

# Mailers. Companion



DECEMBER 2001

## USPS Is at War Against Terrorism

*Working to Keep Employees, the Public, and the Mail Safe*

Postal Service employees find themselves on the front lines of a war against terrorism that has touched where we work and left us saddened at the deaths of two of our colleagues and the illnesses of others.

This is an unprecedented assault on the U.S. mail. It requires an unprecedented response from the Postal Service. New safety measures are being implemented. Technologies that screen and sanitize the mail are being purchased. Millions of gloves and facemasks are being distributed to employees nationwide. Postal Service officials are front and center keeping the public informed. The Postal Service is using every means available to keep the mail as safe as humanly possible during this crisis.

"We in the Postal Service are at war," says Postmaster General Jack Potter, "a war against terrorism. Our job is to win that war."

The safety and health of employees and customers is of utmost concern, says Potter. The Postal Service is engaged in a four-part effort to combat the terrorist threat through education, investigation, intervention, and prevention. Everyone has a role in keeping the mail safe and moving. Be aware. Be vigilant. Stay informed. Log on to

[www.usps.com](http://www.usps.com) for the latest information. The Postal Service is keeping you informed. Use this information.

This is a war being fought on two battlefields, one abroad and the other here at home, says Potter. "Rest assured that we intend to win this fight against those who have attacked our country and our way of life."

### Industry Best Practices for Mail Security

*What You Can Do to Help Ensure the  
Safety and Security of Your Mail*

Professional mailers use well-developed security practices. This is a summary of best practices used by the mailing industry and shared with the USPS. These suggestions may not apply to all businesses. Mailers should determine which are appropriate for their company and conduct periodic security reviews of their operation to identify needed improvements. The list below contains general security concepts and a few specific examples of how to accomplish them.

#### Securing the Production Facility

Control access to the plant site/work area:

- Limit facility access to employees, known visitors, and escorted visitors.
- Ensure access to the facility from all entrances is limited to authorized personnel only.
- Prohibit doors from being propped open.
- Require deliveries to be made in a restricted area.

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## INDUSTRY BEST PRACTICES

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- Restrict drivers to an area that is separate from the production facilities.
- Use video cameras inside and outside the facility.

### Transportation Security

- Clean trucks, trailers, and mail transport equipment between shipments.
- Seal all inbound shipments of supplies. Record the seal number on the bill of lading and have the driver check them upon arrival.
- Use trucking companies certified by and registered with the U.S. Department of Transportation and that are fully insured.
- Seal, with numbered seals, all outbound trailers that move among mailer facilities and between mailer facilities and USPS facilities.
- Note on the bill of lading if a shipment arrives with a broken seal, and investigate the shipment.

- Use DSAS and other systems to track the location and expected time of arrival for all shipments. Investigate any delays.

### Employee Security

Maintain good hiring practices:

- Perform background checks on all employees prior to hiring.
- Make exclusive arrangements with one or two temporary employment agencies to ensure that a restricted pre-screened group of individuals is available when needed to supplement the workforce.
- Establish an employee identification program.
- Require employees to wear photo ID badges.
- Instruct employees to challenge any unknown person in a facility.
- Provide uniforms with names and logos stitched on them for employees to wear at work.
- Provide a separate area for personal items (e.g., coats and purses).
- Prohibit employees from taking personal items into the main workspace.

### Mail Preparation

- Use tinted stretchwrap around bundles and pallets. The shrinkwrap identifies the mail as coming from a professional mailer and allows for easier detection of tampering.

### Recommendations for Mailpiece Design

- Use safety seals and tamper-proof envelopes.
- Use transparent envelopes.
- Use closed window envelopes rather than open window envelopes.
- Use a postmark or indicia that matches the city and state of the return address.
- Use a full return address and recognizable company logo on the outside of mailpieces.
- Include a contact name and phone number or Email address in all correspondence.
- Discontinue using "handwritten" fonts.
- Include a toll-free number and Web site on the outside of the mailpiece.
- Use indicia or metered postage instead of live postage stamps.
- Inspect all pre-printed inserts.
- Assess use of premiums such as pens and magnets, which make mailpieces lumpy and misshapen.
- Review production processes to eliminate any substances that could be misidentified as a biohazardous material by employees or customers.

