

# MEMO to MAILERS

UNITED STATES POSTAL SERVICE  
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Here's an idea so fresh, so crazy—it just might work!

Advertising innovation  
is right at your fingertips.

### Deliver the ultimate impact for your clients.

Looking for a bold new way to inspire "wow"? Introducing Customized MarketMail™ service from the U.S. Postal Service! This exciting Standard Mail® option allows you to experiment with unique die-cut shapes and unconventional sizes that not only get noticed—they encourage results and help boost ROI. And yes, this piece was mailed—without an envelope. So you can deliver a message that bursts from the mailbox, captivates customers and showcases your client's brand, product or service. With Customized MarketMail service, the opportunities are endless.

- Create buzz that strengthens brand identity.
- Develop a coupon people won't forget.
- And potentially win awards!

### Give your ideas new dimension.

Customized MarketMail service is as flexible as your imagination allows it to be. Just keep these design essentials in mind:

- Shape can be almost any desired die-cut within the allotted size range.
- Height must be between 3.5 and 12 inches tall.
- Length (taken as the distance between the two outermost points) must be between 5 and 10 inches long.
- Weight must be less than 3.3 ounces.
- Thickness may vary, but must be between .007 inch at the thinnest point and .75 inch at the thickest point.

Bring those big ideas to life with Customized MarketMail. For more details, visit [usps.com/cmm](http://usps.com/cmm).



## Direct Mail innovation BUBBLES to the top

The United States Postal Service is delivering the power of "wow!" Its Customized *MarketMail* (CMM) brings a fresh approach to Direct Mail, allowing marketers to experiment with unique die-cut shapes and unconventional sizes to capture the interest of customers. And to generate awareness of these innovative mailpieces, the Postal Service is making a splash with its new CMM Direct Mail advertising campaign.

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## Direct Mail innovation

# BUBBLES to the top

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Partnering with the Draft advertising agency, the Postal Service's campaign features a thought bubble-shaped mailpiece titled, "Here's an idea so fresh, so crazy — it just might work!" The mailpiece was designed to resonate with creative professionals who work in advertising. This mailpiece, like all CMM pieces, was sent through the mail without an envelope.

The mailpiece describes how to use Customized *MarketMail* to make an impact with customers and it establishes the design parameters and specifications for this new Standard Mail option. Featured prominently is the Postal Service's direct mailing offering to "Bring those big ideas to life with a special offer on your first print run." The

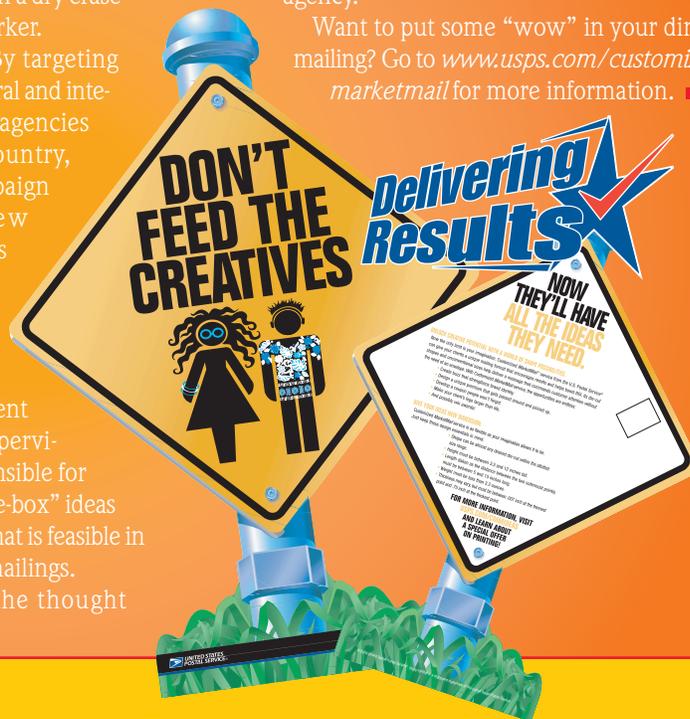
reverse side of the mailpiece features a fun, yet practical, dry erase board that easily can be written on with a dry erase marker.

By targeting leading direct, general and integrated advertising agencies throughout the country, the CMM ad campaign introduces a new postal product to its most likely users. It also seeks to capture the attention of the account management and production supervisors who are responsible for filtering "outside-the-box" ideas and determining what is feasible in generating direct mailings.

In addition to the thought

bubble, the Postal Service and Draft designed a caution sign-shaped mailpiece that warns, "Don't Feed the Creatives," to capture the humor and energy of an advertising agency.

