

# MEMO to MAILERS



Lance and  
USPS Pro  
Cycling Team  
make it  
**TWO  
IN A  
ROW**

**P**erseverance. Focus. Dedication. Team work. All part of the winning formula Lance Armstrong relied on for his second straight win in the Tour de France, the world's most demanding cycling event.

When Lance Armstrong put on the yellow jersey, he wasn't the only winner.

There also were his teammates on the U.S. Postal Service Pro Cycling Team — the only full team that finished the 2,276 mile Tour. Their role? To keep Lance in position to win.

Other winners? The 800,000 employees of the U.S. Postal Service who identified with the winning team that carried our brand.

And, of course, our customers won. The Postal Service brand experienced tremendous visibility both in domestic and international markets, linked with professionalism, drive, determination and a team that delivers.

And we're working to make sure our customers have a link to that exciting victory.

New Priority Mail™ envelopes along with 10,000 delivery vehicles in major markets will feature Lance Armstrong in his moment of triumph. We'll be letting the world know that when they choose the U.S. Postal Service they're choosing the team that delivers!

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## LEGISLATIVE UPDATE

### A tough year for the U.S. Postal Service? Well ... yes and no.

**O**vernight First-Class service performance, measured by PricewaterhouseCoopers, remains strong, holding at record levels.

The Gallup Organization's Customer Satisfaction Measurement confirms that more than nine

out of ten customers rate the Postal Service's performance as excellent, very good or good.

Productivity? It's way up there, too, posting the best gains it has in years.

Product expansion and new services — traditional and electronic — provide postal customers with more options than ever before, helping them to communicate better with their customers.

Clearly, for those factors it can control, the Postal Service continues to deliver.

Traditional competition is growing explosively while the world is living through a revolution brought about by electronic communications and the Internet.

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# letters

Memo to Mailers readers are invited to write letters or send questions for response to: Editor, Memo to Mailers, 475 L'Enfant Plaza SW, Room 10501, Washington, DC 20260-3122. Letters may be edited for clarity and space restrictions.

## POSTAL BULLETIN BACK ISSUES

Can you please tell me how to get a back issue of the *Postal Bulletin*? We receive the *International Mail Manual* (IMM) twice yearly but do not receive updates. We send large quantities of international mail and need to have the latest information about postage rates. We do not have Adobe Reader capabilities so cannot access information from the USPS.com Website.

**Carolyn Cole, Administrative Assistant  
Reformed Ecumenical Council  
Grand Rapids, MI**

Here's the good news. The free online IMM is updated every two weeks on the USPS Website. Just click on <pe.usps.gov>. The Adobe Acrobat Reader is also free and works with most browsers — just click on the "Software Help" button and follow instructions.

IMM information also appears in the *Postal Bulletin* that is printed every other Thursday. The complete *Postal Bulletin* is posted online, free, the same day it comes out in print. There is a search feature for searching for key words, and all of the annual indexes are posted. Just click on usps.com, click on "info," then click on "Postal Periodicals and Publications," and finally click on *Postal Bulletin*. At the site, you can find issues dating back to 1995.

Printed *Postal Bulletin* subscription rates are sold through the Government Printing Office: \$118 for domestic and \$147.50 for foreign (mailed overseas). Single copies going back six months can be ordered — \$7.50 domestic and \$9.38 foreign.

To order, call 202-512-1800, or mail payment using credit card (Visa and MasterCard), check or money order to: Superintendent of Documents, U.S. Government Printing Office, P.O. Box 371954, Pittsburgh, PA 15250-7954. The prices are subject to change. Please do not send money to the USPS — it will be returned.

Memo to Mailers owes its readers an apology. We did not check out all the facts when we ran the story on SmartMail of Brooklyn, NY. Among them:

**Fact 1:** The U.S. Postal Service and SmartMail do NOT have a strategic alliance, nor any other unique relationship, for that matter.

**Fact 2:** The Postal Service does not provide tracking on individual pieces of drop-shipped Standard A mail received from SmartMail.

We hope this sets the record straight and did not mislead any of our readers. In addition, we promise to try and get all the facts straight in the future.

## LEGISLATIVE UPDATE

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But the scenario is not all sweetness and light. The Postal Service has also experienced some extraordinary cost pressures. Like other carriers and like every household in America, we've been hit hard by rising fuel costs. Other factors, too, over which we have no direct control, threaten our ability to end the fiscal year with a positive net income.

The world is changing — and fast. Traditional competition is growing explosively while the world is living through a revolution brought about by electronic communications and the Internet.

One key thing hasn't changed: the Postal Service's legislative charter. The organization is still bound by a 30-year-old

regulatory model that makes it extremely hard to respond effectively to the needs of mailers in a new century.

