Why Use OSU Printing & Mailing Services?

Printing & Mailing Numbers

Bulk Mail Pieces

42,307
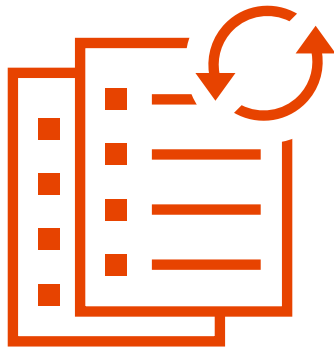bulk mail pieces weekly

183,333
bulk mail pieces monthly

2,200,000
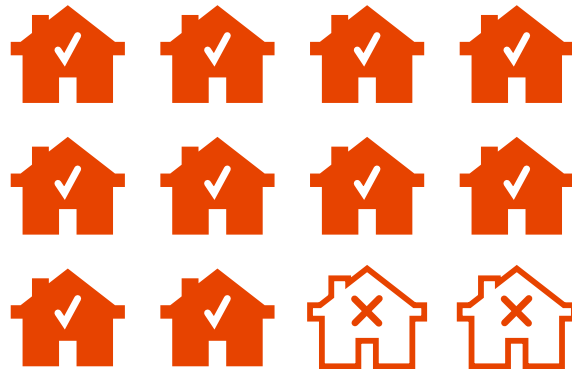bulk mail pieces yearly

Lists Processed

1,768
lists processed yearly

Mailing Addresses Processed

2,833,376
mailing addresses processed yearly

Reducing Costs For Our Clients

Without proper mail preparation, you could be paying a significant amount more in production and mailing costs. Time is wasted as well as materials. Our team processes your mailing lists before production begins, making it easy to fix incorrect addresses and discarding non-mailable addresses from the list. Below are some cost-saving examples.

Large Postcard Mailing Scenario 1

Cost for postage and production = $0.31 each

118,168 pieces produced & mailed = $36,632.08

5,421 **non-mailable addresses** = $1,680.51

$38,312.59 Cost before processing

- $1,680.51 Savings

$36,632.08 Total cost after processing

Large Postcard Mailing Scenario 2

Cost for postage and production = $0.25 each

121,585 pieces produced & mailed = $30,396.25

6,295 **non-mailable addresses** = $1,573.75

$31,970.00 Cost before processing

- $1,573.75 Savings

$30,396.25 Total cost after processing

Brochure Mailing

Cost for postage and production = $0.55 each

157,664 pieces produced & mailed = $86,715.20

7,007 **non-mailable addresses** = $3,853.85

$86,715.20 Cost before processing

- $3,853.85 Savings

$82,861.5 Total cost after processing

Multi-Page Booklet Mailing

Cost for postage and production = $0.77 each

13,249 pieces produced & mailed = $10,201.73

5150 **non-mailable addresses** = $3,965.50

$10,201.73 Cost before processing

- $3,965.50 Savings

$6,236.23 Total cost after processing

Mailing Services

Printing & Mailing Services offer professional expertise and services to ensure your mailing project receives the best postage discounts and ensures highest level of delivery accuracy. Some of the services we offer:

- Inkjet Addressing
- Fixed Message Lines
- Address Labels
- Folding
- Perfing/Scoring
- Inserting - Manual and Machine
- Stamp Affixing
- Tabbing
- Hand and Machine Collating
- Variable Data Printing

- Black & White Copies
- Color Copies
- Envelopes
- Envelope Sealing - Manual and Machine
- Glue Dots
- Mail list processing (CASS certify, Dedupe, NCOA, Remove non-deliverables)
- Presort First Class Mail, Standard and Nonprofit Rate Mail, Flat Size Mail

Turnaround Time

Mail List Processing
1-3 business days, this includes any mail merging and variable data setup.

Postcards
1-2 business days after mail list processing and proof approval. This includes the printing, cutting, sorting, and mailing.

Letters & Flats
2-5 business days after mail list processing and proof approval. This includes the printing for envelopes and letters, folding, stuffing, sealing, sorting, and mailing.

Note: **times may vary for detailed mailers requiring hand stuffing**.

