

## **Bulk Mail Instructions**

### **Presorted Standard Mail**

Presorted Standard Mail usually consists of sales flyers, form letters, or other printed pieces that are generally identical in content. Each piece must weigh less than one pound. Presorted Standard Mail refers to mailings of at least 200 addressed pieces (or 50 pounds) of mail sorted and prepared according to postal standards. Presorted standard Mail is a work-sharing program; ASC and the Postal Service share the work of processing the mail. When we do some of the preparation and sorting, it saves the Postal Service time and money. They pass these savings on to us in the form of postage discounts. Because it is geared toward business mail, Standard Mail rates do not apply to correspondence such as personal letters and these other types of mail such as:

- Bills or invoices
- Statements of account
- Contracts
- Handwritten or typewritten matter
- Valuables
- Currency
- Any item required to be mailed at First Class Rates

Standard Mail can be forwarded to customers who move. You can also choose to have address corrections sent to you, so you can stay in touch with your customers simply by putting a service endorsement (see page 3-4). On the mail piece Standard Mail that is undeliverable and has no service endorsement is disposed of by the Postal Service.

### **How to Presort Standard Mail**

#### **To Package or Not?**

Packaging is required to ensure the pieces stay in order in the tray. Each package must contain at least 10 pieces of mail. However, if there are enough pieces in any sorted section to fill a tray then packaging is not needed. You package the stacks by rubber banding them with two rubber bands, available in the mailroom, one across the length and one across the width.

#### **Sealing Envelopes**

The Mailroom can seal letter-sized bulk mail, but it is important to remember that our priority is to First-Class mail and if necessary Standard mail will be delayed the more sealing we need to do the greater the chance of delay. If needed you can make arrangements with the mailroom to use our postage machine to seal the envelopes. Please call us at 7101.

**Counting**

Remember to keep a running total of the number of pieces in each package. The best way to do this is to use post-it notes. Make sure that the notes do not come off when delivering them to the mailroom. After you make all the packages, you can copy those numbers onto your tally sheet.

Then total up all the pieces by the list below. It is important to give the mailroom accurate counts.

Total Count: Total number of letters in mailing

D, C, & 3's: not Alamosa or valley place a post it not on every bundle with the amount of letters in that bundle written on it

D, C & 3's: Alamosa & Valley

MS, MXD, and A's: All remaining letters

**Labeling your packages**

It is essential to label the packages, or bundles with the correct stickers these are bundled at labeled according to the following:

- Red "**D**" Direct 5-digit (all pieces the same 5 digit zip code)
- Green "**3**" 3-digit (all pieces the same first three digits of zip code)
- Yellow "**C**" City (Optional) Multiple zip code city. Important they cannot go city if they can be broken down by 3 or 5 digit. Follow steps carefully.
- Pink "**A**" or "**ADC**" all the same area distribution center follow labeling list **L004** (see mailroom for details)
- Tan "**MXD**" or "**MS**" Mixed ADC (Pieces for two or more Area Distribution Centers (ADC))

Note: Must follow the steps as listed on page 3

**Mail Piece Design**

Having a properly designed mail piece is essential. Please look at mail piece design on the web at: <http://www2.adams.edu/administration/mailroom/bulk/bulk.php>

**Important:** Have the mailroom manager approve design before printing. Failure to do so could result in mail piece being rejected by the mailroom or the USPS.

### Special Endorsements

If you mail to the same mailing list repeatedly or would like to make sure the recipients get the mail piece then you should consider endorsing your mail so that you can ensure that the person gets the mail as well as correcting your address database. Failure to put an endorsement on Standard Mail will cause the post office to discard any undeliverable pieces, Here are the endorsements and what they do:

Mailer Endorsement	USPS Action
<b>NO ENDORSEMENT</b>	Mail piece disposed of by USPS
<b>RETURN SERVICE REQUESTED</b>	Mail piece returned with new address or reason for non-delivery. Address correction fee charged at First-class rate
<b>ADDRESS SERVICE REQUESTED</b>	<p><b>Undeliverable:</b> Mail piece returned with reason for non-delivery address correction fee charged</p> <p><b>Months 1-12:</b> Mail piece forwarded, and separate address correction card sent to shipper address correction fee charged</p> <p><b>Months 13-18:</b> Mail piece returned with reason for non-delivery, Address correction fee charged</p> <p><b>After Month 18:</b> Mail piece returned with reason for non-delivery, Change service requested</p>
<b>CHANGE SERVICE REQUESTED</b>	Separate notice of new address or reason for non-delivery. Address correction fee charged.
<b>FORWARDING SERVICE REQUESTED</b>	<p><b>Undeliverable:</b> Mail Piece Returned with reason for non-delivery Fee charged</p> <p><b>Months 1-12:</b> Mail piece forwarded at no charge</p> <p><b>Months 13-18:</b> Mail piece returned with new address or reason of non-delivery, fee charged</p> <p><b>After Month 18:</b> Mail piece returned with reason for non-delivery or new address, correction fee charged.</p>

### Presorting Letter Mailings

This section gives the steps for sorting presorted Standard Mail.

Note: If mail piece is flat size and or thick you may use less than 10 pieces if needed to because of size. If the item is letter size you must have ten or more per bundle.

#### Step 1: Make all 5-Digit Packages

- Put all the pieces into ZIP Code order.
- Group them according to the first 5 digits of their ZIP Codes.
- When there are 10 or more pieces to the exact same 5-digit ZIP Code band them into a package or packages. The maximum thickness of each package is 6 inches. If you have at least 150 pieces to one 5-digit ZIP Code, you do not need to package (band) them, instead use a mail tray
- Label each package with a red label "D." Place label in lower left corner of top envelope.
- Go to step 2 with the remaining mail.

#### Step 2: Make all 3-Digit Packages

- When there are 10 or more pieces (up to 6 inches thick) to the same 3-digit ZIP Code prefix (first three numbers of zip code), band them into packages.
- Label each package with a green label "3." Place label in lower left corner of top envelope.
- Go to step 3 with the remaining mail.

#### Step 3: Make any City Packages

- When there are ten or more pieces (up to 6 inches thick) to the same multi-zip code city that do not any of the criteria in step 1 or 2.
- Label the package with the yellow "C" sticker. Place label in lower left corner of top envelope.
- Go to step 4 with any remaining mail

#### Step 4: Make All ADC Packages

- When there are 10 or more pieces (up to 6 inches thick) to the same ADC, band them into packages. Find the ADCs by using labeling list **L004** (see mailroom for details).
- Use column A to package 3-Digit code prefixes in their appropriate group (each row is a group). Place label in lower left corner of top envelope.
- Label the packages with a pink label "A."
- Go to step 5 with the remaining mail.

#### Step 5: Make Mixed ADC Packages

- Package any remaining pieces in to groups up to 6 inches thick.
- Label each package with a tan label "MXD." Place label in lower left corner of top envelope.
- Go to Step 6 with the remaining mail

#### Step 6: Counts

- Total up counts and write them on a piece of paper and place with mailing

Total Count: Total number of letters in mailing

D, C, & 3's: not Alamosa or valley: place a post-it note on every bundle with the amount of letters in that bundle written on it

D, C & 3's: Alamosa & Valley

MS, MXD, and A's: All remaining letters

#### Step 7: Submit Form & Mailing

Fill out the bulk mail form (pdf) from the mailroom web site and submit it with your bulk mailing.

- Deliver mail to mailroom or call the mailroom at 7101 for pickup

**If you have any questions please feel free to contact the mailroom.**