what is a public policy function reserved to the nation's lawmakers."

"The mail is today — and will remain for many years to come — a critical element of our nation's infrastructure," said Potter. To read the PMG's testimony, go to: [http://www.usps.com/communications/news/speeches/2003/sp03\\_pmg1105.pdf](http://www.usps.com/communications/news/speeches/2003/sp03_pmg1105.pdf).

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## **MOVING MILITARY MAIL**

### **New process improves tracking**

Getting mail to the men and women of the U.S. Armed Forces can be a challenging task. Factor in some far-flung locations, a mobile population and some rough terrain, and the challenges might seem daunting. But the mail still goes through. And now, tracking the receipt of that mail just got a whole lot easier.

USPS and the Military Postal Service Agency (MPSA) have developed a new way for the U.S. military to record receipt of mail inexpensively and easily, at any military location or embassy worldwide — even aboard ships at sea. The folks at Intelligent Mail, Planning and Standards, International Network Operations and International Business Information Technology, along with the MPSA, worked hard to make it happen.

The new system uses hand scanners and Internet communication to record arrival of mail bags and trays containing military mail. Prior to that, USPS relied on data passed to it from the military on a complex and expensive communications network that used outdated equipment.

Field testing is under way now, with deployment scheduled later this month for Europe, the Middle East and Asia. The Navy is testing shipboard compliance and is expected to begin deployment as early as next month.

# Holiday Mailing Tips

## Addressing Tips

- Write, type, or print the complete address neatly.
- Always use a complete return address.
- Always provide complete street address information, such as AVE, BLVD, and ST. Always use the apartment or suite number as well as correct directionals such as N, W, and SW.
- Don't let an incorrect ZIP Code create a glitch in timely delivery of cards and letters. Local Post Offices and the Postal Service website — [www.usps.com](http://www.usps.com) — offer ZIP Code information.

## Packaging Tips

- Select a box that's strong enough to protect the contents.
- Cushion the contents of the package with shredded or rolled newspaper, bubble wrap, or Styrofoam peanuts.
- Always use tape that is designed for shipping, such as pressure-sensitive tape, nylon-reinforced craft paper tape, or glass-reinforced pressure-sensitive tape. Never use string or twine to secure a package.
- The only addresses on packages for mailing should be the delivery and return addresses. Since improperly wrapped packages sometimes fall apart during shipment, it's a good idea to include a card with a return address and a description of the items inside the package.
- Carefully pack glass and fragile hollow items, like vases, with newspaper or packing material to avoid damage due to shock. When mailing framed photographs, take the glass out of the frame and wrap it separately.
- Remove batteries from toys. Wrap and place them next to the toys in the mailing container.
- Packages that weigh over 1 pound cannot be mailed in a collection box but must be taken to the retail counter of the Post Office.

## Holiday 2003 Special Tips

- Save time by purchasing packaging materials, including boxes and padding materials at your local Post Office. Express Mail and Priority Mail boxes, envelopes, and tubes are available at no extra charge.
- Remove or completely obliterate all irrelevant package markings and labels before reusing a box for mailing. The Post Office will not accept parcels if markings visibly indicate that the box was used for shipping hazardous material.
- Visit [www.usps.com](http://www.usps.com) for postage calculations, Post Office locations, and ZIP Code lookup, plus stamps and unique gifts at the online Postal Store.
- Avoid waiting in line to purchase holiday stamps by using Stamps By Phone™ (800-STAMP-24), Stamps By Mail®,

Postal Service vending machines, or go online to the Postal Store at [www.usps.com/shop](http://www.usps.com/shop).

