

Procedure for Requesting Bulk Mail Lettershop Services

Effective July 1 Penn Mail Services (PMS) will no longer provide bulk/permit mail lettershop services (see definition of lettershop services below). Penn Publication Services will now facilitate these lettershop services required for University clients to mail at a Non-Profit or First-Class Presorted Rate.

Postage Class: Please review the definitions of the three postage class distinctions below. The Penn permit may be used for Non-Profit or First Class Presorted Mail.

- **First Class Mail:** No minimum for stamped or metered mail. Indicia should not be used for First Class mailings less than 500 pieces. If indicia is used for quantities under 500, **client is responsible for filling out a 3600 Postage Statement.** Will deliver in-home in approximately 3 business days. For lowest postage rate, letters should not weigh more than 1 ounce; Flats should not weigh more than 13 ounces.
- **First Class Pre-Sorted Mail:** Minimum of 500 pieces required. Postage method: Indicia. Will deliver in-home as quickly as normal First Class Mail – approximately 3 business days-but **must be pre-sorted and Cass-DPV or CASS Certified, as well as NCOA verified in order to receive postage discounts.** For lowest postage rate, letters should not weigh more than 1 ounce; Flats should not weigh more than 13 ounces. Nonprofit mailers do not receive any additional discounts over other mailers when using presorted First Class.
- **Non-Profit Mail:** Minimum of 200 pieces required. Postage method: Indicia. Will deliver in-home in 3-15 business days; **must be pre-sorted and Cass-DPV or CASS Certified, as well as NCOA verified in order to receive postage discounts.** For lowest postage rate, letters should not weigh more than 3.3 ounces; Flats should not weigh more than 16 ounces.

Process: Once you have determined your Postage Class please fill out the Lettershop Request Form and email it to Denise McShea at dmc Shea@upenn.edu. The Lettershop Request Form will prompt you to identify the types of services your mailing will require. An estimate will be provided for the services listed.

***Please note:** All Non-Profit or First Class Presorted Mailings should be addressed and prepared according to USPS bulk mailing regulations. This means your **mailing list** will have to be CASS and NCOA certified by a lettershop before your mailing is addressed; this is why all mailings should be addressed and prepared for mail by a professional lettershop. Publication Services has partnered with a lettershop to provide these services to make sure we are in compliance with all Postal regulations necessary for discounts.

Materials: We will arrange for your materials to be picked up from your location or we will provide you with a ship-to address for printers.

Questions or Concerns: Please contact Denise McShea at dmc Shea@upenn.edu or 898-7796 with any questions about this process.

terminology:

bulk mail: mail that is prepared according to USPS guidelines which allows the mailer to receive postage discounts. In short: to save money on postage by doing things that save the US Postal Service (USPS) time and resources. The bulk/permit mail done at Penn is First Class Presorted and Non-Profit Mail. Stamped or metered mail is not bulk mail. Straight First Class indicia mail (under 500 pieces) is technically not bulk mail, however it still requires a 3600 postage statement.

indicia: A permit imprint account number. This lets you print a postage box on your mail instead of putting a stamp on each piece. Penn's Permit number is 2563.

lettershop: a vendor that provides services necessary for preparing mail to be accepted by the Post Office.

lettershop services: include but are not limited to:

- **Data Processing/Postal Presorting:** CASS-DPV (Coding Accuracy Support System-Delivery Point Validation): Sorts your mailing list and adds important information to each address in your mailing list as well as corrects some data. CASS-DPV or CASS processing is required for every automated or presorted mailing (First Class, Standard or Non-Profit); This added information is the basis for the discounts allowed for presorting and automating your mail; NCOA (National Change of Address) updating is also a requirement for Non-Profit Mail.
- **Inkjet Addressing:** a process whereby an envelope, postcard, or self-mailer is addressed using an inkjet head that sprays the ink onto the mail piece.
- **Laser Printing/Personalization:** a process whereby letters or other mailing items may be printed using laser technology; personalization fields may be programmed into the body of a letter and pulled directly from your mailing list. Laser printing is typically limited to one color only (black).
- **Inserting:** a process whereby letters or other mailing items are mechanically inserted into an envelope; the envelope is then sealed and kept in postal sort order. Most lettershops can insert into envelopes up to 9 x 12 inches.
- **Tabbing:** Un-enveloped letter-size mail pieces prepared for automation rate mailings must be secured (tabbed) to prevent an open edge from jamming high-speed processing equipment; Tabbing is also referred to as wafer-sealing.
- **Handwork:** work which cannot be done by machine including sorting (mail that is already addressed), labeling, matching, inserting (most standard invitations cannot be inserted by machine due to equipment size minimums).
- **Fulfillment:** kit assembly; warehousing materials and sending out to recipients as instructed.