While Congress' election year schedule may not permit action on H.R. 22 — the Postal Modernization Act of 2000 — prior to the current session's adjournment, the need for reform and flexibility, now under way at many of the world's posts, continues to grow.

*Memo to Mailers* will continue to keep you posted on this critical issue. ■



business crime prevention tips  
from the Postal Inspection Service

## Be wary of special advertising deals

Advertising specialty products have helped many companies gain recognition for their names and products. However, illegal "boiler room" operations also use ad specialties to ensnare owners and employees of small companies in a fraud scheme.

The scheme begins with a call from a telephone salesperson notifying you that you've won a big prize in a sweepstakes promotion. But there's one small catch. You win only if you purchase a certain amount of advertising specialty products.

The required purchase of pens, key tags, baseball caps, ice scrapers or other small items with your company name, address, phone number, slogan and logo sometimes amounts to several hundred dollars. If you order, you may receive inferior merchandise or nothing at all. You can protect yourself and your company by observing the following good business practices:

- Your best protection is to terminate the conversation if it's a high-pressure sales pitch.

- If you're interested, insist that the seller provide samples before you commit to buy.
- Obtain a price quotation for similar items from a local vendor before making a purchase.
- Do not buy advertising specialty products just to get a prize. (Frequently, an illegal boiler room operation will not even send you the promised prize.)
- Refuse C.O.D. shipments. Instead, ask to be billed along with the shipment; that way you can refuse to pay the bill if you are dissatisfied with the products.

If you have been bilked in an advertising specialty products scheme, or if you know about a scheme that should be investigated, inform your local postmaster or the nearest Postal Inspector. ■

APOLOGY

# let's get together



mtac  
memo

**H**ow much better would the future of the U.S. Postal Service be if up-and-coming postal executives understood how industry executives conduct their business in a competitive free-market world? And how much better would the mailing industry be if top leaders understood how the Postal Service is governed by regulations, federal oversight and the Postal Rate Commission?

Chief Marketing Officer Allen Kane thought that a business exchange between the two groups would be mutually beneficial. So to implement Kane's vision, a Mailer's Technical Advisory Committee (MTAC) workgroup was formed and began to create a program, called "Industry," to meet this vision.

After a number of meetings strategizing the process, workgroup co-chair Jack Widener of Newsweek, Inc., New York, NY, was pleased to announce that the first "Strategic Executive Exchange Program" took place at the end of April in Leesburg, VA. Nine postal and nine industry executives were in attendance.

One Postal Service attendee, Acting Vice President, Finance, Controller Donna Peak, says she came away from the three-day meeting with a better understanding of the decision-making process of postal customers. "For example, I gained new insight on how customers choose their advertising mix and what the Postal Service can do to stay in the mix."

From the industry side, Executive Director for the Alliance of Non-Profit Mailers Neal Denton adds, "After spending a quality weekend with up-and-coming postal executives, I left feeling much more secure about the future of the Postal Service. I am confident that this impressive collection of men and women are well suited for the demanding challenges of the coming days."

Credit for making the first meeting happen goes to the entire Strategic Executive Exchange Program Workgroup. Besides Widener, representing the Industry were Maynard Benjamin, The Envelope Manufacturers Assn.; Laurel Kamen, American Express; Kimberly Waltz, Fred F. Waltz Inc.; Yvonne Reigle, AT&T; and Joe Schick, Quad Graphics. On the Postal Service side Steve Leavey, co-chair; Ed Roth; David Solomon and Pete Zeranski.

All participants agreed that it was a lively interchange of ideas, and they requested meeting again to further the discussion. ■



# If it's Tuesday, do you know where your catalogs are?

Perhaps one of the coolest, yet little known, Postal Service programs is ADVANCE — designed especially for high-volume catalog and Periodical mail that require delivery on certain days.

Using ADVANCE (formally called the ADVANCE Notification and Tracking System), mailers can tell us what days they'd like their Standard Mail (A), commonly called ad mail, or Periodicals Mail delivered. Mailers can then browse the ADVANCE mailer Webpage to check up on how we did. The program continues to be free to participating mailers who qualify (see box below).

"ADVANCE has been up and running for the past six years, and we have tracked over two billion mailpieces this year," says ADVANCE program manager Glen D. Cournoyer. Always looking for new participants, he adds that it's easy to use ADVANCE.

Once a customer is qualified, the participant begins by sending data files for each mailing — along with a sample mailpiece or a scanned photo of the mail piece cover — to the Postal Service's National Customer Support Center (NCSC) in Memphis. The NCSC resolves any data-related issues or discrepancies, faxes (and mails) a confirmation letter to the mailer and then posts the mailing data on the ADVANCE Website.