Want to put some "wow" in your direct mailing? Go to [www.usps.com/customizedmarketmail](http://www.usps.com/customizedmarketmail) for more information. ■



## Mail improvement reporting goes electronic

Imagine a mailing has been prepared and dropped at a postal facility for processing and delivery. Bundles are coming apart, barcodes are unreadable, trays are mislabeled or perhaps there are sortation errors. Now imagine this is your mailing! These mail make-up issues affect mail processing in postal facilities, but more important, they impact delivery of your mailing.

Instead of starting paperwork to deal with mail irregularities, mailers will soon be able to go online to report problems quickly and almost instantly. It's eMIR — electronic mail improvement reporting — to the rescue!

This Web-based process for reporting mail make-up problems is scheduled for national implementation this fall as part of the *PostalOne!* system. The system makes it easier for business mailers and the Postal Service to exchange information.

Currently, the Postal Service reports mail irregularities with a paper form, *Irregularities in the Preparation of Mail Matter*. The

paper trail involved in notifying all parties — mailers, the postal Business Service Network, origin business mail entry units and mail processing employees — is time-consuming, and there's no central access to this information.

The Postal Service, working with the Mailers' Technical Advisory Committee, developed eMIR. It offers major improvements in capturing information about problems encountered in the processing of mail. It transmits information directly to the Business Service Network for timely notification to customers. Both Business Mail Entry and Business Service Network employees have access to this information to share with customers and to collaboratively develop resolutions.

Using eMIR through the *PostalOne!* system, USPS process owners will have access to online reports, messaging and system-to-system interfaces. Data analysis, information management and continuous feedback will provide customers with real-time information and solutions.

During the pilot test, postal users and customers alike responded enthusiastically to this tool as an effective means to manage quality, improve service and reduce costs.

Look for this real-time reporting tool coming your way soon! ■



**D**elivering results is what we're all about. When you see the "Delivering Results" symbol, you'll know it's about how we're making the Transformation Plan — the blueprint for the future of the United States Postal Service — a part of everything we do. Read the plan at [www.usps.com/strategicdirection](http://www.usps.com/strategicdirection). ■



# Ready for fall? We are!

The fall mailing season is right around the corner. Traditionally, it begins after Labor Day and continues to Thanksgiving. It's a time when businesses — large and small — ramp up their marketing efforts, meaning more catalogs, flyers and sales-related mailpieces will be moving through the postal system. And the Postal Service is ready.

“The fall mailing season followed by the holidays is make-it or break-it time for many companies, and businesses depend on us to help them reach their customers during this crucial sales period,” says Chief Marketing Officer Anita Bizzotto.

“The Postal Service is making it quick, easy and convenient to conduct business through the mail,” she says. “For small businesses in particular, our online shipping solutions — such as Click-N-Ship and Carrier Pickup Online Noti-

fication — allow people to focus on selling while we handle their shipping.”

Chief Operating Officer Pat Donahoe says the Postal Service

managers and personnel to provide efficient drop-ship processes and appointments, and resolution of any issues that might arise,” says Donahoe. “We are prepared to

deliver shipments on days other than Friday (heaviest volume day) if possible.

■ Factor in extra time for dropping the shipment and in-home delivery time due to higher-than-normal mail volumes.

■ Ensure drivers have the required proper identification and a valid driver's license.

■ For postal confirmation of delivery, you can access delivery data from the Drop Ship Appointment System (DSAS) website — ask your third-party shipper to provide you with the DSAS appointment confirmation number. Or, provide your agent with a duplicate copy of the PS Form 8125, which will be endorsed by the receiving office and returned to the driver. As another option, you may attach a self-addressed envelope to the duplicate 8125 and it will be mailed back to you. ■



is committed to ensuring a successful fall mailing season for mailers.

“We're working with facility

handle any increased volume.”

Mailers can benefit as well by following these simple tips:

■ Attempt to schedule and

# FYI

**W**ant to know where the industry is heading? Check your October *Memo to Mailers* for some of the best ideas from some of the top minds in the delivery business — who said what at the National Postal Forum. You'll have the full story next month — including an update from The Mailing Industry Task Force — a public/private partnership between the Postal Service and mailing industry corporations — focusing on the goals of revenue growth and mailing effectiveness. The Forum was Sept. 19–22 in Washington, DC. Go to [www.usps.com/strategicdirection/mitf.htm](http://www.usps.com/strategicdirection/mitf.htm) for more information.

## Mailers. Companion



mailings. It includes information on *Domestic Mail Manual* revisions, classification reform, mail processing networks, address management, technology, mailing standards, rulings and other relevant issues, as well as a column for readers' questions and comments.