— Pricing and Classification



## Mailers Companion

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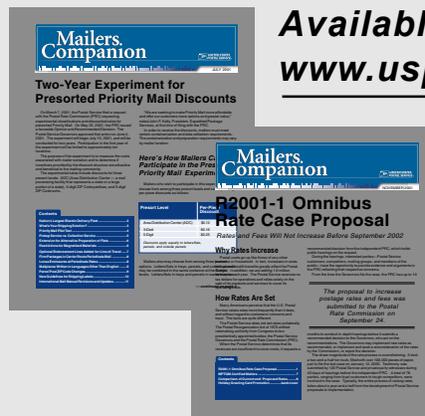
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## Mailers Companion

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



The *Mailers Companion* is a free monthly newsletter for USPS personnel and business mailers that offers the latest USPS information essential to effective mailings. It includes information on *Domestic Mail Manual* revisions, classification reform, mail processing networks, address management, technology, mailing standards, rulings, and other relevant issues.

# Periodicals 101 —

## Applying for Periodicals Mailing Privileges

### **Q. What are Periodicals mailing privileges?**

A. Publications that are mailed on a regular basis, like magazines, newsletters, and newspapers, may qualify for Periodicals postage rates. Periodicals rates are generally cheaper than rates for other kinds of mail. Periodical publications must be authorized by the Postal Service, and you must prepare mailings in a certain way. These guidelines are spelled out in the *Domestic Mail Manual (DMM)*, the Postal Service guidebook that contains all of the rules for domestic mail. It is available on the Postal Explorer Web site at <http://pe.usps.gov>.

### **Q. Does my publication meet the basic criteria for Periodicals?**

A. All Periodicals must meet several basic criteria, plus additional criteria that depend on the type of publication and publisher. Specifically, all Periodicals mailers must intend to publish issues indefinitely with common elements from issue to issue. The purpose must be to transmit information. Issues must be published at least four times a year at a regular frequency and must be formed of printed sheets. All Periodicals mailers must maintain an office where normal business of the publication is conducted during posted hours. You can find additional criteria that apply to your type of publication in DMM section E200.

### **Q. How do I apply to mail at Periodicals rates?**

A. Call your local post office or visit [www.usps.com](http://www.usps.com) for Form 3500, *Application for Periodicals Mailing Privileges*. Form 3500 is a new form (see page 4) that allows mailers to apply for any Periodicals authorization category. Fill out the application completely, following the instructions on pages 3 and 4 of the form.

Take the application to the post

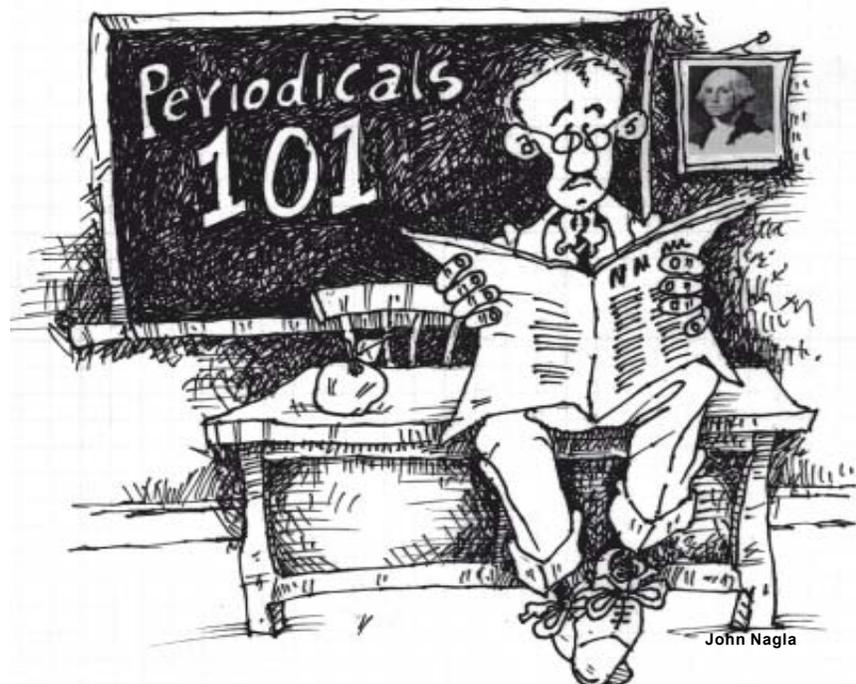
office that serves your publication's business address (called your "known office of publication"), along with two copies of your publication that are marked to show which portion is advertising and which portion is not. Pay the application fee (currently \$350) when you are there. You can pay by cash, check (payable to "Postmaster"), or credit card.