Mail Piece Design & Guidelines

Creating a Direct Mail Piece

The format you choose sets up the way your message is presented. When deciding on a format for your mail piece, consider:

- What is the goal of this mailing?
- What is the most important thing I want people to remember?
- How much space do I need for my message?
- What format is best for conveying my message?

Once you have your situation clearly defined, choose the format that will best satisfy your goals. It should allow you to say and show everything that you need — nothing more, nothing less.
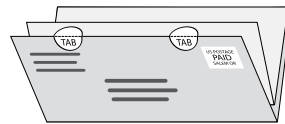
Common Self-Mailer Setups
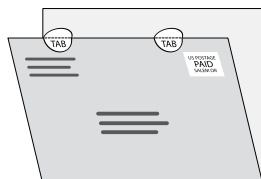
Fold, tab and address placement:

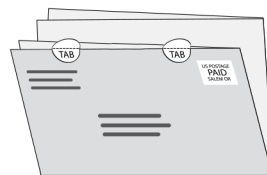**Letter Fold:** 8.5" x 11" minimum stock weight 28lb Bond or 70lb Book
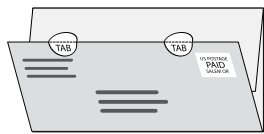
Double Parallel Fold: 8.5" x 14" minimum stock weight 28lb Bond or 70lb Book

Single Fold: 8.5" x 11" minimum stock weight 28lb Bond or 70lb Book

French Fold: 11" x 17"" minimum stock weight 28lb Bond or 60lb Book

Mail Piece Formats

Postcards
Postcards can be used for:

- Announcements for new services
- Move notifications
- Special events and announcements

Letters
Letters can be used for:

- Introduce your services
- Provide news and updates
- Include reply envelopes
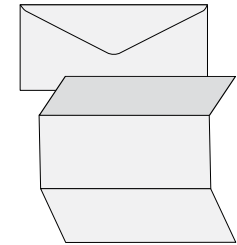
Flyers & Self-Mailers
This larger format gives you more space to elaborate on the details of your message, communicate key points and visually describe your services.

Brochures & Booklets
Brochures can be used for:

- Offer information about your services
- Introduce new services
- Communicate special events

Mail Piece Design Considerations

All mail pieces require:

- Return address
- Delivery address
- Postage field (permit imprint, postage stamp, or meter stamp)

Postcards

4.25" max.
3.5" min.

6" max.

5" min.

	Minimum	Maximum
Length	5 inches	6 inches
Height	3.5 inches	4.25 inches
Thickness	0.007 inch	0.016 inch

RETURN ADDRESS AREA
(REQUIRED ON ALL PRESORT MAILINGS)

POSTAGE CLEAR ZONE
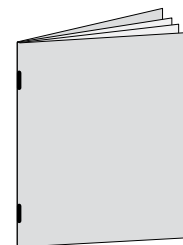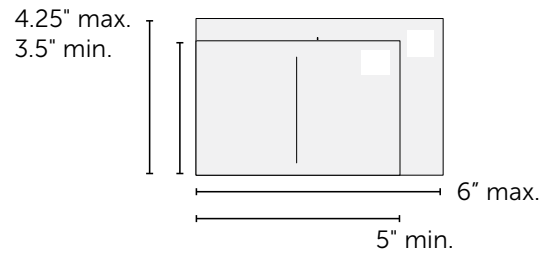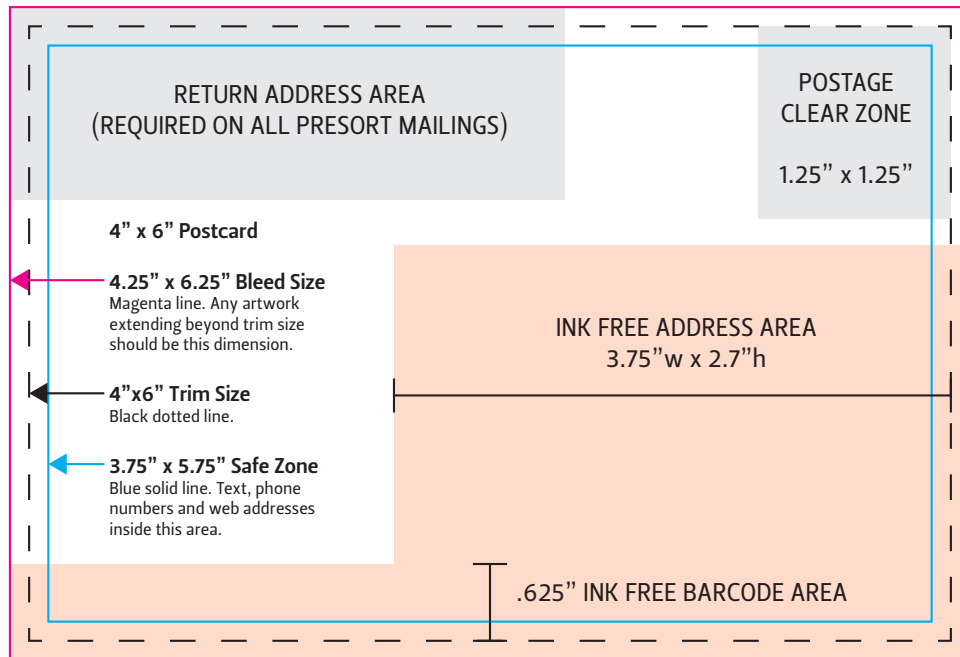
1.25" x 1.25"