- Express Mail service offers guaranteed delivery service 365 days a year, including all weekends and holidays. The overnight delivery money-back guarantee typically applies to local area delivery and for delivery to major metropolitan areas where timely air transportation connections are available. Express Mail service to all other areas is offered with a 2-day guarantee. While the Postal Service will accept items for Express Mail delivery on Christmas Day, customers are asked to check with their local Post Office for details.
- For procrastinators shipping domestically, we offer Priority Mail service, which gets packages to their destinations on average in 2-3 days. It's a great buy starting at \$3.85 for up to 1 pound. For \$13.65 for up to 1/2 pound, we also have Express Mail service that gets mail to most major cities overnight.
- Want to know when your package was delivered? Delivery Confirmation™ service is available for Priority Mail and Parcel Post shipments. For a fee customers receive a tracking number and can retrieve delivery information through the Postal Service Internet address or a toll-free telephone number.
- Shopping online? Don't forget to request the best-value shipping solution, Priority Mail service, from your online retailer for all of your holiday gifts.

We offer five international service options based on speed and price. Delivery times are based on the number of business days specified for each service depending on origin and destination. For example, a package mailed from New York to Beijing will take longer than a package from New York to London.

## International Mail Tips

### 2-3 days: Global Express Guaranteed® service.

Customers who need guaranteed day-certain delivery, generally within 2-3 days, and need to track an item should take advantage of Global Express Guaranteed service. It's delivered to more than 200 countries with rates for documents starting at \$24.00 for 1/2 pound, with package rates starting at \$36.00 for 1 pound. There's an automatic 5 percent discount on Global Express Guaranteed packages shipped when postage is paid through Click-N-Ship, the USPS online shipping service.

**3-5 Days: Global Express Mail™ service.** For a perfect balance between speed and price, without having a need for a guaranteed delivery date, Global Express Mail service is the answer. Designed for delivery within 3-5 days to more

than 190 countries, depending on distance, Global Express Mail service has on-line tracking to more than 60 countries with prices starting at \$15.50 for 1/2 pound. Global Express Mail is also available through Click-N-Ship, the USPS online shipping service.

**4-6 Days: Global Priority Mail® service.** For the look and feel of an expedited global service at a lower cost, Global Priority Mail service is designed to be delivered within 4-6 days to 51 major countries. For customer convenience, the service is available in two attractive flat rate envelopes. Small envelope prices start at \$4.00 with large envelopes priced at \$7.00 and \$9.00 respectively for items going to Canada or Mexico and the

rest of the world. Global Priority Mail shipments can also be made in an attractive box or large tyvek envelope at country zone rates. Customers can use their own packaging, also at zone rates, by adding the Global Priority Mail sticker. This service, limited to items weighing up to 4 pounds, receives priority handling.

**4-7 Days: Global Airmail® service.** Global Airmail service mails a standard letter or package and is delivered to virtually every country in the world and is designed to be delivered within 4-7 days for letters, and up to 10 days for parcels. Items travel by air and are delivered as First-Class Mail. Some special services also can be purchased. Each item must be marked

Airmail/Par Avion. Prices start at \$0.60 for a 1-ounce letter and \$13.00 for a 1-pound parcel.

**4-6 Weeks: Global Economy™ service.** For customers who feel that cost is the issue rather than delivery time, Global Economy service is most economical. To most of the world this means transport by ship from the U.S. to the destination country. Once in the destination country, the item is moved by truck, rail, or other mode of surface transportation to the recipient. This service is designed to be delivered within 4-6 weeks. There is a 1-pound minimum weight rate for letters starting at \$2.70, and a 5-pound minimum weight rate for packages starting at \$15.25.

## HOLIDAY MAILING GUIDE

### Customers can ship and shop with USPS

The Postal Service™ has simplified holiday shopping and shipping with a new customer-friendly *Shipping and Mailing Holiday Guide*. It's available now on [www.usps.com](http://www.usps.com). Just look for the young lady holding the Priority Mail box with the bright red bow and then click the *Holiday Helpers* icon.

The guide offers helpful hints on delivery services, ReadyPost® products and proper packing. And, on almost every page is a cool "Did you know?" fact about postal products and services, such as requesting hold mail service via [www.usps.com](http://www.usps.com). Also from [www.usps.com](http://www.usps.com), customers can buy stamps, postal teddy bears and other collectibles The Postal Store™. They can generate labels with without postage from their computer, using Click-N-Ship®. They can even create, print and send cards with NetPost® CardStore.

