

# MAIL MASTERY 101

## MAILING SERVICE OPTIONS

! It's important to communicate with your printer about mailing options at the start of each job. Be sure to include information about mailing services when requesting quotes.

### CAMPUS MAIL

#### Campus Mail

- Direct to inboxes on campus, no postage required
- Send to Campus Mail Services ready for delivery — already addressed, sorted/bundled by department. If mail is not sorted/bundled it will not be processed and returned for sorting
- Mixed list? Campus Mailing Services can mail both campus addressees and First-class off-campus addressees (see First-class info below). You can also choose to have your printer help with the off-campus mailing.
- Allow 5-7 business days for large mailings (magazines or large quantities)
- Allow 1-2 days for smaller mailings

**Campus Mail Services can stamp/meter your mailing or you may work with a printer to stamp/meter.**

**Campus Mail will charge postage back to your FOAP. A printer will charge First-class stamped/metered postage to your invoice.**

#### First-class Stamped or Metered

- Best for 200 pieces or less
- 2-4 day service
- Standard First-class mailing rate for stamped mail
- Metered mail can offer \$0.02 or \$0.03 discount - talk to your mailing services provider to see if applicable



#### Permit Mail Options

##### First-class Permit

- Uses Permit No. 9 indicia which must be printed on the envelope
- Must be 200+ Pieces
- Does not need 1161 W. Samford Ave., Bldg 8 in return address
- 2-4 day service
- First-class Permit mailing rate
- No presorting (no barcode) – makes it faster from print to mail drop
- No presorting (no barcode) – good option for limited address space
- Includes return mail services

**Your printer's mailing house will need to handle all permit mailing options. Postage will be charged back to your FOAP based on the amount of postage charged to the Permit No. 9.**

##### First-class Presorted Permit

- Uses Permit No. 9 indicia which must be printed on the envelope
- Must be 500+ Pieces
- Does not need 1161 W. Samford Ave., Bldg 8 in return address
- 2-4 day service
- First-class Permit mailing rate - discounted for presort
- Includes return mail services

**Use +4 zip code in your return address for ease of identification for charge backs.**

##### Non-Profit Organization Permit

- Uses Permit No. 9 indicia which must be printed on the envelope
- Must be 200+ Pieces
- Must include 1161 W. Samford Ave., Bldg 8 in return address
- 7-10 day service (usually quicker for regional deliveries)
- Non-profit Org Permit rate - lowest rate available!
- Non-profit Org service does not have return mail service

**Alert Campus Mailing Services of large mailings to ensure that permit has enough credit to cover your mailing.**

FIRST CLASS  
U.S. POSTAGE  
**PAID**  
AUBURN, AL  
PERMIT NO. 9

FIRST CLASS PRESORTED  
U.S. POSTAGE  
**PAID**  
AUBURN, AL  
PERMIT NO. 9

NON PROFIT ORG  
U.S. POSTAGE  
**PAID**  
AUBURN, AL  
PERMIT NO. 9

# 4 Important Questions

to Determine the Right Mailing Service Option For You

## How many pieces are you mailing?

- When mailing less than 200 pieces the only option is stamp/metered mail.
- When mailing 200+ pieces the most economical choice is Non-profit Permit No. 9. We recommend using this method whenever possible!
- When mailing 500+ pieces you can choose the First-class Presorted option for a discounted First-class rate OR for a rushed turn around job, you can use the First-class permit that doesn't offer discounts if you do not want to use barcodes or if you have size limitations for your addressing space.