4" x 6" Postcard

4.25" x 6.25" Bleed Size
Magenta line. Any artwork extending beyond trim size should be this dimension.

INK FREE ADDRESS AREA
3.75"w x 2.7"h

4"x6" Trim Size
Black dotted line.

3.75" x 5.75" Safe Zone
Blue solid line. Text, phone numbers and web addresses inside this area.

.625" INK FREE BARCODE AREA

Avoid putting any design elements in the specified USPS no-print zones.
Any color **elements in these areas cannot exceed 7% opacity.**

Letters
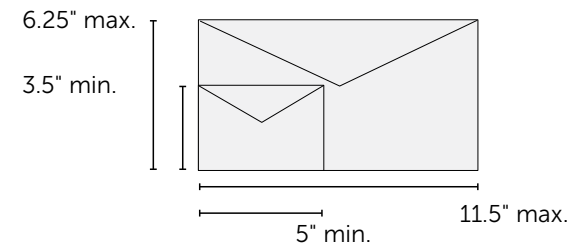
6.25" max.

3.5" min.

11.5" max.

5" min.

	Minimum	Maximum
Length	5 inches	6 inches
Height	3.5 inches	4.25 inches
Thickness	0.007 inch	0.016 inch

Large Envelopes (flats)

12" max.

6.125" min.

11.5" min.

15" max.
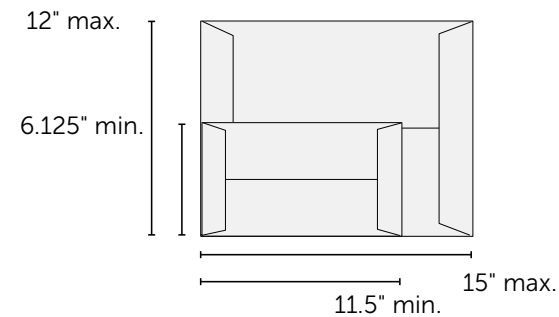
	Minimum	Maximum
Length	11.5 inches	15 inches
Height	6.125 inches	.75 inches
Thickness	.25 inch	.75 inch

Pieces that are rigid, non-rectangular or not uniformly thick, pay package prices.

Packages

Girth

Height
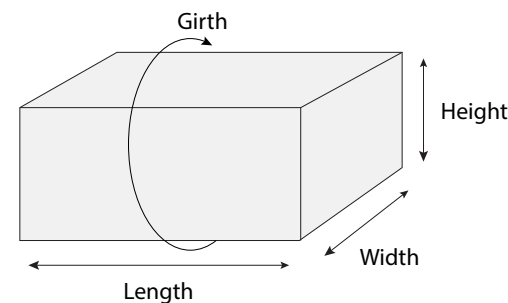
Width

Length

Measuring Instructions

Length + girth combined cannot exceed 165 inches and up to 108" in length.

Length: the longest side of the package.

Girth: measurement around the thickest part perpendicular to the length.