Next, carrier supervisors — in more than 7,500 of the largest Post Offices in the country — log on to their ADVANCE Website daily. They find out which mailings are expected in their Post Office that day and on which letter carrier's route. The supervisor then finds out from the carrier whether the mailpiece arrived and when it was delivered.

After finding the answers, the supervisor posts the information on the ADVANCE Website, where the participating mailer can view the instant results online. It's as easy as that.

"We really like ADVANCE," says Don Landis, Arandel Corp.'s vice president of Postal Affairs. Arandel is a commercial catalog printer for companies such as Macy's West, Toys 'R' Us, Lord & Taylor and Bloomingdales, and is based in Menomonee Falls, WI.



"We've been using ADVANCE since it started and I try to sell it to every customer who qualifies, because the information is accurate," Landis says. "Our customers tell us the majority of their mail is usually delivered on the first part of their requested 'in-home' dates. It seems as though the delivery supervisors are really watching."

Susan Gensel, Postal Relations supervisor for Tribune Direct Marketing, of Northlake, IL, says her company mails multiple inserts for *Chicago Tribune* advertisers (shared mail) that go to nonsubscribers.

"Timeliness is key," says Gensel, "because our advertisers want their ads in the *Chicago Tribune* on Wednesday and they

want the other Chicagoland-area customers to get the same information by Tuesday and Wednesday to coincide with the sales.

"One of the best aspects of ADVANCE," continues Gensel, "is the space on the form that allows supervisors to enter specific information on each mailing. It really helps to know if the mailpiece arrived on time and in good condition."

Cournoyer notes that ADVANCE protects the confidentiality of participants by showing data only for their own company when it is retrieved from the USPS Website using a unique password.

Currently there are 175 ADVANCE participants. ■

## CAN YOUR COMPANY USE **ADVANCE?**

YES, if your company is mailing lots of non-automation-compatible Standard Mail (A) and



Periodicals Mail with specific in-home delivery dates that are printed on the mailpiece bundle facing slips.

### **STANDARD MAIL (A) REQUIREMENT**

- 300,000 flats, catalogs, and/or letter-size mailpieces to more than one ZIP Code at a time.
- 150,000 flats, catalogs, and/or letter-size mailpieces to one ZIP Code at a time.
- 50 pieces to any carrier route within a participating 5-digit ZIP Code.

### **PERIODICALS MAIL REQUIREMENT**

- 15 pieces to any carrier route within a participating 5-digit ZIP Code.

**TO GET STARTED CALL 1-800-458-3181.**

smiles  
all  
around

## THE CHALLENGE

A trip to the Post Office was like a trip to the dentist — or so thought Warren Weinzoff, owner of Publishers Printing Group, before U.S. Postal Service Account Manager Yong Hwang delivered top-notch service to his company. Now Weinzoff sees the Postal Service as an efficient, up-to-date business.

Publishers Printing Group provides economical shipping to nearly 1,000 small publishers. The deal that Hwang closed involved the company mailing 17,000 two-pound sacks of Priority Mail® that promoted the New York State lottery in New York. The company had been shipping its packages via competitors.

## THE SOLUTION

"I called on him and made a proposal that demonstrated that we could deliver each of his parcels for one dollar less than the competition," explains Hwang. "That appealed to him, but it wasn't enough.

I had to prove to him that we were a world-class delivery service and not some slow, antiquated business. In that one 45-minute meeting, I arranged for it all: transportation, permits, site visits, pickup and anything else involved in mailing his parcels."

## THE RESULT

Weinzoff was impressed. He said he'd try the one shipment of 17,000 parcels, and it went without a hitch. Because of the speed and efficiency of the Postal Service and its response to his needs, Weinzoff is giving more business to the Postal Service in the future.

**Tip:** If your company mails high volumes and you are looking for ways to cut costs, send an e-mail to Sales, in care of Paula Edens, Manager Business Development Support, at [pedens@email.usps.gov](mailto:pedens@email.usps.gov). She will get you more information. ■



**Yong Hwang, USPS account manager, and David Otto, Publishers Printing Group shipping manager, at Publishers' warehouse.**

## But can it leap tall buildings?



**W**hile it's not Superman, the new Automated Flat Sorter Machine (AFSM) 100 is two to three times as productive as its cousin the FSM 881 and processes flat mail (large envelopes/magazines) more efficiently.

Currently there are 23 machines installed nationwide. The first production

model that began operating in St. Paul, MN, is currently processing up to 250,000 flats a day and is on its way to reaching the target of 300,000 per day.

