

## Prerequisites and requirements for USPS mail

In order to properly access and prepare USPS mail, SOP Mail department requires the following information 5 working days before mail verification or day of mail entry:

1. Final size of product – after folding if folded;
2. Paper specification and process – Heatset / Openweb;
3. Expected mail date;
4. Mailing frequency – Daily, Weekly, Monthly, 9 times a year etc.;
5. Mail files format – Comma separated or Comma delimited only – additional charges apply for other formats;
6. File submission process – FTP preferred;
7. Label layout – special information required on label;
8. Label application process – Cheshire (paper labels) / Ink-jet;
9. Special handling and additional drops – foreign records, partial mailings at different classes;

In addition to information listed above depending on class of mail we will need:

- **for Standard Mail, First Class, Bound Printed Matter and Package services:**

1. Permit information, if customer will not use SOP permit - permit number, entry post office 5 digit ZIP and/or address, permit holder name and type of permit.

Please be advised that permit have to be in good standing, active and all fees paid prior to mailing.

2. NCOA – **Standard Mail and First Class only** – United States Postal Service (USPS) requires all Standard and First Class mailing to undergo Change of Address Service in order to reduce undeliverable mail, by using one of the methods below:

- Provide proof of performed Change of Address service by other vendor or mail list providers, including NCOA. Resident and Walk Sequence list does not require Change Service, however CASS report showing that addresses meet USPS requirements is needed.

Reports need to clearly show that list is up to date at the time of mailing.

- NCOA – SOP Co. offers NCOA Change of Address Service at additional charge - service is provided as part of Mail processing. List is compared to USPS National Change of Address database for last 18 months.

Additional services and lock-up for longer period of times are available by request.

Customer is required to provide signed hard copy of approved NCOA form. Form need to be updated and re-signed every 12 month – for more information contact your Customer Service Representative or Mail department.

3. Special requirements for indicia – if any, including but not limited to company and/or picture indicia.

For Non-profit organizations we will also require contact information for customer representative designated as USPS contact for that Non-profit permit.

Please be advised that non-profits require additional time to set-up mailing at different location.

- **Periodicals:**

1. Permit information – permit number, entry post office ZIP and/or address, contact person, publisher name and address.

This information need to be provided at least 5 working days before first printing for new customers.

2. Subscriber information – each record need to be clearly identified as requested (subscriber) or non-requested (non subscriber) in specifically designated field in mail file. When mail list is consisted of 100 % requested copies that need to be clearly stated.
3. Any additional entries and/or distribution splits need to be clearly defined and customer will be required to approve the amounts for each additional entry.
4. Customer is required to supply advertisement percentage for each publication by using approved DMM method - either by using pages or square inches as unit of measurement. For more information see: DMM – 207.2

Prefer method of supplying advertising is layout or map clearly identifying all advertisement areas and their size.

If such is not provided publisher will need to provide written authorization stating that SOP can determine Advertising percentage – such can be provided at additional charge.

***SOP or any of its employees are not liable for loses due to inaccurate determined Advertising percentage – signed waver may be required!***

- **Special Handling and multiple mail streams / deliveries:**

1. When needed mail can be split in different versions and/or mail streams – each split need to be clearly identified. Splits can be provided in separate files or unique identifier can be used for each stream. In addition to that written instructions defining each split need to be provide, except as described in section 2) below.

Each split and mail stream need to be approved by customer before mail preparation.

2. SCF, NDC, DDU entries – in order to reducing postage amount or provide faster service customer may chose to enter mail at location other than mail permit is located. Additional entries need to be requested when list is provided. After list is analyzed by SOP mail department suggested entries with estimated qualified discounts and mail volume will be provided.

Customer approval in writing is required for any additional entry and need to be provided 5 working days prior to mailing.

3. Special packaging and handling requests – included, but not limited to, box convenient, box should not exceed 35 lbs, special packaging, polybagging etc.

Mail is prepared and packaged according to DMM and USPS mail preparation, delivery and handling requirements.

If not other information is provided – mail will be prepared as least expensive option, including but not limited to use of Flat-rate boxes and different mail classes – such as Priority Mail.

Special packaging, handling and fulfillment requests need to be provided before job is printed. All special requests will be reasonably accommodated; however some supplies may have greater lead times and may need to be ordered in advance. Requests need to be provided as soon as information is available.

Special label designs or customer supplied labels need to be pre-approved by Mail department and received at least 2 working days prior to mailing.

Please contact your Customer Service Representative for additional information.

### **Mail piece address application:**

- Ink jet addressing:

1. General requirements:

- Placement – ink-jet area need to be completely in top end of book, when book is position so that spine or final fold is on your right side (or in your right hand). Area needs to be at least ¾” from each end (side) of book – see picture below or DMM section 202.2 for more info: <http://pe.usps.com/text/dmm300/202.htm>

Ink-jet window can also be positioned long side parallel to spine as long as area is entirely on left side of book when spine is on your right – this restriction does not apply to perfect bound books and lower page counts – 60 pages and under

- Background color should be white with no more than 5 % shade – ink cover. If the address information can not be read by postal equipment, mail can be rejected and subject to additional surcharges;
- Area can not be UV coated, varnished or covered with silicon or similar products - if any coating is applied, space clear of coating with at least 1/8” around ink-jet area need to be left to assure accurate readability.

2. Additional requirements for Periodicals and/or pending periodicals (permit application process with USPS in not completed) - rectangular area on Front or Back cover with minimum size of 4” length and 1.5” height position with long dimension parallel to spine (bound end) of the book. Ink-jet area need to be positioned according to requirements above - see picture below.