Length x Width x Height = Girth

LETTER - SIZE MAIL DIMENSIONAL STANDARDS TEMPLATE

UNITED STATES POSTAL SERVICE ®

Use this template to check:
- General Mailability: minimum required dimensions
- Postcards: maximum dimensions
- Letters: maximum dimensions
- Machinability: check aspect ratio

Machinable Sizes:
To meet machinable requirements, the tip of the upper-right corner of the mailpiece must touch this shaded area and meet the thickness standards (check for maximum thickness by passing the piece through the slot below). Mailpieces more than 4 - 1/4" high or 6" long must be at least .009" thick to be machinable.

Maximum postcard dimensions: 4 - 1/4" high, 6" long, .016" thick

1/4" Maximum Thickness

Minimum mailable dimensions for pieces 1/4" thick or less: 3 - 1/2" high, 5" long, .007" thick
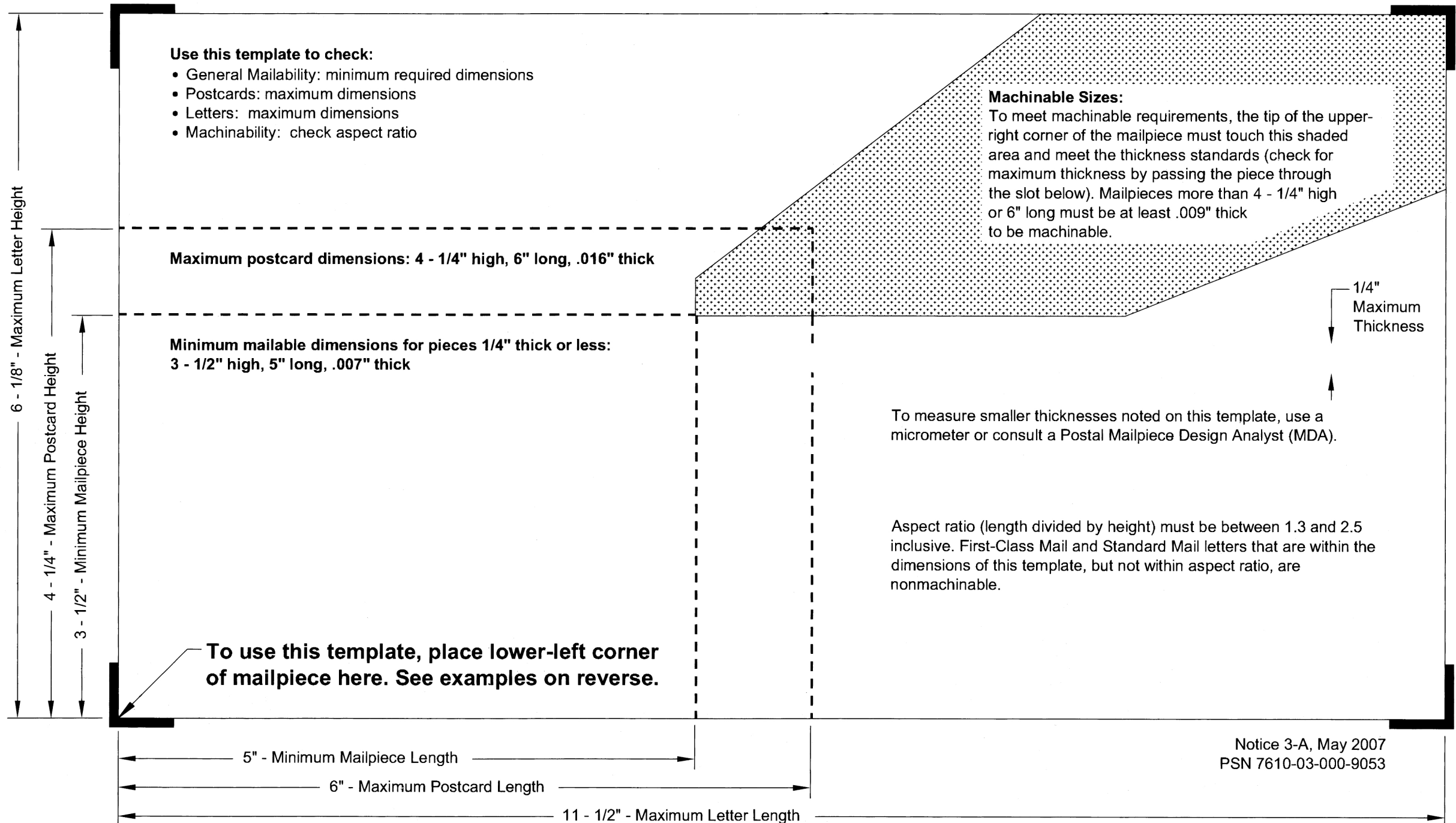
To measure smaller thicknesses noted on this template, use a micrometer or consult a Postal Mailpiece Design Analyst (MDA).