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# IF YOU CLICK IT, WE WILL COME.



Stephen Scully  
Erie, Pennsylvania

When you can't come to the Post Office,<sup>™</sup> let the Post Office come to you. Just go to [usps.com](http://usps.com) where you can print labels, pay for postage, and your carrier will pick up your packages for you. To learn more, visit [usps.com/clicknship](http://usps.com/clicknship). It's just one more way the U.S. Postal Service<sup>®</sup> is working for you.



# Link to privacy and security

Updating addresses after E-911 conversions

The Postal Service has introduced a new product — LACSLINK — for updating addresses after Enhanced 911 (E-911) conversions take place. It features the USPS-developed “LINK” technology that maintains the privacy and security of data while allowing mailers easy access to it.

Since the mid 1980s, the E-911 emergency response system has meant the conversion of rural route-style addresses to city-style street names across America. E-911 automatically associates a physical address with the telephone number from which an emergency call is made to police, fire or ambulance so

authorities can respond faster. Understanding that this could affect mailers, the Postal Service originally developed the Locatable Address Conversion System (LACS), which provides mailers with an automated method of obtaining new address information when a 911 conversion has occurred. Now the Postal Service’s Address Management group is offering LACSLINK, which features the same secure data store design and encryption technology used in NCOALINK. This “LINK” technology maintains the privacy and security of the data while allowing mailers easy access when they have an outdated address that needs to be converted.

As always, mailers can only obtain the new address if they already possess the name and

old address.

Through LACSLINK, mailers can update their address records in the normal course of their mail preparation. The quality of address information will be improved in areas where E-911 conversions have taken place and this helps USPS deliver the mail more efficiently. Currently, the Postal Service is requiring that LACSLINK be incorporated into all Coding Accuracy Support System software by July 31, 2005.

USPS Intelligent Mail and Address Quality is committed to expanding address management products and services and further developing a family of products based on the new secure LINK technology. ■



# A letter-perfect course

If you’ve ever asked yourself “Why do I have to do it this way?” about postal standards for business mail, then you should consider signing up for the newly created Mail Design Professional (MDP) course offered through the Postal Service.

The goal is to help you design letter and flat mail that can be processed on high-speed automated equipment without delay — which makes your business mailings more cost effective.

The course, developed by the Business Mail Acceptance group, includes such topics as:

designing automation letters and flats, basic addressing, forwarding and related services, reading MERLIN (Mail Evaluation Readability Lookup Instrument) reports, mail processing equipment, barcoding formats and print specifications, machinable and nonmachinable criteria, design of special service labels, design of business reply mail — and more.

Students receive a certification upon completion. The first MDP course was held last July at the National Center for Employee Development (NCED) in Norman, OK. The NCED is a world-class training, learning and

conference facility.

“Understanding the Postal Service rules and regulations has been a priority for me,” said one newly certified student. “This course has helped me understand why we have to do things the way we do, as well as ways to do things better.”

Go to [www.nced.com](http://www.nced.com) for information, or call Byron Jacobson at 405-366-4639. Sign up now to reserve your space for this course! ■

## INFO @ USPS

### SMALL BUSINESS TOOLS

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

### SIMPLE FORMULAS

Use the mail to grow your business.  
Order a Simple Formulas kit.  
800-THE-USPS, ext. AD4433

### SEND MAIL FROM YOUR PC

Send postcards, letters, flyers,  
booklets or greeting cards.  
[www.usps.com/netpost](http://www.usps.com/netpost)

### THE POSTAL STORE ONLINE

Open 24/7.  
Stamps. Subscription services.  
Digital Scales.  
[www.usps.com/shop](http://www.usps.com/shop)

### SHIPPING INFORMATION

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

### PRINT POSTAGE ONLINE

Your shipping label is just a  
Click-N-Ship away.  
[www.usps.com/clicknship](http://www.usps.com/clicknship)

### BRINGING THE POST OFFICE TO YOU

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

### QUESTIONS?

We have the answers.  
Rates and mailing information.  
ZIP Codes. Post Office location.  
Much, much more.  
800-ASK-USPS

# Starring: *the real deal*

That's no actor. That's the genuine article. The Postal Service's letter carriers are the stars of this fall's new advertising campaign, which focuses on actual postal employees who will explain the many ways customers can access postal services without having to visit a Post Office or stand in a line.

In a national selection process, a letter carrier was chosen from each of the Postal Service's 80 administrative districts across the nation to serve as a local spokesperson. A select group of nine letter carriers was selected from the 80 to serve as national postal ambassadors. They will appear in national television, radio and print advertisements and make personal appearances to promote the Postal Service.