If you are not sure where to take the application, call 1-800-ASK USPS and give them your ZIP Code.

weeks after you apply). If the application is approved, your authorization may take effect on the date you applied or, in some cases, a subsequent date based on qualification.

### **Q. Can I mail at Periodicals rates while my application is pending?**

A. No, you cannot pay postage at Periodicals rates while your application is pending. However, if you prepare your publication as Periodicals mail and pay postage



### **Q. Can nonprofit organizations mail at special Periodicals rates?**

A. Yes, if your type of organization is eligible under DMM E270. Complete Part F on Form 3500 and attach the supporting documentation as requested.

### **Q. How does the Postal Service handle my application?**

A. The Postal Service reviews your application and schedules a date and time to review your publication's circulation. You can expect a decision shortly after the review (about four

using an advance deposit account, you may be entitled to a refund for the difference between the rate of postage you paid and the rate you would have paid for a Periodicals mailing.

### **Q. What should I do once I am approved to mail at Periodicals rates?**

A. Add an identification statement to your publication that includes all of the elements listed in DMM E211.10.0. Prepare your mail according to the specifications in DMM M200. Deposit your mail at the

authorized mailing post office. Pay for postage through an advance deposit account that you've set up beforehand.

**Q. What if I want to deposit my mail at a different location or at more than one location?**

A. Call your post office or visit [www.usps.com](http://www.usps.com) for Form 3510, *Application for Additional Entry, Reentry, or Special Rate Request for Periodicals Publication*. Complete the form and take it to your authorized original entry post office. You can turn in Form 3510 and Form 3500 together when you first apply for Periodicals privileges, or you can file Form 3510 later. You must pay a separate application fee for Form 3510, currently \$50.

**Q. Can I change the title of my publication or frequency of issues, or move my office to a new location, without reapplying for mailing privileges?**

A. Yes. Apply for these changes on Form 3510.

## New Forms 3500 and 3510 for Periodicals Mailers

Form 3500, *Application for Periodicals Mailing Privileges*, is a new form that mailers can use when applying for any Periodicals authorization category. Instructions for applicants and postal employees are printed on pages 3 and 4 of the form. Form 3500 consolidates and replaces old Forms 3501, 3501-A, 3502, and 3511.

Form 3510, *Application for Additional Entry, Reentry, or Special Rate Request for Periodicals Publication*, is revised to simplify the application process and to reflect current procedures.

Both forms are dated November 2001 and are available on [www.usps.com](http://www.usps.com) (click on "Forms" at the top of the page).

Postal units should exhaust existing supplies of Form 3510 before distributing the November 2001 version to mailers. Forms 3501, 3501-A, 3502, and 3511 are obsolete, and mailers must begin using the new Form 3500 immediately.