Aspect ratio (length divided by height) must be between 1.3 and 2.5 inclusive. First-Class Mail and Standard Mail letters that are within the dimensions of this template, but not within aspect ratio, are nonmachinable.

To use this template, place lower-left corner of mailpiece here. See examples on reverse.

6 - 1/8" - Maximum Letter Height

4 - 1/4" - Maximum Postcard Height

3 - 1/2" - Minimum Mailpiece Height

5" - Minimum Mailpiece Length

6" - Maximum Postcard Length

11 - 1/2" - Maximum Letter Length

Notice 3-A, May 2007
PSN 7610-03-000-9053

1050251 Rev G
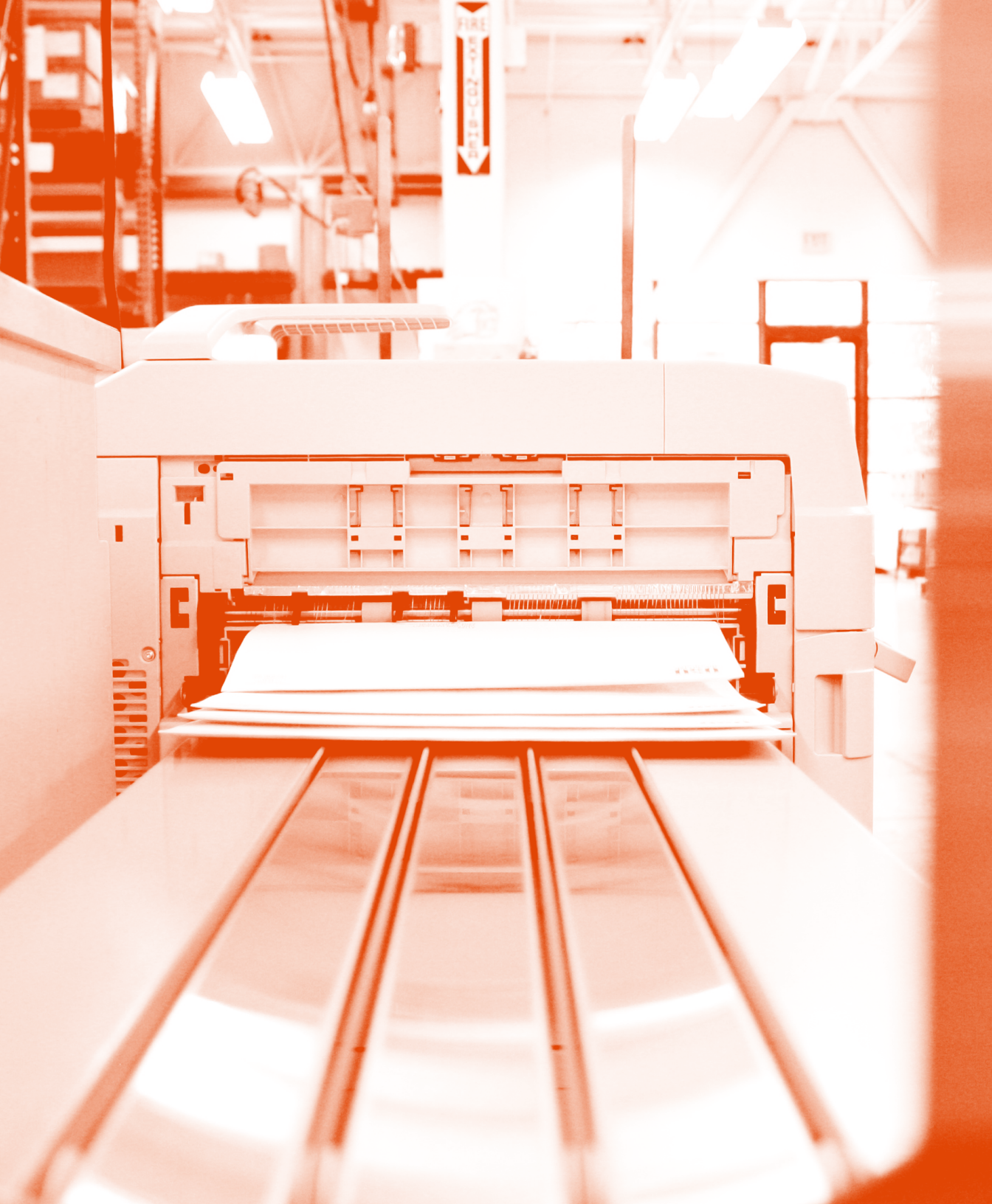
Organizing Your Mail Lists

Organizing Your Mail List

To assist with efficient professing of your mailing list and ensure accurate delivery, please use the following guidelines.

We accept the following formats: Excel files (.XLS, .XLSX, .CSV), Text files (.TXT) and Database files (.DBF).

Databases come in all different formats including required address fields or variable data fields. We recognize as a result, mailing lists might not always be formatted exactly to specifications. Lists that do not comply to standard specifications and need manipulation to meet data standards, will incur additional fees in order to proceed.

Correct Format: All address information in different cells in the same row.

Incorrect Format: Address information separated into multiple rows and/or combined into single cells.

	A	B	C	D	E
1	Name	Address	City	State	Zip
2	John Doe	123 Main Street	Corvallis	OR	97331
3	Jane Doe	321 NW Main Street	Albany	OR	97322
4					

	A	B	C	D	E
1	Name	Address	City	State	Zip
2	John Doe	123 Main Street Corvallis OR 97331			
3	Jane Doe 321 NW Main Street	Albany OR 97322			
4	123 Main Street	John Doe			
5	John Doe				
6	123 Main Street				
7	Corvallis OR 97331				

Creating Address Files

- Each line is limited to 35 characters
- Eliminate all punctuation (except the hyphen in the ZIP+4)
- Use 2-letter state abbreviations
- Use common abbreviations (ST., AVE., APT., etc.)
- Address labels created in WordPerfect and Word cannot be used.

- Use universal fonts, such as:
  - Arial
  - Courier
  - Lucida Console
  - Times New Roman
