Mail Services

Internal Procedure for Bulk Mailings

PURPOSE

Bulk Mailings provide a substantial cost savings for UDM postage; therefore, Mail Services encourages the use of the Bulk Mailing Permit whenever possible. To help ensure the sufficient funding for any Bulk Mailing and thereby avoiding any unnecessary delays in delivery, adhering to the following procedure is critical.

PROCEDURE

Submitting a Work Request
For any Bulk Mailing using UDM's Bulk Mail Permit, a Work Request must be submitted by the UDM Representative at http://facilityrequest.udmercy.edu/logon.asp two weeks prior to the drop date. Submitting a Work Request allows time to ensure the funds are available on the permit, thereby helping to avoid delays in the mailing. Select the Category "Postage" in the Work Request and include the following the information:

1. Mail House Name
2. Description of Project
3. Drop Date
4. Estimated Number of Pieces
5. Estimated Postage

New Mail Houses
New Mail Houses must be authorized to use our permit prior to the mail drop. Contact the Business Operations Coordinator, Sandra Twymon-Orr, at 313.993.1240 for more information.

Correct Documentation
Lastly, UDM contact people must instruct their Mail House to forward a USPS Postage Statement-Nonprofit Standard Mail (PS Form 3602-N) to Sandra Twymon-Orr at twymonsa@udmercy.edu or to:

FACILITY OPERATIONS
UNIVERSITY OF DETROIT MERCY
4001 W MCNICHOLS RD
DETROIT MI 48221-3038

GUIDELINES FOR COMPLETING BULK MAILING
(As referenced on usps.com)

Address Lists
The Postal Service processes your mail on machines that read address information and translate it into a barcode. When a machine misreads an address, that mailpiece may get sorted incorrectly or delayed.

So when you get an address list, please check the addresses to ensure they are correct before applying them to your mailpieces.

Delivery Addressing
The delivery address is the most important information on your mailpiece. Use the following format for your delivery addresses:

Name or attention line:	TOMMY TITAN
Company:	UNIVERSITY OF DETROIT MERCY
Delivery address, Suite:	4001 W MCNICHOLS RD
City, State, ZIP Code:	DETROIT MI 48221-3038

Automated mail processing machines read addresses on mailpieces from the bottom up and will first look for a city, state, and ZIP Code. Then the machines look for a delivery address (Note: Suites should be included on the address line). If the machines cannot find either line, then your mailpiece could be delayed or misrouted. Any information below the delivery address line (a logo, a slogan, or an attention line) could confuse the machines and misdirect your mail.

Move Update Requirement
Pieces must include "Address Service Request," "Return Service Requested," or "Change Service Requested" on each mailpiece to comply with Move Update and to ensure our records are most current.

Mail Piece Design Guidelines
- Always put the address and the postage on the same side of your mailpiece.
- On an envelope, the address should be parallel to the longest side.
- All capital letters.
- No punctuation.
- At least 10-point type.
- One space between city and state.
- Two spaces between state and ZIP Code.
- Simple type fonts.
- Left justified.
- Black ink on white or light paper.
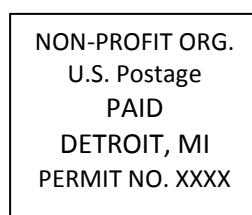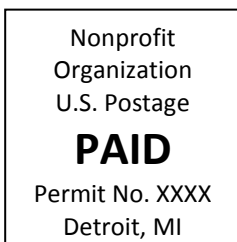- No reverse type (white printing on a black background).

- If your address appears inside a window, make sure there is at least 1/8-inch clearance around the address. Sometimes parts of the address slip out of view behind the window and mail processing machines cannot read the address.
- If you are using address labels, make sure you do not cut off any important information. Also make sure your labels are on straight. Mail processing machines have trouble reading crooked or slanted information.

Mailpiece Design Tips
- Always put the attention line on top—never below the city and state or in the bottom corner of your mailpiece.
- If you cannot fit the suite or apartment number on the same line as the delivery address, put it on the line ABOVE the delivery address, NOT on the line below.
- Words like "east" and "west" are called directionals, and they are VERY important. A missing or a bad directional can prevent your mail from being delivered correctly.
- Use the free ZIP Code Lookup and the ZIP+4 code lookup at www.usps.com to find the correct ZIP Codes and ZIP+4 codes for your addresses.
- Almost 25% of all mailpieces have something wrong with the address—for instance, a missing apartment number or a wrong ZIP Code. Can some of those mailpieces get delivered, in spite of the incorrect address? Yes. But it costs the Postal Service time and money to do that.
- When a First-Class Mail letter is square, rigid, or meets one or more of the non-machinable characteristics, it will be subject to a non-machinable surcharge.
- Sometimes it is not important that your mailpiece reaches a specific customer, just that it reaches an address. One way to do this is to use a generic title such as "Postal Customer" or "Occupant" or "Resident" rather than a name, plus the complete address.
- Fancy type fonts such as those used on wedding invitations do not read well on mail processing equipment. Fancy fonts look great on your envelopes, but also may slow down your mail.
- Use common sense. If you cannot read the address, then automated mail processing equipment cannot read the address.
- Some types of paper interfere with the machines that read addresses. The paper on the address side should be white or light in color. No patterns or prominent flecks, please! Also, the envelope should not be too glossy—avoid shiny, coated paper stock.

Appropriate Bulk Mailing Indicia
Either of the following formats is accepted by USPS as the Bulk Mailing indicia:

Nonprofit Organization U.S. Postage **PAID** Permit No. XXXX Detroit, MI

NON-PROFIT ORG. U.S. Postage PAID DETROIT, MI PERMIT NO. XXXX

Size and Shape of Mailpiece

Postcards
When possible, designing the mailpiece to a Postcard size will result in lower postage costs. To qualify for mailing at the First-Class Mail postcard price, it must be:

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
- No more than 4-1/4 inches high x 6 inches long x 0.016 inches thick

Letters

Dimension	Minimum	Maximum
Height	3-1/2 inches	6-1/8 inches
Length	5 inches	11-1/2 inches
Thickness	0.007 inch	1/4 inch

To be eligible for mailing at the price for letters, a piece must be:

- Rectangular
- At least 3-1/2 inches high x 5 inches long x 0.007 inch thick.
- No more than 6-1/8 inches high x 11-1/2 inches long x 1/4 inch thick.

Large envelopes known as "Flats"

Dimension	Minimum	Maximum
Height	6-1/8 inches	12 inches
Length	11-1/2 inches	15 inches
Thickness	1/4 inch	3/4 inch

To be eligible for mailing at the price for flats, a piece must:

- Have one dimension that is greater than 6-1/8 inches high OR 11-½ inches long OR ¼ inch thick.
- Be no more than 12 inches high x 15 inches long x ¾ inch thick.

Parcels

If you prepare your parcels so that they can be processed on Postal Service equipment, your parcel is considered "machinable." Machinable parcels are easier to process and deliver, so they are less expensive to mail. Machinable parcels must measure:

- No more than 17 inches high x 34 inches long x 17 inches thick.
- No more than 35 pounds (25 pounds for books or other printed matter).

SUMMARY

With the shared goal of getting the mailpieces to recipients in the fastest turnaround time, Mail Services strives to do its part for successful bulk mailings. By working together and following the above procedures, guidelines, and tips we can achieve a more efficient Bulk Mailing process.