**Q. Who can I call for help or more information about Periodicals mail? Is information available on the Internet?**

A. The Postal Service's Web site, [www.usps.com](http://www.usps.com), can answer almost any mailing question. You can search the *Domestic Mail Manual* or the entire

site by keyword. You can also call your local post office or Business Mail Entry unit. You can get these numbers by calling 1-800-ASK USPS and giving them your ZIP Code.

— Mail Preparation and Standards

# Domestic Mail Manual (DMM)

The following announcements, reminders, and revisions to the *Domestic Mail Manual* will be incorporated into the printed version of DMM 57 and into the monthly update of the online DMM available via Postal Explorer at <http://pe.usps.gov>.



## DMM Revision

# Markings for Bound Printed Matter, Media Mail, and Library Mail

Effective January 1, 2002, *Domestic Mail Manual* (DMM) M012 is revised to discontinue the use of old markings on Bound Printed Matter, Media Mail, and Library Mail:

– The required marking on Presorted Bound Printed Matter is "Presorted" or "PRSRT" and "Bound Printed Matter" or "BPM." Mailers can no longer use "Presorted Standard" or "PRSRT STD."

– The required marking on Media Mail is "Media Mail." Mailers can no longer use "Special Standard Mail" or "SPEC STD."

– The required marking on Library Mail is "Library Mail." Mailers can no longer use "Library Rate."

These markings were changed on January 7, 2001, in conjunction with the R2000-1 Omnibus Rate Case.

Mailers were given until January 1, 2002, to change over to the new markings and use any preprinted stationery and packaging.

Employees and customers with questions about these changes should contact their district manager of Business Mail Entry.

— Mail Preparation and Standards

# Co-Packaging of Automation Rate and Presorted Rate Flats

Effective March 31, 2002, portions of Module M of the *Domestic Mail Manual* (DMM) are revised and new section M950 is added to provide a new preparation option that allows mailers to combine flat-size automation rate pieces and flat-size Presorted rate pieces of the same mail class within the same package. This new preparation option is called “co-packaging” and will be available for First-Class Mail, Periodicals, and Standard Mail. The co-packaging option is an outgrowth of the co-traying and co-sacking requirements detailed in DMM M910.

This change is being implemented because the Postal Service’s prior need for segregating barcoded and nonbarcoded pieces no longer exists due to advances that include an optical character reader (OCR) on the flat sorting machine (FSM) 881 and the OCR/image lift capabilities of the new automated flat sorting machine (AFSM) 100. During 2002, the Postal Service plans to retrofit FSM 1000s with OCR capabilities. Therefore, continuing to require the separate preparation of automation rate and Presorted rate pieces results in more packages which reduces the average depth of sort. This causes additional workhours for the Postal Service associated with sorting, opening, and prepping flats for processing. It can also be noted that most of the same operational justifications for allowing packages of automation rate and Presorted rate flats to be combined in the same container (co-sacking and co-traying) also support allowing the combining of flats within the same package (co-packaging). Another justification is that automation rate flats and Presorted rate flats are usually processed by the Postal Service within the same operation.

Under current mailing rules, flats prepared as an automation rate mailing are required to bear a ZIP+4 or

delivery point barcode, while flats prepared as a Presorted rate mailing are not required to bear a barcode. The new co-packaging preparation option requires that all Presorted rate pieces must bear a 5-digit barcode.

When mailers produce both automation rate and Presorted rate pieces, a vast majority of the pieces usually fall within the automation rate category for a mailing job. Pieces falling into the Presorted rate category are often the result of an unsuccessful address match. This generally results from either an incomplete address (e.g., no directional) or a new address that has yet to appear in the address database used by the mailer.

