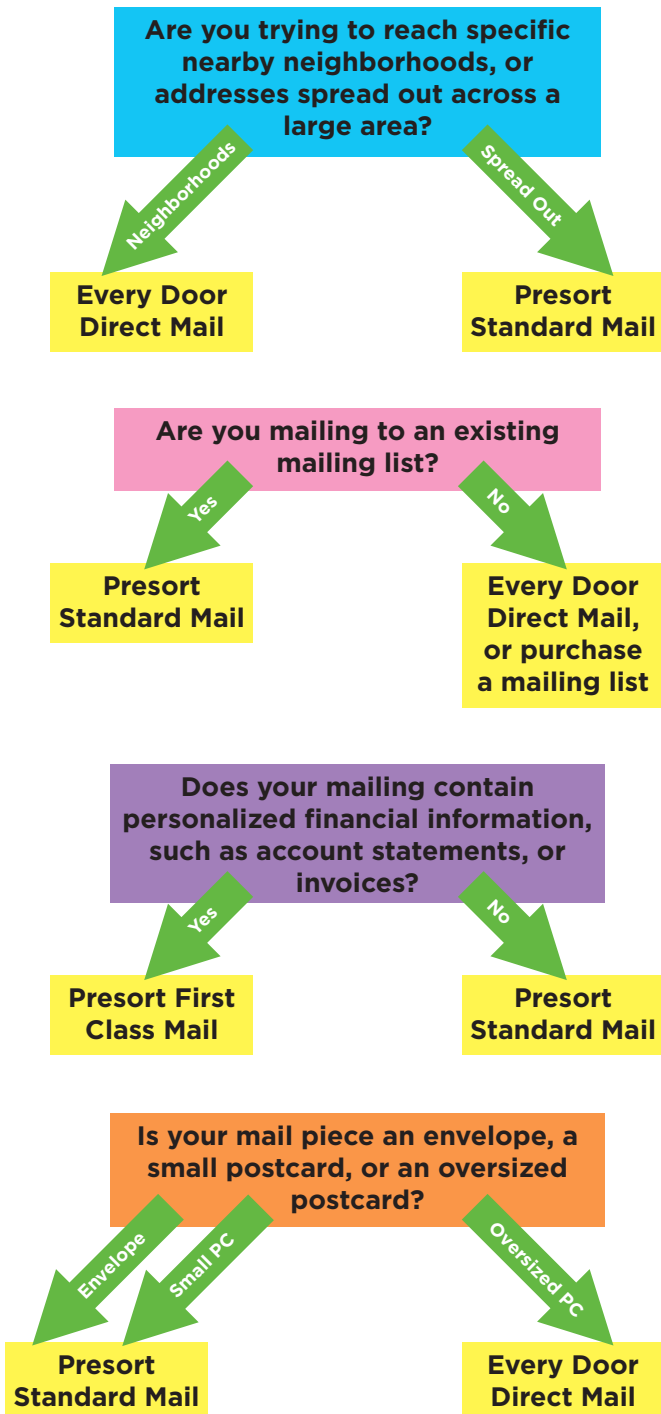


MAILING SERVICE GUIDE

We offer different types of mailing options

This chart will help you decide which option is best for you



PRESORT STANDARD MAIL

This is the most common type of business mail, often called bulk mail. The postage rates for this class of mail are about 40-50% lower than first class stamps. Postage costs depend on how the mail sorts out. The USPS will typically deliver this class of mail in 3-10 business days, although 3-6 days is much more common.

PRESORT FIRST CLASS MAIL

This class of mail is still a first class mailing (the same as using a postage stamp) with lower rates because we do much of the sorting ahead of time, saving the USPS time and money. Presorted First Class mail will take 1-3 days for delivery, just the same as if you were using a postage stamp.

EVERY DOOR DIRECT MAIL

Every Door Direct Mail (“EDDM”) is a low cost way to reach the neighborhoods of your choosing with your jumbo postcard. You select the neighborhoods, and we take care of the rest. An oversized postcard will be delivered to every home on the postal routes you choose, eliminating the need for a mailing list and addressing fees. Postage rates for this service are very low, making this an efficient way to reach whole neighborhoods.

BUSINESS REPLY MAIL

We’ve all seen those return envelopes printed with “Business Reply Mail”. This class of mail makes it easy for your customers to reply to their offer without costing them any postage. The postage is charged to your Business Reply Mail account. If you want to use this option, you need to have a Business Reply account set up with the USPS. Typically, the costs make this a useful benefit only if you are mailing out tens of thousands BRM envelopes annually.

MAILING SERVICE GUIDE



If you are considering a mailing, here are a few things to keep in mind:

- 1** The minimum quantity to qualify for pre-sorted standard rates is 200 pieces, or 500 pieces for pre-sorted first class.
- 2** All mail pieces must be identical in size, weight and content.
- 3** If you have a mailing list, we need the list in Excel or CSV format. If your list is not in this format, call us - we may be able to help.
- 4** If you do not have a mailing list, we can get one for you, based on all kinds of demographic data.
- 5** For presort mail, your mail piece must be no larger than 6 x 10.5 inches. Any mail piece larger than that will incur extra sorting and postage costs. For Every Door Direct Mail, an oversized postcard must be used.
- 6** We charge you the actual postage costs that we are charged - we never make a profit on the postage. Therefore, postage on all mailing projects must be paid up front.
- 7** Postage rates for certain non-profits are lower. If you are a non-profit organization, call us and we can help you get the lower rates.
- 8** You don't need to have a bulk permit to take advantage of the lower postage rates.
- 9** If you choose to design your own mail piece, please leave us a 2 x 4 inch area in the bottom right corner for addressing your mail.
- 10** When we address your mailing, you can choose the font and size of the address block, so it is totally customized to your preferences.



QUESTIONS?

Call Chris Landis, our mailing guy



616.949.9290 • info@phase3graphics.com