Looking for that special gift? Surf over to [www.postalartgallery.com](http://www.postalartgallery.com) and browse through a virtual gallery of stamp-inspired fine art prints and other great gift ideas.

Got holiday shopping and shipping to do? Do it all online at [www.usps.com](http://www.usps.com).



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o r

# Ease of Use

Making it easier for customers to use the Postal Service

## Happy Anniversary, Mailing Online!

Got a product to sell and have a staff of one — yourself? Or maybe your business is a bit larger, but you're looking for a way to save time and money in getting your message out to your customers. USPS offers an easy way to create and send traditional hard copy mail directly from your desktop computer. It's Mailing Online, one of the NetPost Services available at [www.usps.com](http://www.usps.com).

Mailing Online (MOL) marked its three-year anniversary in September and it's more popular than ever. In fact, twice as many customers are mailing more than twice as many pieces as they did just one year ago with Mailing Online.

MOL is one of the NetPost Services available to customers on [www.usps.com](http://www.usps.com). These services allow customers to create and send hard copy mail — letters, flyers, postcards, self-mailers, greeting cards, etc. — directly from their desktop computers. Users simply upload a document and recipient address list, choose printing and mailing options, make a secure payment and the USPS does the printing and mailing for them.

"Mailing Online provides real convenience for our customers, especially the small to medium size business mailer," said Jim Samaniego, Manager of e-Commerce for

the Postal Service. "Our customers have really embraced Mailing Online. In fact, in the month of October, we had more customers use the service and we produced more mail for these customers than any other accounting period in our history! Whether mailing one piece or ten thousand, users can create and send their mailings online directly from their desktop computers faster, easier and more affordably."

MOL also has big plans for its fourth year. Customers can look forward to some exciting enhancements to the service in early 2004 that will increase printing and mailing options. MOL is implementing new technology designed to provide increased features to customers as well as improved order processing. New features and options will include the ability to incorporate company logos in return addresses, a new oversized 6x9 postcard, and the ability to accept variable graphic elements. And that's only the beginning.

Stay tuned for more ways to leverage the power of the mail....coming soon to a PC near you!

Mailing Online, and all the NetPost Services, are available at [www.usps.com/netpost](http://www.usps.com/netpost).

## Online Tracking Is Now Easier

USPS is making it easier for customers who use postal tracking services to get information online. Instead of separate websites, this information soon will be available in one place — Mail Tracking & Reporting at <http://mailtracking.usps.com>.

This is the place to go for information and reports on all postal tracking initiatives such as Confirm, Entry Information, Parcel Select Performance, Delivery Confirmation and Signature Confirmation. The website also can be accessed from the Customer Gateway via the "National and Premier Accounts" link on USPS.com.

Customers who use old Web addresses — such as Confirm customers who go to [www.planetcodes.com](http://www.planetcodes.com) — will automatically be directed to the new mail tracking website. They'll get the same information as before — and much more. For example, as part of the new site, USPS will release a new Confirm Web-based report system.

"Intelligent Mail" products that track the mail from origin to delivery are part of the Postal Service's transformation

strategies. Knowing the delivery status of mail can help business customers improve the effectiveness of their communications, lower their costs and improve customer satisfaction.



The screenshot shows the Mailers Companion website interface. At the top, it says "Mailers Companion" with a navigation bar. The main article is titled "The Shape of Things to Come" and features images of a pair of boots, a hamburger, and a dog. The article text discusses USPS's efforts to improve mail delivery and tracking. Below the article is an "INSIDE" section with a list of links: "USPS News & Events", "Mail Services", "Mail Products", "Mail Delivery", "Mail Rates", "Mail Boxes and Postboxes", and "Mail & People".

# Mailers Companion

available online at  
[www.usps.com/  
mailerscompanion](http://www.usps.com/mailerscompanion)

## Cyber Expansion — USPS Now Part of eBay's Shipping Center

It just got easier for eBay sellers to ship items using USPS products and services. Sellers can stay on eBay and do all their USPS shipping from the auction site.

Sellers can print shipping labels, pay postage and check the delivery status of their items right from eBay. And buyers can calculate shipping costs online. It's convenient, one-stop shipping for eBay users.