## Are you mailing to recipients ON campus or OFF campus?

- For on-campus-only mailings, work with your printer by providing a campus address mailing list. Your printer can address the pieces, sort/bundle and then arrange delivery to campus mail for you.
- For mixed list of on-campus and off-campus recipients, you'll need to provide your printer with a separate list for on-campus addresses and off-campus addresses. The printer will address, sort/bundle and deliver off campus to the post office and on campus to Campus Mail Services.
- For small off-campus mailings that are First-class stamped/metered, work with your printer to determine which of the three options is best:
  1. Printer addresses and delivers directly to you. You deliver to Campus Mail Services or USPS. Campus Mail Services charges postage to your FOAP. USPS will require postage to be in place upon delivery.
  2. Printer addresses and delivers directly to Campus Mail. Campus mail will handle postage and charge to FOAP.
  3. Printer addresses and delivers to USPS with postage applied (postage will be invoiced from printer)
- For large off-campus mailings, you can use Permit No. 9 for either First-class, First-class Presorted or Non-profit. All of these choices would be handled by your printer. Postage will be charged by Campus Mail Services directly to your FOAP.

## What is the mailing budget?

- The most economical choice for mailing is the Non-profit Permit rate. If you meet the requirement of 200+ pieces and the delivery speed isn't critically rushed, this is the recommended method of mailing. You can benefit greatly from this cost-saving service
- The second most economical choice is the First-class Presorted rate. If you meet the criteria of 500+ pieces and need delivery ASAP, this may be your best option.

## When does the mail need to arrive?

- First-class stamped/metered mail, First-class Permit and First-class Presorted Permit rates have the same speed and level of prioritized service. If you qualify for First-class Permit rates (500+ pieces) you'll be getting the same service and saving on postage. First-class will typically be delivered within 1-2 business days for local destinations and within 3 business days for national locations.
- Non-profit Permit rate is a slower service, so if you are delivering time-sensitive items this may not be the best option for you. With the Non-Profit Permit rate there is no guaranteed delivery time frame, but typically delivery is 3-5 business days locally and 5-10 business days nationally.

# MAILING FAQ

## What is metered mail?

Rather than a stamp applied to your First-class letter mail, a postage meter prints directly onto the piece. This method is offered by Campus Mailing Services, but you could choose to work with your print vendor. Be sure that your mailing allows clear space in the postage corner for inking the postage. This may not be a good option if you have a specialty mailing with a colored envelope — the metered postage ink will not be legible.

## What does campus mail do with returned items?

Campus Mail Services will return mail received at their W. Samford Avenue facility to the best of their ability. Please include a return address on your mailing if returned mail is important to your project and maintaining viable mailing lists.

## How do I know what my +4 zip code is?

If you have a campus mail +4 zip code (36849+5xxx), Campus Mailing Services can help you find that information if you don't have it on file. Auburn University +4 zip codes will always begin with the number 5.

## Do I need to pre-arrange any large mailings with Campus Mailing Services?

If you are aware of a large mailing that will pull significant funding from the No. 9 Permit, please make Campus Mailing Services aware. If the permit is low on funding, your mailing could be delayed.

