Mailers. Companion

UNITED STATES POSTAL SERVICE®

MAY 2001

NetPost™ Services —
The Quick and Easy Way to Send Mail

NetPost™ Mailing Online *— It's like having a post office and a professional printing and mailing service inside your personal computer 24 hours a day, 7 days a week.*

Nonprofit organizations can now mail online – at nonprofit rates! Qualified nonprofit organizations can electronically transmit correspondence and newsletters along with mailing lists, to the Postal Service via *www.usps.com*.

The electronic files are securely distributed to printing contractors located nearest the delivery destination, where they are printed in ZIP Code order, inserted into addressed envelopes with appropriate postage, sealed, and then transported to the post office for processing and delivery. Mailing Online is available for First-Class Mail and Standard Mail, including nonprofit rates.

Another new Mailing Online feature is full-color premium postcards! We've also added full-color to the current offering of black-and-white document printing with one-spot color.

NetPost™ Certified Mail *— With this new service you can verify the address, add the barcode, print and fold your letter, and complete the certification forms with just a few clicks of a computer mouse.*

NetPost Certified Mail is the same as traditional certified mail, but offers convenience via the Internet. Customers can create letters — whether it's just one or a thousand, and transmit their documents electronically to the Postal Service via *www.usps.com*.

The certified mail system verifies the mailing address, adds the appropriate barcode, prints and folds the letter, and automatically completes the certification forms — all with just a few clicks of a mouse.

Certified mail provides a mailing receipt and a record of delivery, both of which are retained at the recipient's post office. A return receipt that provides the sender with proof of delivery also can be purchased for an additional fee.

NetPost™ CardStore

— Personalize your cards online in minutes, then sit back while we custom print and mail the next business day. Try it today and get a 20 percent discount.

NetPost™ CardStore makes it easy to send greetings right from your computer. The Postal Service is providing this service to the rapidly expanding small office/home office marketplace.

Our cards are a great way to follow up a sales call or tradeshow, send elegant invitations, announce your new product in style, or launch a marketing campaign. Try NetPost™ CardStore via the Internet at *www.usps.com*, keyword: CardStore through May 31 and receive a 20 percent discount. Just enter code "companion" at checkout.

—eCommerce Group

Contents

Certified Bureaus

Mail Preparation
Total Quality Management Program

The automated Presort Service Bureaus listed to the right have been certified by the United States Postal Service as meeting all the standards of the Mail Preparation Total Quality Management (MPTQM) program.

Companies are added to this list when they pass a quality assurance review and deleted from the list if they fail a subsequent review.

The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria. For information, visit the MPTQM Web site at *www.usps.com/mptqm/* or send email to *mptqm@email.usps.gov*.

—Business Mail Acceptance

Company	Locations
AAA Mailing Service	Jefferson City, MO
American Presort Services, Inc.	Topeka, KS
Automated Mailing Systems, Inc.	Roanoke, VA
Automated Presort, Inc.	Downers Grove, IL
Excalibur Presort Service	Greensboro, NC
Mail Services, L.C.	Des Moines, IL
Mail Sort	Northbrook, IL
Mid-West Presort, Inc.	Cleveland, OH
Presort Services, Inc.	Grand Rapids, MI
Presort Services, Inc.	Lansing, MI
PSI Group, Inc.	Cedar Rapids, IA
PSI Group, Inc.	Dallas, TX
PSI Group, Inc.	Houston, TX
PSI Group, Inc.	Las Vegas, NV
PSI Group, Inc.	Lenexa, KS
PSI Group, Inc	Lincoln, NE
PSI Group, Inc.	Omaha, NE
PSI Group, Inc.	Phoenix, AZ
PSI Group, Inc.	San Francisco, CA
PSI Group, Inc.	Seattle, WA
St. Louis Pre-Sort, Inc.	St. Louis, MO
ZIP Mail Services, Inc.	Chicago, IL
ZIP Mail Services, Inc.	Detroit, MI
ZIP Mail Services, Inc.	St. Louis, MO

Global Express Guaranteed (GXG)
Web Site Offers Label Printing and Address Management Features

The Global Express Guaranteed (GXG) Web site now offers label printing capability and address management features to customers nationwide. All special features offered by the Postal Service's premier guaranteed international service are accessible at *http://gxg.smi.usps.com/gxg/index.html*.