"eBay sellers rely on the Postal Service to deliver their items sold online," said PMG Jack Potter. "Working with eBay, we have made it easier and more convenient for

sellers to prepare and pay shipping for their sold products without leaving their homes."

Click on the USPS symbol on eBay's website [www.ebay.com](http://www.ebay.com) to find USPS shipping options and online tools to help make shipping easier. eBay also plans to include Express Mail rates in the eBay shipping calculator later this year.

Other future enhancements include moving USPS shipping options onto sellers' eBay accounts.

## Flat Rate Envelopes — Questions and Answers

### Which USPS-provided envelopes can be used to mail items at the Express Mail or Priority Mail flat rate?

Until old inventory has been depleted, all 12.5" x 9.5" USPS-provided cardboard envelopes that reference the old two-pound flat rate or reference no rate are considered to be "Flat Rate Envelopes" and are charged the current flat rate for the corresponding service (\$3.85 for Priority Mail and \$13.65 for Express Mail).

### Are flat rate items limited to documents or can any item be placed in flat rate envelopes?

Contents enclosed may consist of any mailable matter. A flat rate envelope does not have to remain physically flat to be eligible for flat rate postage. Any amount of mailable

material enclosed within the flat rate envelope is afforded the flat rate regardless of the weight.

### Can cellophane or masking tape be used to close or reinforce packages?

When mailing at the Priority Mail or Express Mail flat rate, the contents of the flat rate envelope must be confined within the envelope with the adhesive provided on the flap as the primary means of closure. The flap must be able to close and adhere to the envelope. Tape may be applied to reinforce the envelope provided the design of the envelope is not enlarged by any means.

*Flat rate envelopes and other shipping supplies are available at your local Post Office and at [www.usps.com](http://www.usps.com).*

## INFO @ USPS

### SMALL BUSINESS TOOLS

Get new customers.  
Meet customer demand.  
Around town or around the world.  
[www.usps.com](http://www.usps.com)

### SIMPLE FORMULAS

Use the mail to grow your business.  
Order a kit.  
1-800-THE-USPS, ext. AD443

### BRINGING THE POST OFFICE TO YOU

Visit [www.usps.com](http://www.usps.com).

### QUESTIONS?

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](http://www.usps.com/clicknship)

# 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

### Independent Audit Bureaus — Periodicals Mail

Effective October 1, 2003, DMM E214 and E216 were revised to allow an authorized independent audit bureau to perform, at the publisher's request, any required verification of circulation for "general" or "requester" Periodicals publications. These verifications may include those required

as part of an initial application for Periodicals privileges or reentry of an authorized Periodicals publication, or other required verification of circulation for general or requester publications.

### Nonprofit Standard Mail — Cooperative Mail

Effective November 13, 2003, DMM E670.5.3 were revised to provide a limited exception to the cooperative mail rule for mailings that solicit donations to organizations authorized to mail at Nonprofit Standard Mail rates. Mail that includes advertising for the sale or lease of products or services is not eligible for the exception.

The exception states that the standards in E670.5.3 do not apply to mailings by an organization authorized to mail

at Nonprofit Standard Mail rates soliciting monetary donations to the authorized mailer and not promoting or otherwise facilitating the sale or lease of any goods or services. This exception applies only where the organization authorized to mail at Nonprofit Standard Mail rates is given a list of each donor, contact information (e.g., address, telephone number) for each, and the amount of the donation or waives in writing the receipt of this list.

### Move Update — Updating Period Extended Five Days

Effective November 13, 2003, DMM A030.1.1 were revised to extend the maximum permissible number of days from 180 to 185 days for updating delivery address records to meet the Move Update standard for Presorted and automation rate First-Class Mail pieces.

Many mailers and address list vendors have requested this change to increase their flexibility in meeting production schedules and to account for the difference in the number of days in any given cycle of consecutive months. Many mailers and list vendors prefer to incorporate only two or

four processing cycles into their data processing operations to cover a complete 12-month period such as a calendar year or a fiscal year.