"There is no one better qualified to explain the products and services offered by the U.S. Postal Service than our own employees," says Postmaster General John E. Potter. "The same letter carriers who are so well regarded by many of our customers will now officially represent us in our advertising, showing that there are many ways to access postal services without ever having to leave your home or office." You can print postage and mailing labels from your home or office computer with just a credit card and letter carriers can pick up outgoing mail.

Candidates for postal ambassadors were rated by management and union officials and media professionals for their presentation skills and their ability to communicate. One letter carrier was selected in each district.

The 80 district representatives gathered in Chicago during the summer where they

went through an intense auditioning process to select the nine national ambassadors. In August, they received training as spokespersons.

Later this year, these letter carrier "postal ambassadors" will be joined by postmasters from around the country selected through a similar process and representatives of other employee groups will join in the campaign in 2005.

The nine national postal ambassadors are:

- Michael Cardarelli, Providence, RI
- John Dock, Mahwah, NJ
- Earl Keeton, Portland, OR
- Gina Mendoza-Telck, Fort Worth, TX
- Stephen Scully, Erie, PA
- Diana Taylor, Tupelo, MS
- Alicia Tutt, Falls Church, VA
- Jim Willson, Royal Oak, MI
- Adele Yoshikawa, Pearl City, HI ■

## WE PICK UP PACKAGES AT YOUR DOOR.

Go online to have Carrier Pickup™ service pick up packages right at your home or office.

The image shows a woman in a dark blue USPS uniform, smiling and holding a white and blue Express Mail package. She has a "LETTER CARRIER" name tag and a USPS logo on her jacket. In the background, there is a smaller version of the same advertisement, which includes the text "WE PICK UP PACKAGES AT YOUR DOOR." and a photo of a man in a uniform. At the bottom right of the main image, the website "usps.com" is visible.

### PUT CARRIER PICKUP™ SERVICE TO WORK FOR YOU.

## WE PICK UP PACKAGES AT YOUR DOOR.

Now request  
a pickup online  
with Carrier  
Pickup™ service.



# POSTAL NEWS BRIEFS

## A BRIGHT FUTURE

Letter mail will always have its place, says Mailing Industry Task Force Co-Chair and Pitney-Bowes CEO Michael Critelli. "Mail has trustworthiness because it costs money to create it. Someone has spent time perfecting and crafting a message," he said in *USA Today*.

Despite predictions of a paperless society, Critelli believes annual mail volume will remain at about 430 billion pieces. "Certain mail will die out, and other categories will grow," he told the newspaper. "People who used to have a garage sale now sell on eBay and use the mail to ship."

And Critelli has a warning for businesses — ignore the opportunities of mail at your own peril. "It's all about connecting with the customer, cross selling or selling up," he said. "And mail is not being used to the fullest degree."

## RETURN RECEIPTS GO DIGITAL

Return receipts — those ubiquitous green cards that have graced the back of Certified Mail for years — just joined the digital age.

Customers can now request a Return Receipt (Electronic) to go along with special services.

Electronic Return Receipts, just like their hard-copy counterparts, provide proof of delivery for Certified Mail, Registered Mail, COD and Numbered Insured Mail.

So, what's different about the electronic version? The customer gets a delivery notification electronically — as an e-mail attachment — instead of as a postcard in the mail. It's a PDF file that opens using Adobe Acrobat software. The recipient's signature and address are taken from the printed Delivery Notice/Reminder/Receipt form — no green card is used!

After customers purchase the Return Receipt (Electronic), they must go to [www.usps.com](http://www.usps.com) and enter the label number printed on their POS ONE receipt or accountable mail label receipt. Then they enter the e-mail address to which they would like the Return Receipt (Electronic) sent. Notifications usually arrive within 48 hours of delivery.

Return Receipt (Electronic) is not available to APO/FPO addresses or U.S. territories,

possessions and freely associated states.

## WAY TO WEIGH

The Postal Store has 5- and 10-pound digital scales in stock so online customers don't have to guess the weight of their packages. Visit The Postal Store at [www.usps.com/shop](http://www.usps.com/shop) for information about the scales, plus a variety of philatelic items and collectibles including apparel, artwork, books, stamps and more.

## LOCATION, LOCATION, LOCATION.

A Contract Postal Unit (CPU) is a great way for businesses to increase revenue and foot traffic.