Expedited/Package Services began testing GXG's Web features in March with select customers in Florida, California, and Washington, D.C. The Web site navigates customers through shipment preparation, rate information, retail locations, and available destination countries. It will be expanded soon to include payment options.

GXG online is building the foundation for global shipping that will include other international and domestic package services.

— International Business

DMM Revision
Limit of $1,000 is Set for COD Mail

Effective January 7, 2001, DMM S921.1.8 and 1.9 are amended to reflect the new $1,000 limit for collect on delivery (COD) service.

This correction was not included in hard copy DMM, Issue 56, but will appear in the next printed version of DMM, Issue 57. The changes have been updated online via Postal Explorer at *http://pe/usps.gov*.

— Mail Preparation and Standards

Oops!

In the April 2001 issue of *Mailers Companion*, page 11, *Equipment Upgrades to Model 1000 Flat Sorting Machines*, we stated that "Equipment upgrades began in February of this year."

Equipment upgrades will not begin until February

Web Site Provides Links
to Direct Mail Service Vendors —

The Postal Service Delivers
the Power of Direct Mail to Small- and Mid-Sized Businesses

Small- and mid-sized businesses can harness the power of direct mail advertising to acquire and retain new customers using new services now available at our Web site.

The newest enhancement to the *usps.com* Web site provides links to services, creative, print, production and mail entry — everything companies need to launch successful direct mail campaigns and grow their businesses.

"Advertisers know that direct mail gives the biggest bang-for-the-buck, but small- and medium-size businesses and nonprofits often feel they can't get in the game," said John Ward, vice president, Core Business Marketing. "These business people are savvy enough to understand the power of direct marketing, but they often have to wear many hats, and don't always have the time to learn how direct mail can work for them."

"But with our direct mail Web site, they can get that information quickly, as well as find a full range of services to help them prepare their mailings. Simply put, the Postal Service is

making the power of direct mail available online for these businesses on their own terms."

The direct mail Web site has also been redesigned. It provides tutorials, templates for mailers to do their own mailings, and a list of direct mail seminars. The links for the service providers can be found on the *Direct Mail Merchant* page at *www.usps.com/directmail*.

The web site also features our own NetPost™ Mailing Online service, which lets mailers submit their creative copy online for printing and mailing.

"Once businesses see how quickly they can prepare a direct mail ad campaign, how cost effective it is for them to do so, and the return on investment they get from it, they'll appreciate the power of the mail," said Ward. "We want them to succeed and think our Web site and the services these vendors provide will help them do that."

For more information on how the power of direct mail can help your business grow, go to *www.usps.com/directmail*.

— *Core Business Marketing*

Vendors

- DirectMailQuotes.com — provides free competitive quotes on direct mail services
- ListBazaar.com — provides mailing list services
- ThinkDirectMarketing.com — provides mailing list services
- Zairmail — provides creative, print and production services
- ZIPM — provides creative, print and production services

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Mailers Companion and *Postal Bulletin* —
Together They Make a Great Resource Team

Mailers Companion reaches more than 170,000 subscribers to help them stay on top of postal pricing, products, procedures, and standards. It is the "postal vehicle" that travels far and wide to deliver the information that makes mailing easy.

Mailers Companion is available for free by completing the subscription form on the back cover of this issue. *Mailers Companion* is also conveniently available through the Postal Service Web site at *www.usps.com*, keyword/ searchword: Mailers Companion.

Customers also can receive postal information and updates through the biweekly *Postal Bulletin*. *Postal Bulletin*, available online and in paper, is the official source of updates to USPS policies and procedures. It includes advance notice of changes to postal directives, time-sensitive instructions for mail preparation and other important and valuable information.