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*Most of the same operational justifications for allowing packages of automation rate and Presorted rate flats to be combined in the same container (co-sacking and co-traying) also support allowing the combining of flats within the same package (co-packaging).*

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Requiring a 5-digit barcode on co-packaged Presorted rate pieces will serve two purposes. First, it will allow the Postal Service to differentiate between those Presorted rate pieces that a mailer attempted unsuccessfully to barcode to the ZIP+4 or delivery point level and those Presorted rate pieces on which an attempt was never made. The latter are much more likely to be matched by the Postal Service’s address database; consequently, the 5-digit barcode would be useful from a quality control perspective. Second,

the 5-digit barcode can be used by the Postal Service to sort the pieces in primary processing operations (5-digit sort). Postal statistics show that barcoded flats sort at a higher rate than nonbarcoded flats in primary processing operations, even when the sorting equipment has barcode reader and OCR capabilities, because the barcode can help the FSM locate the address block. As information, pieces without a 5-digit barcode must continue to be prepared as separate mailings, but they could be co-trayed or co-sacked under M910.

Under the co-packaging preparation option, the current minimum volume requirements for automation rate and Presorted rate mailings would continue to apply separately for First-Class Mail and Standard Mail (e.g., a minimum volume of 500 automation rate and 500 Presorted rate pieces is required for First-Class Mail). The total of all automation rate and Presorted rate pieces could be used to jointly meet package and container minimums (i.e., a minimum of 10 pieces per package is required for First-Class Mail or Standard Mail, and a minimum of six pieces per package is required for Periodicals). Postage for Presorted rate and automation rate pieces will continue to be determined under DMM E130 and E140 for First-Class Mail; under E220 and E240 for Periodicals; and under E620 and E640 for Standard Mail.

As part of this new option, mailers may combine Presorted rate pieces and automation rate pieces in no more than one physical package per “logical” presort destination. A “logical” presort destination represents the total number of pieces that are eligible for a specific presort level based on the required sortation, but which might not necessarily be contained in a single container, such as a package, sack, or pallet, due to the applicable

preparation requirements. As an example, if nine Presorted rate Periodicals pieces (each containing a 5-digit barcode) are sorted to the same 3-digit ZIP Code destination as 19 automation rate pieces (each containing a ZIP+4 barcode), the following physical packages might be prepared: one package containing eight Presorted rate pieces; one package containing one Presorted rate piece and seven automation rate pieces; and one package containing 12 automation rate pieces.

It is necessary for the Postal Service to limit the co-packaging of automation rate and Presorted rate pieces to one physical package for each “logical” presort destination in order to assist mail verification and acceptance processes.

For Periodicals, if a Presorted rate mailing includes firm packages, these packages must be accompanied by

(but must be physically separate from) the automation rate and/or other Presorted rate pieces to the same presort destination to satisfy a six-piece package requirement when applicable for rate eligibility, regardless of the number of copies in the firm package. Periodicals firm packages claimed as a single piece will continue to be subject to the applicable Presorted rate based on the presort level of the logical package with which they are associated and the sack level, if sacked.

For Periodicals or Standard Mail mailings that are co-packaged and prepared under the optional preparation methods for merged pallets in DMM M930 or M940, new standards are proposed to allow a portion of a logical package to be placed on a merged pallet under the 5-percent limit.

Mailers who elect to use this new

co-packaging option must prepare their mail using Presort Accuracy, Validation, and Evaluation (PAVE)-certified software or standardized documentation (DMM P012). The documentation must indicate the total number of automation rate and Presorted rate pieces contained in each package. Mailers may begin to use this preparation option on March 31, 2002. This date is chosen to allow presort software vendors enough time to update, test, and distribute software to their clients. It also affords the Postal Service sufficient time to develop PAVE certification criteria and conduct PAVE certification testing for the co-packaging option.

The complete DMM text was published in *Postal Bulletin* 22064 (11-29-01), available online at [www.usps.com](http://www.usps.com).

— *Mail Preparation and Standards*

## DMM Reminder

# Upcoming Mail Preparation Changes

The table below summarizes upcoming mail preparation changes to the *Domestic Mail Manual* (DMM). As a reminder, the DMM is updated online once a month and is available via the Postal Explorer Web site (<http://pe.usps.gov>).