With this expansion in the number of permissible days for processing address records before the mailing date, mailers can effectively stay within an even number of processing cycles during any 12-month period. This arrangement allows mailers to avoid adding another processing cycle that spills into the next 12-month period, which leads to a "floating" start date.

### Presort Destination Package Labels — New Barcoded Format

Effective October 30, 2003, the DMM were revised to implement the use of new barcoded pressure-sensitive presort destination package labels and to clarify and reorganize the mailing standards for package preparation.

#### Background

In recent years, numerous automated advances in mail processing developed by the Postal Service have led to

faster, more efficient methods of sorting individual letter-size and flat-size pieces. A new system, to be designated as the Automated Package Processing System (APPS), would extend similar benefits of automated processing to small, lightweight parcels and to flat-size pieces, such as magazines and catalogs prepared in packages (several mailpieces presorted and secured together into a single unit). The APPS equipment represents the next generation

of the small parcel and bundle sorter (SPBS) currently used by the Postal Service.

The use of barcoded pressure-sensitive package labels is one method to support the use of the APPS, which the Postal Service plans to deploy beginning in 2004 in major processing and distribution centers to improve operational efficiency and increase workhour productivity. The use of these new labels will not significantly affect mail preparation standards and processes or current mailer operations, especially for mailers who use optional endorsement lines (OELs) for designating the presort level of packages containing letter-size pieces or flat-size pieces. This change will not replace OELs. In fact, mailers currently using OELs should continue using these cost-effective, time-saving information lines rather than converting to the use of pressure-sensitive package labels.

**Automated Package Processing**

With its large processing capacity, the APPS will replace current labor-intensive methods with more efficient automated methods that improve the sortation of parcels, Priority Mail items, and presort destination packages of flat-size mailpieces. The APPS contains several advanced features, including an integrated optical character/barcode reader with four-sided image capture. With this feature, the APPS can read and interpret information from properly prepared parcels and presort destination packages and automatically direct the parcels and presort packages to the appropriate bins.

Applying a pressure-sensitive package label to the top mailpiece in a presort package of banded mailpieces is one method that mailers use to indicate the sortation level for certain letter-size mail, flat-size mail, and small parcels that are required to be packaged before being placed into a tray or sack or placed onto a pallet.

The proposed design changes to

*(DMM continued on page 10)*

Sortation Level	Label Color (approximate Pantone equivalent)	Presort Character
Mixed ADC	Tan PMS 727	<b>X</b>
ADC	Pink PMS 224	<b>A</b>
3-Digit	Green PMS 373	<b>3</b>
5-Digit	Red PMS 811	<b>5</b>
Firm (Periodicals only)	Blue PMS 306	<b>F</b>

# New Barcoded Presort Labels

Old Label → New Label Sortation Level

(Actual label size  
3/4 inch long by 1/2 inch high)  
(Label colors do not change)

**MXD** → **X**  Mixed ADC (working)

**A** → **A**  ADC

**3** → **3**  3-Digit

**D** → **5**  5-Digit

**F** → **F**  Firm (Periodicals only)



OCTOBER 2003

these presort labels would ensure that presort packages could be scanned and sorted automatically on the APPS.

### Label Format Changes

The changes affect the five pressure-sensitive package labels that mailers currently use. The size of the new rectangular labels is 3/4 inch wide by 1/2 inch high. Current scalloped-shaped pressure-sensitive package labels are 7/8 inch wide and 1/2 inch high. A width-modulated barcode appears on the right side of the new labels as a unique indicator of the sortation level. The bars of the barcode are 0.02 inch wide and 0.50 inch high. The rightmost bar ends 0.04 inch from the right edge of the label. Each new label also contains a human-readable single character to the left of the barcode, corresponding to the sortation level of the package as shown in the table on page 9.

### Package Labels — Sortation Characters and Colors

The new label design allows the APPS equipment to find and read the necessary information quickly, and the redundant information on the redesigned labels ensures a higher read rate and lower false positive rate as well as accommodates incidental label damage. For letter-size mail, the label must be placed in the lower left corner of the address side of the top piece in the package. For flat-size mail, the label should be placed to the lower left of the address area on the address side of the top piece in the package to ensure optimal recognition. The label must not be obscured by banding or shrinkwrap.