3. Additional requirements for Standard mail:

- with preprinted indicia – if mail indicia is already printed, rectangular space have same dimensions as periodicals - minimum length - 4” height 1.5”. Size does not include indicia, which need to be printed above or on top right side of area. Ink-jet window need to be aligned with indicia, with printed information position in same direction as label – long side of space parallel to pre-printed indicia.

Indicia can not be placed underneath ink-jet window or read perpendicular to long side of area.

- Indicia not printed on piece – rectangular space have to be minimum 4.5” long and at least 1.5” high. Indicia information has to be provided at least 2 working days before print date.

- Paper/Cheshire labels:

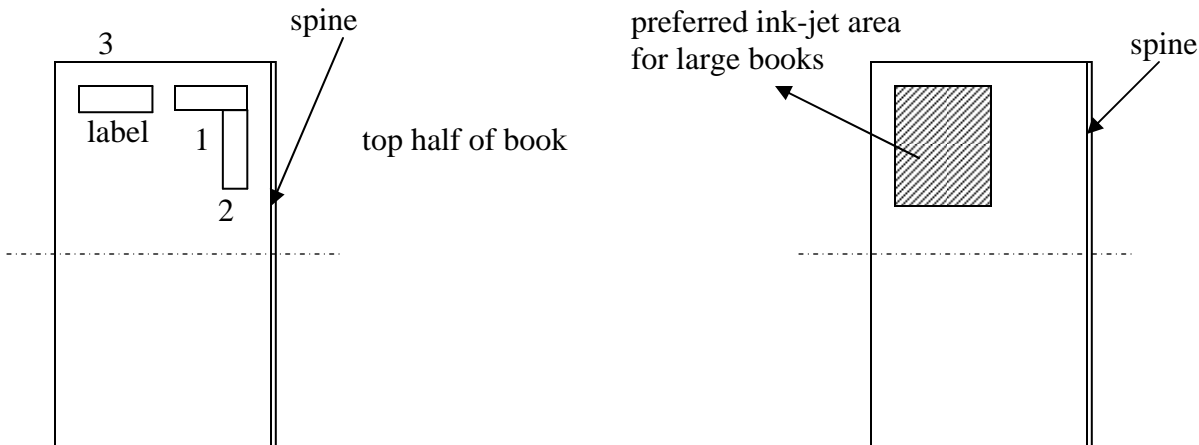
For all types of mailing cheshire labels prepared by SOP Co. are approximately 3.5” long and 1.5” high. In some cases, like small mailings under 1 000 copies label sizes may vary as such mailings are usually prepared by using self-adhesive – PS labels. In some cases when return address need to be included or for Parcel service, larger and custom size labels are used.

When Cheshire/ paper labels are used the following restrictions apply:

1. Amount of characters per line is limited to 40. When indicia need to be printed on label amount of characters per line can not exceed 35;
2. Label position can vary during application – that is why we don’t recommend using frames or border in label application area. If there is artwork or type that can not be covered with label - we recommend providing clear space of minimum 4” x 2” on Front or Back cover - top end of book, when book is position so that spine or final fold is on your right side (or in your right hand) - see picture below or DMM section 202.2 for more info: <http://pe.usps.com/text/dmm300/202.htm>
3. Return address information for automated, large mailings, can not be placed at the same time as label is applied. In this case book need be to labeled twice at additional charge.

Label placement and orientation has to meet USPS requirements and regulations described in DMM section 202 - <http://pe.usps.com/text/dmm300/202.htm>

Provided picture below is for your convenience and does not supersede DMM requirements.



- Restrictions for ink jet and Cheshire/paper labels addressing - although Ink-jet technology provides more flexibility and allows several field application, including but not limited to fixed text, return address etc, at the same time (one pass), both technologies have restrictions:
  1. Standard height of address labels is 9 lines – when using ink-jet that size can increase, if you require more than 9 lines for labeling please contact your designated Customer Service Representative or SOP Co. Mail department for more information.

Please note that 4 of those lines are reserved for automated presort information:

    - OEL (Optional Endorsement Line), although not required we recommend still placing this info on top of address labels - line # 1;
    - Delivery Address line – placed above the City, State, ZIP line – line # 7;
    - City, State, ZIP line – placed underneath Delivery Address line – line # 8;
    - IMB barcode – placed on top (above OEL line) or bottom of label - line # 9.Those are the only two placement options for Barcode.
  2. Length of address label – in general as described above, label can not exceed 40 characters per line or 3.25”, except when using ink-jet label application and sufficient space is provided. Please contact your Customer Service Representative or SOP Co. Mail department for more information.

In addition clear space of 1/8” is required around label, per DMM, which limits amount of character per line. If provided address information is longer than 35 or 40 characters, as described above, excess characters will be truncated and won't be displayed on label. If you require more characters to be displayed on your mail label, please contact designated Customer Service Representative or SOP Co. Mail Department.
  3. Special fields and requirements – when special coding and/or information need to be placed on the address label, make sure that this is communicated in advanced and all restrictions and additional charges are approved with your Customer Service Representative in order to ensure desired results. SOP Mail Department will require written approval of label layout, prior to job preparation.

Please be advised that customers are responsible for all postage amounts and fees required by USPS. Customers can pay all fees and postage at entry post office or they have to provide adequate form of payment in advance before mailing. Mail will not be delivered without full amount of postage and/or permit fees paid.

Copies of Postal forms and paperwork can be provided at additional charge, such need to be requested in advance not after entering mail. Stamp copies of Postage Statements are no longer provided by USPS.

If you require any additional information please do not hesitate to contact SOP Co. Customer Service department our Mail department or view current USPS regulations and requirements at: <http://pe.usps.com/>