Effective Date	Type of Mail	Mail Preparation Change	DMM Reference
January 1, 2002	Media Mail	Discontinue the use of “Special Standard Mail” (or “SPEC STD”) marking. After January 1, 2002, all mailers must use “Media Mail.”	M012.3.1
January 1, 2002	Library Mail	Discontinue the use of “Library Rate” marking. After January 1, 2002, all mailers must use “Library Mail.”	M012.3.1
January 1, 2002	Presorted Bound Printed Matter	Discontinue the use of “Presorted Standard” (or “PRSRT STD”) marking. After January 1, 2002, all mailers must use “Presorted” or (“PRSRT”).	M012.3.3
March 31, 2002	First-Class Mail flats, Periodicals flats, and Standard Mail flats	Mailers will have the option to combine automation-rate pieces and Presorted-rate pieces into the same package.	New M950. See article published in <i>Postal Bulletin</i> 22064 (11-29-01).
January 10, 2004	Standard Mail and Package Services machinable parcels	Discontinue the use of USS Code 128, USS Code I 2/5, and USS Code 39 barcode symbologies. After January 10, 2004, only UCC/EAN Code 128 barcode symbology may be used.	C850.1.2

— *Mail Preparation and Standards*

# Newly Revised CASS Form 3553 — Makes Recognizing and Understanding Address Quality Deficiencies Easier

In an effort to assist mailers in evaluating the quality of their address lists, effective August 1, 2001, all Coding Accuracy Support System (CASS) address-matching software packages were required to provide five categories of address quality delivery point information. For several years, list processors have been providing this same information on the software output reports as footnote codes. Because of the complexity of some of the output reports, many list owners either did not know this information was provided or found it difficult to locate. Therefore, they were not aware of the number of deficiencies contained in highrise and rural/highway contract route default records and Locatable Address Conversion System (LACS) records residing in their address list.

The purpose of the new CASS requirement to provide the qualitative statistical summary information on Form 3553, Coding Accuracy Support System (CASS) Summary Report, is to give list owners the ability to recognize and understand address quality deficiencies and to know the number of records that ZIP+4 code to the following levels:

- **Highrise Default** – Identifies the number of addresses contained within a list destined for a multi-delivery point address (apartment/suite) where the apt/ste number is not present or is invalid.
- **Highrise Exact** – Identifies the number of addresses contained within a list destined for a multi-delivery point address (apartment/suite) where the apartment/suite number is present and matches a ZIP+4 range.
- **Rural Route Default** – Identifies the number of addresses contained within a list destined for a Rural or Highway Contract Route box number where the box number is not present or is invalid.
- **Rural Route Exact** – Identifies

the number of addresses contained within a list destined for a Rural or Highway Contract route box number where the box number is present and matches a ZIP+4 range.

– **Locatable Address Conversion System (LACS)** – Identifies the number of addresses contained within a list destined for an address that has been converted from a rural or highway contract route and box-style address to a city-style address or from one city-style address to another city-style address.

This new Form 3553 information will quickly show to what extent these important address deficiencies exist in your mailing list. You can then take appropriate follow-up action to resolve these deficiencies. The following are some suggestions that will help you in this effort:

- Records coded to a Highrise or Rural Route default need to be researched to ascertain a valid apartment/suite number or a valid route box number. In many cases, the customer will need to be contacted for this information.
- Records identified as a LACS record should be sent for processing to one of the USPS licensed LACS vendors for conversion to the new address. The list of LACS vendors appears in this article, or go to: <http://ribbs.usps.gov/files/vendors/lacsvend.txt>.

For assistance in locating the specific records in your address file under each category, refer to your address-matching software documentation or contact your software vendor for assistance. For questions about this article or assistance obtaining more information about the address quality tools available from the Postal Service please contact the Customer Data Analysis department at our National Customer Support Center at 1-800-238-3150.