The *Postal Bulletin* is distributed to all postal facilities. Mailers can access it free on *www.usps.com* (click on *info*, then *Postal Periodicals and Publications*). Print subscriptions are sold through the Government Printing Office. Please call (202) 512-1800 for more information.
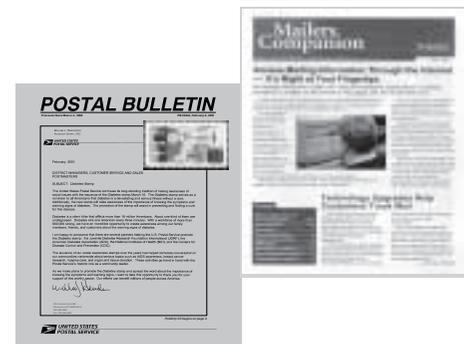
— *Document Control*
— *Pricing and Classification Implementation*

Domestic Mail Manual (DMM)
Updates, Revisions, Reminders, and Corrections
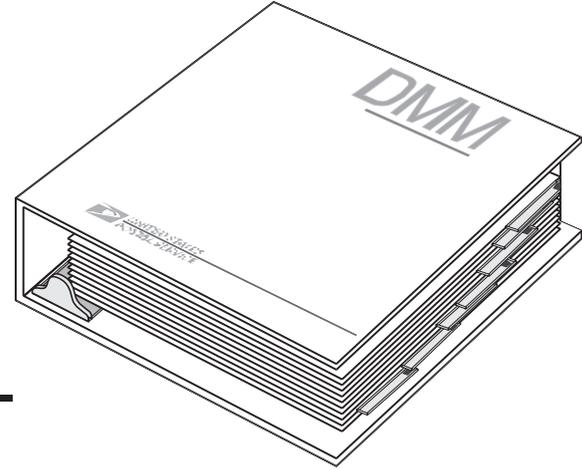
Information That Benefits Your Business —

Updated DMM Issue 56 Is Available In Hard Copy, Online, and CD-ROM

Looking for the newest issue of the *Domestic Mail Manual* (DMM)? Well, here's good news — DMM Issue 56, dated January 7, 2001, includes the latest rate and classification changes effective with the R2000-1 Omnibus rate case.

The new and improved DMM includes all revisions published in *Postal Bulletin* on or before December 14, 2000, as well as two copies of Notice 123, *Ratefold*, DMM Utilities, and the Quick Service Guides.

DMM Issue 56 is available in three convenient forms: in hard copy, online, and Postal Explorer CD-ROM.

DMM hard copy print subscriptions are sold through the Government Printing Office for $32. Please call (202) 512-1800.

Going online to the Postal Explorer Web site at *http://pe.usps.gov* is free and another great way to view the DMM.

The Web site is updated monthly to coincide with changes published in the *Postal Bulletin* (see DMM unit I010, the summary of changes), and contains user-friendly Quick Service Guides and many other publications that are fully searchable and can be viewed, downloaded, or printed.

The order form for the Postal Explorer CD-ROM is also available on *http://pe.usps.gov* (click on *About Postal Explorer*). The cost for the CD-ROM is $20.

DMM Issue 56 is available in three convenient forms: in hard copy, online, and Postal Explorer CD-ROM.

— Mail Preparation and Standards

Confirmation Services —

Delivery Information for Certified, COD, Insured Mail, and Registered Mail No Longer Available Via the Internet

Effective April 20, 2001, delivery information for certified, COD, insured mail, and registered mail will no longer be available on the Internet.

A record of delivery is electronically maintained for these special services by the Postal Service. Customers who need a copy of their delivery record can contact their local post office and complete a PS Form 3811-A, *Request for Return Receipt After Mailing*. The fee for this service is $3.50.

Customers who desire the ability to confirm delivery via the Internet for their Priority Mail or Package Service shipments, should consider using Delivery Confirmation or Signature Confirmation service.

Customers who use First-Class Mail, should consider purchasing a return receipt at the time of mailing with certified mail service.