The various pressure-sensitive package labels will be approximately of the same color as the current labels. Besides label shape, label size, and barcode, the only other changes will be the following:

- The alpha character “D” that appears on the current red labels for the 5-digit sortation level is replaced with the numeric “5.”
- The alpha characters “MXD” that appear on the current tan labels for the mixed ADC sortation level are replaced with the single alpha character “X.”

### Label Availability and Use

Post Offices are not to dispose of current usable supplies of the older labels until the new labels are available for distribution to mailers. Managers of business mail entry, working with their staffs, must ensure that all Post Offices within the service area of their district have access to the new barcoded pressure-sensitive package labels as needed.

Mailers may use the new package labels as soon as they become available from their local Post Offices. Effective April 1, 2004, however, mailers not using OELs would be required to use only the barcoded pressure-sensitive package labels rather than the nonbarcoded labels. Mailers with any questions about the use or availability of the new labels should contact their district manager of business mail entry.

## DMM *Reminder*

### Customized MarketMail — Sample Mailpieces

Effective August 10, 2003, the Postal Service introduced Customized MarketMail (CMM), a new rate category for Regular Standard Mail and Nonprofit Standard Mail. CMM represents a significant innovation for advertisers, marketers, and organizations wanting to reach targeted market segments with highly individualized mailpieces that use nonrectangular shapes and multidimensional formats.

Postal Service employees — as well as mailers interested in using this new service — should review the standards on CMM, including the standards requiring the submission of sample CMM mailpieces at the time of mailing and the use of standardized documentation for mailings with more than three different types of containers. Questions about all CMM mailing standards should be directed to the appropriate manager of business mail entry.

### Sample Mailpieces

As provided under DMM M660.1.3, each CMM mailing presented to the Postal Service must include not only a signed and completed postage statement but also an extra copy of the postage statement and a sample of the CMM mailpiece. If a consolidated postage statement is used for plant-verified drop shipment (PVDS) mailings, a copy of that consolidated postage statement with a single CMM mailpiece is sufficient. If available, documentation supporting the use of Priority Mail or Express Mail drop shipment should also be provided.

Sample mailpieces submitted with the extra copy of the postage statements, should be similar to the “live” mailpieces and show proper markings and addressing formats. The submission of CMM mailpiece samples

applies to each CMM mailing, even if the same mailpiece design is used in subsequent mailings. If a CMM mailing includes more than one physical mailpiece design or contains nonidentical-weight pieces, a sample of each unique CMM mailpiece is required.

### Mailing Standards

DMM E660 and M660 contain the specific standards for CMM eligibility and mail preparation, including postage payment methods, rate markings, packaging, labeling, and documentation.

In addition to the appropriate Standard Mail postage statement designated for mailpieces subject to the residual shape surcharge, standardized documentation meeting the standards in DMM P012 is required for CMM mailings containing nonidentical-weight pieces or mailings using more than three different types of containers.

### Reference Information

To support this new service, the Postal Service has launched a website dedicated to updated information on CMM at [www.usps.com/customizedmarketmail](http://www.usps.com/customizedmarketmail). This site includes frequently asked questions, testimonials, benefits, and a special *Quick Service Guide* on CMM, as well as links to related information on using the mail for selling products and services.

In addition to the special online site, extensive information about CMM appears in the following *Postal Bulletin* articles:

- “Customized MarketMail,” *Postal Bulletin* 22106 (7-10-03, pages 26–38). This comprehensive article describes the basic standards for CMM and provides guidance on mail preparation and proper entry. This article also presents the complete text of the mailing

standards that support CMM.

- “Customized MarketMail — Nonmachinable Surcharge,” *Postal Bulletin* 22107 (7-24-03, pages 8–10). This article explains that CMM pieces are exempt from the nonmachinable surcharge that affects certain letter-size mailpieces claimed at Standard Mail rates.
- “Customized MarketMail — Revised Postage Statements,” *Postal Bulletin* 22107 (7-24-03, pages 13–22). This article contains information about the postage

statements used for CMM, along with ordering instructions, and sample copies of the four affected postage statements.