Pictured here are 10 Columbia, SC, Processing and Distribution Center employees who graduated from AFSM 100 training classes.

## Keeping POSTED

### News from Postal Customer Councils

#### ATLANTA

The 4th Annual State and Municipal Government Mailers' Forum will be held in Atlanta, September 20-22. It will provide government administrators and managers of mail and/or print operations an opportunity to share information and resolve problems through direct interaction with other government managers. Information can be requested via e-mail: [AtlantaSMF@aol.com](mailto:AtlantaSMF@aol.com) or by calling Marty Taylor at 404-656-5522.

#### BILOXI, MS, FOR GULF STATES EXPO

Mark your calendars for the Gulf States Regional Expo "Mailers' Symposium," September 28-29, at the Grand Casino Biloxi Bayview Resort in Biloxi, MS. Eight PCCs from LA, MS, AL and FL have combined resources for a regional mailers' symposium. Registration is \$125 (\$100 early bird) for the two-day event and includes a lunch, dinner, six key workshops, large vendor-exhibitor area, door prizes and a ticket to the Biloxi Grand Theater for resort guests.

For attendee information, call: Fonda Gantt, Mobile, AL, 334-694-5904; Debbie Hough, Montgomery, AL, 334-244-7607; Nora Lyons, Pensacola, FL, 850-437-6910; Daisy Comeaux, Baton Rouge, LA, 225-763-3607; Bonnie Bearb, Lafayette, LA, 318-269-4891; Tanya Shorter, New Orleans, 504-589-1698; Linda Weindel, Gulfport, MS, 228-831-5406; and Gale Purvis, Jackson, MS, 601-351-7286. Vendors should call Keith Sanders at 850-478-3171.

## U.S. Postal Service expands Global Priority Mail

The U.S. Postal Service has expanded its Global Priority Mail (GPM) service to nine Caribbean countries/territories and one Central American country. The new destinations include Aruba, Bahamas, Barba-

dos, Costa Rica, Dominican Republic, Guyana, Jamaica, Saint Lucia, Trinidad and Tobago, and Turks and Caicos Islands.

Already available to 42 countries, GPM provides mailers a four-to-seven business day inter-

national package service for shipment of documents, correspondence and merchandise weighing up to four pounds. Both flat rate and variable weight service options are available. ■

### COUNTRIES/TERRITORIES OF DESTINATION

Aruba	Great Britain and Northern Ireland <sup>4</sup>	Norway
Australia	Guyana	Philippines
Austria	Hong Kong	Poland
Bahamas	Hungary	Portugal
Barbados	Iceland	<i>(including Azores and Madeira Islands)</i>
Belgium	India	Saint Lucia
Brazil <sup>1</sup>	Ireland	Saudi Arabia <sup>7</sup>
Canada	Israel <sup>5</sup>	Singapore
Chile <sup>2</sup>	Jamaica	South Africa
China <sup>3</sup>	Japan	Spain
Colombia	Korea, Republic of	<i>(including Canary Islands)</i>
Costa Rica	Liechtenstein	Sweden
Czech Republic	Luxembourg	Switzerland
Denmark	Malaysia	Taiwan
Dominican Republic	Mexico <sup>6</sup>	Thailand
Finland	Netherlands	Trinidad and Tobago
France	New Zealand	Turks and Caicos Islands
<i>(including Corsica and Monaco)</i>	<i>(including Cook Islands and Niue)</i>	Vietnam
Germany		

1 Destinations in Brazil are limited to São Paulo and Rio de Janeiro.

2 Destinations in Chile are limited to Santiago, Valparaiso, and Viña del Mar.

3 For specific cities in China visit the Global Delivery Services Website at <http://www.uspsglobal.com>.

4 Includes England, Scotland, Wales, Northern Ireland, Guern-

sey, Jersey, Sark, Alderney, and the Isle of Man.

5 Destinations in Israel are limited to Jerusalem, Tel Aviv and Haifa.

6 Destinations in Mexico are limited to Guadalajara, Mexico City and Monterrey.

7 Destinations in Saudi Arabia are limited to Dammam, Jeddah and Riyadh.

### FLAT-RATE ENVELOPE POSTAGE RATES *Weight Limit: 4 Lbs.*

Destination Country	Small Size Envelope <i>(6 inches X 10 inches)</i>	Large Size Envelope <i>(9 1/2 inches X 12 1/2 inches)</i>
Aruba, Bahamas, Barbados, Canada, Costa Rica, Dominican Republic, Guyana, Jamaica, Mexico, Saint Lucia, Trinidad and Tobago, and Turks and Caicos Islands.	\$4.00	\$7.00
All other GPM destination countries	\$5.00	\$9.00