## How do I set up a Business Reply Service for my project or campus organization?

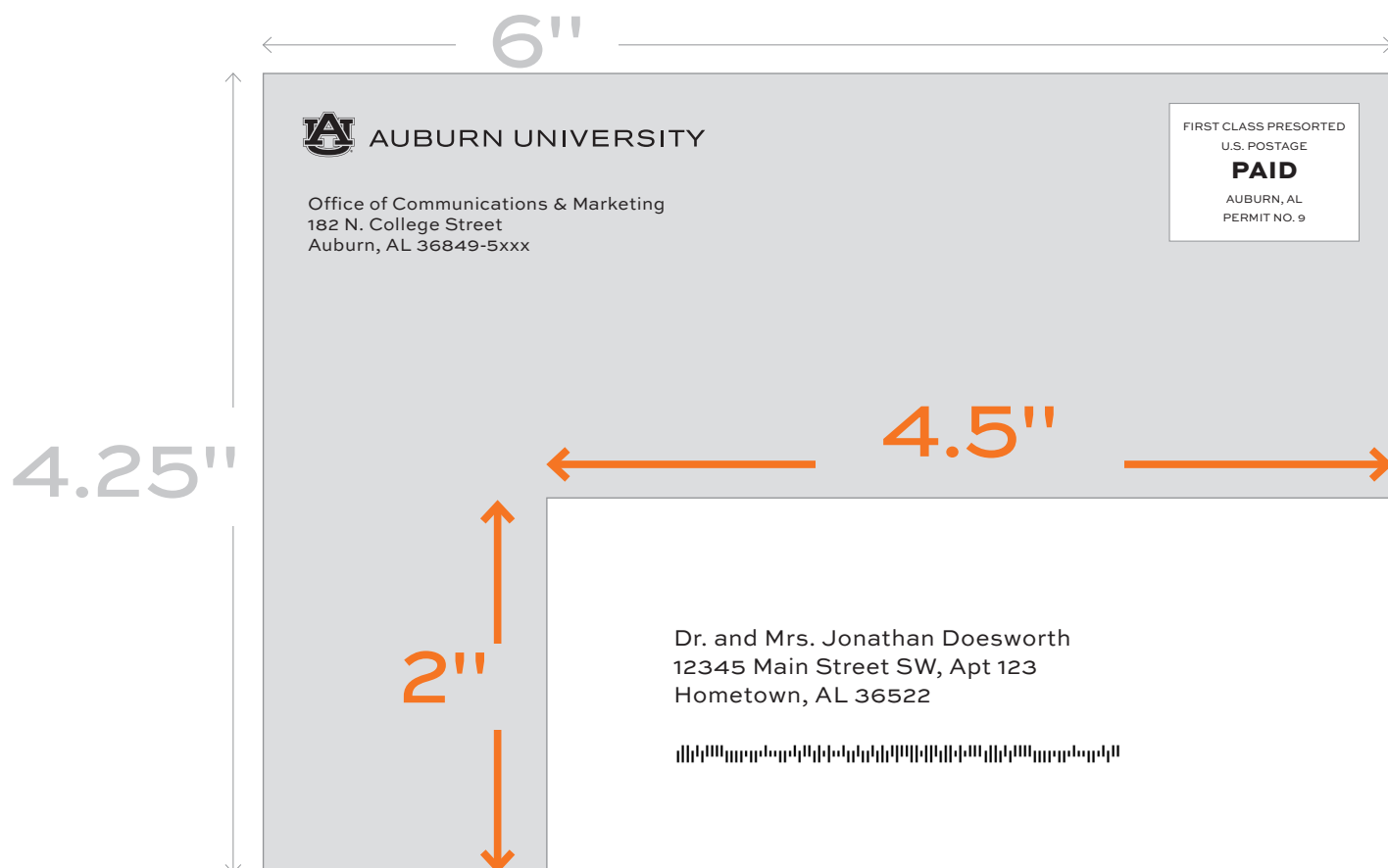
Business Reply Mail is a service provided by the USPS that enables a sender (a permit holder) to provide a recipient with a convenient, prepaid method for replying to a mailing. You can call your USPS Mail Design Piece Analyst at 1-855-593-6093 and they will ask you to fill out a form about your piece and provide the artwork you need for this service.

# POSTAGE FACT\$

! Postage is an additional cost separate from your print vendor's estimate.

Printer estimates will include mailing services that prepare the project for mailing (such as addressing, barcoding, presorting and delivery), but postage rates are determined by several variable factors.

It is difficult to get an exact postage estimate, but if you need an estimate for postage while planning a project, make sure you have your mailing list ready and talk to your print vendor about estimating a postage cost. Depending on many factors, they may be able to determine a cost range for you.




## BARCODES \$SAVE

Make sure you factor in room for presorting/barcoding to give you the best rates for permit mail.

Barcodes are printed as part of the presorting process. They are read by the USPS and sort mail quicker resulting in deeper postage discounts.

Adequate space for addressing and barcoding is a minimum of 4.5" w and 2" h. The barcode must be legible and works best when printed in a clear space.



## Need Help or Have Questions?

Contact us!



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