What's a CPU? A CPU is a Post Office located inside a retail establishment and run by the retailer's employees. CPUs allow customers to combine a shopping trip with a trip to the Post Office. They offer a wide range of postal products and services at the same prices offered in traditional Post Offices. More than 5,000 retailers have taken advantage of this opportunity.

Find out more at [www.usps.com](http://www.usps.com).



Legendary actor John Wayne saddles up on a new postage stamp, the newest entry in the popular *Legends of Hollywood* series.

## MEMO MAILERS

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**Ilze Sella**  
Editorial Services

**Frank Papandrea**  
Art Director

**David Ostroff**  
Designer

**Betty Shelton**  
Purchasing Specialist

**John E. Potter**  
Postmaster General and CEO

**Azeezaly S. Jaffer**  
Vice President, Public Affairs and Communications

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# eBay days in San Jose



**D**o you know the way to expert shipping advice?

The Postal Service and eBay, the online marketplace, teamed to promote their partnership. They let customers know how easy it is to "sell it" and "ship it" at a weeklong series of "eBay Day" events last month at Post Offices in the San Jose, CA, area.

An eBay trading assistant showed USPS customers how to sell items online and answered questions about the ins and outs of selling online. At the same time, the eBay personnel talked about the many benefits of shipping with the Postal Service, such as printing postage online and carrier pickup online notification.

**Walter Duflock, senior manager of trading assistants at eBay, meets with a customer outside the Santa Clara, CA, Post Office.**

Change Service Requested

# SHIPPING PACKAGES JUST GOT EASIER.

**CHOOSE THE  
RIGHT  
DELIVERY SERVICE  
FOR YOUR  
SHIPPING NEEDS.**

Delivery Service	Benefits	Allowable Weight	Shipping Option(s)
<b>Priority Mail® service</b>	<ul style="list-style-type: none"> <li>• Average 2 to 3 day delivery</li> <li>• Services every address in the United States — including any PO Box and military address</li> <li>• No extra cost for Saturday or residential deliveries</li> <li>• No hidden surcharges</li> </ul>	Up to 70 lbs.	<ul style="list-style-type: none"> <li>• Click-N-Ship® online service</li> <li>• Convenience Packs starting at \$3.85 per envelope</li> </ul>
<b>Express Mail® service</b>	<ul style="list-style-type: none"> <li>• Overnight delivery or your money back, guaranteed<sup>†</sup></li> <li>• Fastest delivery option for time-sensitive letters, documents or merchandise</li> <li>• Services most locations 365 days a year</li> <li>• No extra charge for Sunday and holiday deliveries</li> </ul>	Up to 70 lbs.	<ul style="list-style-type: none"> <li>• Click-N-Ship online service</li> <li>• Convenience Packs starting at \$13.65 per envelope</li> </ul>
<b>Global Priority Mail® service</b>	<ul style="list-style-type: none"> <li>• Outstanding value and reliable service</li> <li>• Delivery within 4 to 6 days<sup>††</sup></li> <li>• Reliable shipping to Canada, Mexico and 51 other countries.</li> </ul>	Up to 4 lbs.	<ul style="list-style-type: none"> <li>• Convenience Packs starting at \$7.00 per envelope</li> </ul>
<b>Global Express Mail™ service</b>	<ul style="list-style-type: none"> <li>• Fast, reliable service to over 190 countries</li> <li>• Online tracking</li> <li>• Volume discount programs may apply</li> </ul>	Up to 70 lbs.	<ul style="list-style-type: none"> <li>• Click-N-Ship online service</li> </ul>
<b>Global Express Guaranteed® service</b>	<ul style="list-style-type: none"> <li>• USPS® and FedEx® Express team up for time-sensitive global shipping<sup>†</sup></li> <li>• Guaranteed, date-certain delivery to over 200 countries</li> <li>• Money-back guarantee on deliveries<sup>††</sup></li> <li>• Volume discount programs may apply</li> </ul>	Up to 70 lbs.	<ul style="list-style-type: none"> <li>• Click-N-Ship online service</li> </ul>

<sup>†</sup> For packages up to 70 lbs. Postage fully refundable upon application if delivery is not made or attempted by time guaranteed at acceptance. Express Mail overnight delivery to most major markets, including Saturday at no extra cost. Sunday and holiday delivery available to select ZIP Code™ locations at no extra cost. Some restrictions apply, call or visit your local Post Office™ for details.

<sup>††</sup> Designed to be delivered in 4-6 business days. Delivery times vary depending on origin and destination.

<sup>†††</sup> FedEx is a registered trademark of Federal Express Corporation.

<sup>††††</sup> See retail associates at participating locations or visit [usps.com/gpx](http://usps.com/gpx) for complete money-back guarantee details.