The additional fee for the return receipt is $1.50 and will provide a signature and date of delivery via hard copy postcard.

— Expedited/Package Services

PS Form 8125, Plant-Verified Drop Shipment (PVDS) Verification and Clearance

Hard-Copy July 1998 Version Still Valid for Customer Use

The hard-copy July 1998 version of the Plant-Verified Drop Shipment (PVDS) Verification and Clearance, PS Form 8125, still is valid and can continue to be used by customers. There is only a slight difference between the old July 1998 form, and the new January 2001 version. The old version lists Standard Mail as Standard Mail A, and Package Services as Standard Mail B.

The Materiel Distribution Center (MDC) still has a large quantity of the old forms in stock. Since there are no other significant differences between the two forms, there is no reason not to deplete the existing stock of old forms before reordering the new version.

Mailers generating their own computer-facsimiles of the form are expected to use the current January 2001 information.

— Pricing and Classification Implementation

PS Form 8125, Plant-Verified Drop Shipment (PVDS), (July 1998)

We're Here For You —
Just Give Us a Call at 1-800-ASK-USPS

An additional means for customers to obtain answers to a variety of postal related inquiries is 1-800-ASK-USPS, where customer service agents provide consistent, efficient and customer-friendly service.

Anything and everything that is postal related: ZIP Code information, postage rates, postal locations, products and service information and redelivery/vacation hold mail requests. Agents may also document concerns and forward them electronically to the local post office for resolution.

If immediate action is required, agents will provided the customer with the phone number of their local post office in order to resolve the issue.

More than 80 percent of all calls received by post offices are requests for general information assistance. Our national contact center network is capable of responding to these and similar requests in a quick manner.

This network currently serves over 60 percent of the United States population, primarily in major metropolitan areas.

— Consumer Affairs

DMM Correction —
Documentation for Automation Letters

Effective January 7, 2001, *Domestic Mail Manual* (DMM) M810.1.3 is amended to correct information about when documentation is required for a mailing of automation letters.

In the DMM revision entitled "Standardized Acceptance and Verification (SAVE)" published in *Postal Bulletin* 22027 dated July 13, 2000, M810.1.3 was revised to require presort documentation for all mailings of 10,000 pieces or more.

Mailings of fewer than 10,000 pieces do not require documentation if the exact postage is affixed to each piece or if the pieces are of identical weight and are separated by rate at acceptance.

In the July 13, 2000, revision, a sentence near the end of M810.1.3 seemed to contradict the 10,000 piece-documentation breakpoint and should have been deleted. This sentence has been removed effective January 7, 2001.

Documentation Requirements

Documentation *is* required for all automation letter mailings in the following situations:

- The mailing contains 10,000 pieces or more.

- The mailing contains nonidentical-weight pieces, regardless of the number of pieces in the mailing.

- Postage is affixed to each piece at a rate other than the exact postage, regardless of the number of pieces in the mailing.

Documentation *is not* required for automation letter mailings in the following situations:

- The mailing contains fewer than 10,000 pieces and exact postage is affixed to each piece.

- The mailing contains fewer than 10,000 pieces, all of the pieces are of identical weight, and the pieces are separated by rate when presented for acceptance.

— Mail Preparation and Standards

International Mail Manual (IMM) Revisions

International Business Reply

Effective immediately, the maximum size for International Business Reply Service envelopes is changed to 6-1/8" in height and 11-1/2" in length.

These revisions will be incorporated into the printed versions of *International Mail Manual* (IMM) Issue 25 and the next printed version of Publication 25, *Designing Letter and Reply Mail.*

The online IMM can be accessed via Postal Explorer at *http://pe.usps.gov.*

Global Package Link

Postal Bulletin 22043 dated February 8, 2001, announced that the effective date for the elimination of Global Package Link service was April 1, 2001.

The ending date was changed to allow customers time to change their manifesting systems. The final date for elimination of Global Package Link service was April 30, 2001.