- No symbols or hard returns, please!

Address Block Design

- No more than five lines to an address
- For international mail: place the country name and zip code on the last line of the address block

Some standard formats for an address block are shown here:

```
FIRST LAST
ADDRESS 1
CITY STATE ZIP
```

```
ID
FIRST LAST
COMPANY
STREET
PO BOXES
CITY STATE ZIP
```

```
FIRST LAST
COMPANY
STREET OR PO BOX
CITY STATE ZIP
COUNTRY
```

Data Services

The most important aspect of a successful mailing is the quality and accuracy of the list. We use the following processes to achieve that.

Coding Accuracy Support System (CASS)

CASS certification is required by USPS to claim automation discounts on presorted mailings. CASS examines an address and appends ZIP+4 if possible. CASS does this by comparing each address to the current National ZIP+4 directory, a table of valid address ranges for every street in the United States.

Address Standardization

Addresses in your list will be standardized according to USPS specifications. For example, Avenue will be abbreviated to "AVE" and "#" will be replaced by "STE" or "APT."

Address Correction

CASS validation will attempt to correct misspellings and add required information if it's missing, such as ZIP code, +4 code and carrier route.

Address Updating

Occasionally a street name or rural route will change, in which case CASS validation will update the record with the new address.

Delivery Point Validation

DPV, also a USPS requirement, takes CASS a step further by comparing each address to the current National DPV directory, a table of every valid delivery point for every street in the US. Rather than just verifying the address down to the block face, it verifies the address down to the exact delivery point, a much more precise verification.

NCOALink

The USPS keeps a database of all those who fill out a Change of Address form when they move. We are licensed to compare mailing lists to National Change of Address database, which provides us with a list of the matches with the new addresses. Change of Address is valid ONLY for 6 months after an address change is submitted.