- “Customized MarketMail Pieces — Attachments and Enclosures,” *Postal Bulletin* 22108 (8-7-03, page 19). This article clarifies when attachments and enclosures are permitted with CMM. The *Postal Bulletin* can be found online at [www.usps.com/cpim/ftp/bulletin/pb.htm](http://www.usps.com/cpim/ftp/bulletin/pb.htm).

# Mail Quality

## MPTQM-Certified Mailers

The mailers listed below are certified by the United States Postal Service. Each has met all the standards of the Mail Preparation Total Quality Management (MPTQM) program.

Companies are added to this list when they pass a quality assurance review and deleted from the list if they fail a subsequent review.

The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria. For information, visit the MPTQM website at [www.usps.com/mptqm](http://www.usps.com/mptqm) or send an email to [mptqm@email.usps.gov](mailto:mptqm@email.usps.gov).

Location	Company
Akron, OH	Centurion of Akron
Baltimore, MD	Ancora Presort Partners
Brockton, MA	JLS Mailing Services
Cedar Rapids, IA	PSI Group, Inc.
Charlotte, NC	PSI Group, Inc.
Chesapeake, VA	Chesapeake, First Data Resources
Chicago, IL	ZIP Mail Services, Inc.
Cincinnati, OH	Harte-Hanks
Cleveland, OH	Midwest Direct, Inc.
Des Moines, IA	Mail Services, L.C.
Dallas, TX	PSI Group, Inc.

Location	Company
Denver, CO	Rocky Mountain Mail
Detroit, MI	ZIP Mail Services, Inc.
Downers Grove, IL	Automated Presort, Inc.
Farmingdale, NY	Fala Sorting Services, Inc.
Federal Way, WA	Capital One
Freedom, PA	Mailing Services of Pittsburgh
Glen Allen, VA	Capital One
Grand Prairie, TX	Harte-Hanks
Grand Rapids, MI	Presort Services, Inc.
Greensboro, NC	Excalibur Presort Service
Harrison, NJ	Horizon Blue Cross
Houston, TX	PSI Group, Inc.
Jefferson City, MO	AAA Mailing Service
Kansas City, KS	PSI Group
Lansing, MI	Presort Services, Inc.
Las Vegas, NV	PSI Group, Inc.
Lincoln, NE	PSI Group, Inc.
Omaha, NE	PSI Group, Inc.
Omaha, NE	First Data Resources
Phoenix, AZ	PSI Group, Inc.
Pine Brook NJ	PSI Group, Inc.
Pittsburgh, PA	Pittsburgh Mailing
Portland, OR	Impact Mailing
Roanoke, VA	Automated Mailing Sys.
St. Louis, MO	St. Louis Presort, Inc.
St. Louis, MO	ZIP Mail Services, Inc.
San Fernando, CA	Ancora Presort Partners
San Francisco, CA	PSI Group, Inc.
Seattle, WA	PSI Group, Inc.
Topeka, KS	American Presort, Inc.
Weston, FL	American Express GMS

# Dr. Barcode

**Q. With the holiday season approaching, I have a question. Can I mail a parcel at Parcel Post rates that has an envelope containing a greeting card attached to the front of the parcel?**

A. Glad you asked. The two relevant DMM references are: E710.1.4 and E710.1.6. If the card (presumably like a holiday card in an envelope) is just a greeting card that has to do with a gift that's in the

parcel, then the whole parcel can be mailed as Parcel Post as long as there are no other First-Class Mail contents in the package itself. If the "card" on front contains a lengthy message other than a simple greeting, the card would have to be paid for at the First-Class Mail rate in addition to the Parcel Post rate and should be marked "First-Class Mail Enclosed" just under the postage.



Send questions regarding mail preparation, standards, or regulations to  
**"Ask Dr. Barcode"**  
via email to [jnagla@usps.com](mailto: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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