Mailing to New Zealand

The individual country listing for New Zealand in Issue 24 of the *International Mail Manual* (IMM) incorrectly states that the Parcel Post weight limit for economy mail is 70 pounds.

The correct weight limit for Parcel Post packages sent economy (surface) mail, as well as airmail, is 66 pounds.

The table for economy mail Parcel Post rates, which can be found on page 737 of IMM Issue 24, is revised. This change to the country conditions for mailing will be incorporated into the printed version of IMM Issue 25 and the online IMM, which can be accessed via Postal Explorer at *http://pe/usps.gov.*

— International Marketing, International Business

Hurry, Hurry, Don't Be Late!

Important Deadlines and Dates For Mail Preparation Changes

Beginning with the May issue of *Mailers Companion*, an ongoing special feature will summarize upcoming mail preparation changes, important deadline dates for completion of mail preparation changes, affected class or classes of mail, and the DMM section that can be referenced for further clarification.

Questions on specific actions can be directed to local post offices or Business Mail Entry Units. Reminders will be posted in upcoming issues of *Mailers Companion*.

Deadline Date	Class of Mail	Mail Preparation Change	DMM Reference
July 15, 2001	Periodicals packages, sacks, or trays on pallets	3-digit, SCF, ADC, and mixed ADC pallets that contain carrier route mail (but not Presorted rate mail) must show "NONBARCODED" or "NBC" on the pallet label.	M031.4.8, M045.3.1e through h
July 15, 2001	Periodicals nonletters	For advanced preparation options that allow merging of carrier route, automation, and Presorted flats: 3-digit, SCF, and ADC pallets that contain carrier route mail (but not Presorted rate mail) must show "NONBARCODED" or "NBC" on the pallet label.	M031.4.8, M920.1.5g through i, M930.1.5g through i, M940.1.5g through i
July 15, 2001	Standard Mail packages, sacks, or trays on pallets	3-digit, SCF, ASF, BMC, and mixed BMC pallets that contain carrier route mail (but not Presorted rate mail) must show "NONBARCODED" or "NBC" on the pallet label.	M031.4.8, M045.3.2e through i
July 15, 2001	Standard Mail flats	For advanced preparation options that allow merging of carrier route, automation, and Presorted flats: 3-digit, SCF, ASF and BMC pallets that contain carrier route mail (but not Presorted rate mail) must show "NONBARCODED" or "NBC" on the pallet label.	M031.4.8, M920.2.6d through g, M920.2.7g through j, M930.2.4d through g, M930 2.5g through j, M940.2.4d through g, M940.2.5g through j
October 5, 2001	Delivery Confirmation	Privately-printed Delivery Confirmation labels for electronic option must meet the label requirements published in *Postal Bulletin* 22047 (04/05/01).	S918.3.3
January 1, 2002	Media Mail	Discontinue the use of "Special Standard Mail" (or "SPEC STD") marking. After January 1, 2002, all mailers must use "Media Mail."	M012.3.1
January 1, 2002	Library Mail	Discontinue the use of "Library Rate" marking. After January 1, 2002, all mailers must use "Library Mail."	M012.3.1
January 1, 2002	Presorted Bound Printed Matter	Discontinue the use of "Presorted Standard" (or "PRSRT STD") marking. After January 1, 2002, all mailers must use "Presorted" (or "PRSRT").	M012.3.3
January 10, 2004	Standard Mail and Package Services machinable parcels	Discontinue the use of USS Code 128, USS Code I 2/5, and USS Code 39 barcode symbologies. After January 10, 2004, only the UCC/EAN Code 128 barcode symbology may be used.	C850.1.2

— Mail Preparation and Standards

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This site features more than 200 product images, including stationery and FIRST-CLASS PHONECARDS.

Visit the Web site at *www.postmarkamerica.com*

or access it through the Postal Store link at *www.usps.com.*

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- -

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* Clip and enclose a complete address block from the back of your *Companion* — or enclose at least the long number at the top (such as "1234 5678 9012 3456").

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