Duplicate Removal

Eliminate costly duplicate records within your mailing list, or between multiple lists, with our advanced address matching capabilities. Fields containing name and address info will be compared. Only records that contain duplicate name AND duplicate address info will be removed.

Note: The deduping process looks for **EXACT** matches. If there is any variation between the names or addresses of two records, the duplicate will not be removed.
Also, only the first record will be maintained. For example:

Will not be deduped (last names do not match):		
John Smith	123 Main St	Corvallis OR 97331
John Smth	123 Main St	Corvallis OR 97331
Will not be deduped (address field does not match):		
John Smith	123 Mian St	Corvallis OR 97331
John Smith	123 Main St	Corvallis OR 97331
May be deduped (common first name in long/short form):		
James Smith	123 Main St	Corvallis OR 97331
Jim Smith	123 Main St	Corvallis OR 97331

National Change of Address (NCOA)

How NCOA Works

NCOA is a data base product of the United States Postal Service (USPS) used to provide updated and accurate addresses for individuals, families, and businesses.

The addresses in the database are specifically designed to match the USPS requirements. It is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS. Access to it is licensed to service providers and made available to mailers.

The rewards of using NCOA are improved discounts on postage and reduced:

- Returned mail
- Mailing cost of bad addresses for postage, materials (paper and envelopes), and production labor
- Time and money spent re-mailing a second time
- Undeliverable mail

Mailing Classes
& Rates

Class & Description:

First Class

First Class mail is processed by the USPS on a priority basis, it goes to the front of the USPS line. Locally, first class will typically be delivered in 1-3 days and nationally; all of it should be delivered in about 4 days.

Recipients who have moved within the last 6 months will have their mail forwarded at no charge. If it's undeliverable, it will be returned to you at no charge with the reason for non-delivery.

Presort First-Class

If you have 500 or more identical mail pieces, Presort First-Class offers about a 20% postage savings!

It's handled with the same first class priority processing, but to receive the lower postage rate, the addresses must be NCOA address updated, CASS certified, and put in to a presort order. Leave that to us, just send us your mailing list and we can begin!

Standard Mail

Standard Mail is the new term for "bulk mail." Standard Mail is processed by the USPS on a "time available" basis. There is NO guaranteed delivery time, only "typicals". Local mail is typically delivered in about 3-6 work days, national mail can be 1-2 weeks.

The "pros": It's the least expensive postage mode, a bit more than half the price of 1st class, which enables you to mail lots more for less. It also allows up to 3.5 ounces, all for the same low postage rate. And if your mail is heavier than 3.5, the weight surcharge increase isn't too much more.

The "cons": NEVER use Standard Mail if you have a rapidly approaching event or expiration date. Standard mail is not forwarded and not returned if undeliverable. It merely goes in to the USPS recycling bin.

Non-profit Rate

Non-profit is simply a favored postage rate within Standard Mail. **It's processed exactly the same, so the same delivery times apply**, but gets even deeper discounts that can be 70% less than the cost of first class.

Note: Non-profit postage prices are available only for domestic mail, not for international mail.

Postal Rates as of 2017

Presorting

Mail lists are sorted by ZIP code. In turn, the USPS is able to offer reduced rates, and your mail will be processed and delivered more quickly.

Mailing Price Specs

Non-Profit (Minimum 200 pieces)

- Letters weighing 3.5 oz. or less per piece
- Price range $0.134 to $0.171
- 7-14 business days delivery

Presort Standard (Minimum 200 pieces)

- Letters weighing 3.5 oz. or less per piece
- Price range $0.251 to $0.288
- 7-14 business days delivery

Presort First-Class (Minimum 500 pieces)

- Letter - $0.373 to $0.453 (weight not over 1 oz.)
- Postcard - $0.253 to $0.284
- 1-3 business days delivery

First-Class Mail (Minimum 200 pieces)

- Letter - Price Range $0.46
- Postcard - $0.34
- 1-3 business days delivery

First-Class Mail (Single Piece Stamped)

- Letter - Price $0.49 (weight not over 1 oz.)
- Postcard - $0.34

First-Class Mail (Single Piece Metered)

- Letter - Price $0.46 (weight not over 1 oz.)