## LACS Licensed Vendors

ACXIOM GENERAL INFORMATION  
ACXIOM  
1501 OPUS PL STE 100  
DOWNERS GROVE IL 60515-5718  
VOICE: 888-322-9466

THERESA GERARD  
ACXIOM CORP  
PO BOX 2000  
CONWAY AR 72033-2000  
VOICE: 501-342-3807 / FAX: 501-342-3715

PAUL STORCH  
ANCHOR COMPUTER INC  
1900 NEW HWY  
FARMINGDALE NY 11735-1537  
VOICE: 800-452-2357 / FAX: 631-293-0891

JIM MUCCI  
CLIENTLOGIC  
120 BRIGHTON RD  
CLIFTON NJ 07012-1606  
VOICE: 973-614-3402 / FAX: 973-779-5176

JACK PENDERGAST  
DONNELLEY MARKETING  
407 CHESTNUT RIDGE RD  
WOODCLIFF LAKE NJ 07677-7679  
VOICE: 201-476-2312

STACI WILLIS  
EQUIFAX DIRECT MARKETING SERVICES  
26955 NORTHWESTERN HWY STE 200  
SOUTHFIELD MI 48034-4716  
VOICE: 248-603-3117 / FAX: 248-603-3018

DANIEL J MINNICK  
EXPERIAN DIRECT TECH  
955 AMERICAN LN  
SCHAUMBURG IL 60173-4983  
VOICE: 847-517-5683 / FAX: 847-517-5189

GAIL LARSON  
FAIR ISAAC AND COMPANY INC  
4295 LEXINGTON AVE N  
SAINT PAUL MN 55126-6164  
VOICE: 651-486-4621 / FAX: 651-481-8077

GARY LABEN  
KNOWLEDGE BASE MARKETING INC  
701 N PLANO RD  
RICHARDSON TX 75081-2944  
VOICE: 972-690-4493 / FAX: 972-705-2797

MARK MELLYNCHUK  
MBS  
570 S RESEARCH PL  
CENTRAL ISLIP NY 11722-4415  
VOICE: 631-851-5092 / FAX: 631-851-1380

JOE FERRARA  
TRIPLEX DIRECT MARKETING CORP  
PO BOX 1800  
NOVATO CA 94948-1800  
VOICE: 415-382-7108 / FAX: 415-382-7161

(List current as of November 7, 2001)

— National Customer Support Center

# Correction

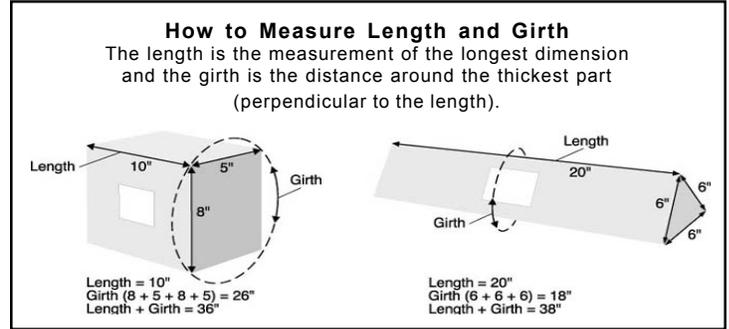
The following article appeared in the October issue of *Mailers Companion* and is republished with corrections:

## Oversized Rate — Available for Parcel Post and Parcel Select Only

Only Package Services Parcel Post and Parcel Select have an oversized rate. Pieces measuring over 108 inches in combined length and girth, but not more than 130 inches in combined length and girth, are mailable at the applicable oversized rate. Over 130 inches, the piece is not mailable.

Oversized rates are not available for Priority Mail parcels. The maximum size for Priority Mail parcels is 108 inches in combined length and girth. Parcels exceeding 108 inches are not mailable at Priority Mail rates.

Balloon rates are available for Priority Mail, Parcel Post, and Parcel Select. Parcels weighing under 15 pounds and measuring over 84 inches and up to 108 inches in combined length and girth are charged a minimum rate



equal to the rate for 15-pound parcels addressed to the same zone.

— San Francisco Rates and Classification Service Center

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6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001

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POSTAGE & FEES  
PAID  
USPS  
PERMIT NO. G-10

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