### VARIABLE-WEIGHT OPTION POSTAGE RATES *Weight Limit: 4 Lbs.*

Weight Not Over (lbs.)	0.5 Lbs.	1.0 Lbs.	1.5 Lbs.	2.0 Lbs.	2.5 Lbs.	3.0 Lbs.	3.5 Lbs.	4.0 Lbs.
Aruba, Bahamas, Barbados, Canada, Costa Rica, Dominican Republic, Guyana, Jamaica, Mexico, Saint Lucia, Trinidad and Tobago, and Turks and Caicos Islands	\$6.00	\$10.00	\$15.00	\$17.00	\$19.00	\$21.00	\$23.00	\$25.00
All Other Countries (see IMM 226.2)	\$8.00	\$13.00	\$18.00	\$21.00	\$25.00	\$28.00	\$32.00	\$34.00

## MOVE UPDATE waiver expired

Doesn't it make sense that when the U.S. Postal Service gives discounts to mailers that it expects something in return?

Certainly. And because nearly one-fifth of the population moves every year, since 1997 the Postal Service has required all First-Class mailers — who receive presort or automation discount rates — to update the addresses in their mailing lists.

To receive a discount, First-Class mailers must update their mail lists six months prior to bringing the mail to the Post Office by using one of four approved methods available: National Change of Address (NCOA), FASTforward<sup>SM</sup>, Certain ancillary service endorsements and Address Change Service (ACS). The process is called Move Update.

One group of commercial mailers using remote video encoding (RVE), direct view encoding desk (DVED) and similar technology systems in-house, however, were given a waiver to the Move Update requirement. The waiver was granted because it was incumbent upon the mailers to integrate Move Update into their own sophisticated systems.

The waiver was originally scheduled to expire July 1, 1999, but was extended until July 31, 2000, in consideration of Y2K-related concerns. Effective August 1, 2000, mailers who utilize either RVE, DVED or similar technology systems must ensure that any First-Class mail processed on these systems meets the Move Update requirement to remain eligible for automation-based discounts.

For more information, mailers are encouraged to first contact their system suppliers. Additional help is available from the National Customer Support Center at 800-589-5766. ■



## TRAY MANAGEMENT SYSTEM (TMS): BILLIONS SERVED?

While we can't yet boast "billions served," we can say that Tray Management Systems (TMS) have successfully delivered over 250 million trays to the next Postal Service processing operation in the 20 sites where TMS is operational.

## 100TH MISSING CHILD FOUND

ADVO, Inc., announced the 100th safe recovery of a missing child resulting from ADVO's familiar "Have You Seen Me?" direct mail cards. The child recovered was a 5-year-old Pennsylvania girl who was reunited with her mother following an 18-month

abduction. ADVO launched the "America's Looking for Its Missing Children Program" in 1985 in partnership with the National Center for Missing and Exploited Children (NCMEC) and the U.S. Postal Service.

## INTRODUCING THE 'SON' OF TMS ...

An expanded version of TMS, called the Universal Transport System (UTS), is currently being designed for deployment in Ft. Myers, FL. The UTS will bridge the traditional gap between fixed bulk material handling systems and traditional TMS.

UTS will be capable of transporting letter, flat, SPBS and mail cartridge trays, as well as sacks, parcels and bundles.

## POSTAL FACTS WIN GOLD

The Postal Service's *1999 40th Annual Report* received five prestigious ARC 2000 Awards. "This contest is considered to be the Academy Awards of annual reports because it's the world's largest competition honoring excellence in annual reports, says Carol Larson, Report coordinator. Grand *and* Gold Award — Financial Data; Gold Award — Photography; Silver Award — Written Text; and Bronze Award — Interior Design.

The *1999 Annual Report* can be found on the Internet at [usps.com](http://usps.com), go to search and type "1999 Annual Report."

## FORMER POSTMASTER GENERAL GIVES \$10 MILLION ENDOWMENT



Good news for the Smithsonian Institution's National Postal Museum: it received a \$10 million endowment from former Postmaster General Winton M. Blount to create and support a Center for Postal Studies at the Smithsonian's National Postal Museum.

"The new Winton M. Blount Center will serve as an educational resource and will sponsor research to explore the role of the U.S. postal system in the new millennium," says James H. Bruns, director

of the National Postal Museum. Besides funding construction for the new center and underwriting its operations (including programs, publications and research), Blount's gift will also endow several research positions and fund fellowships. The new center will also double as a state-of-the-art conference center.

Blount, who is currently the chairman of the National Postal Museum's 15-member advisory commission, helped with the transformation of the former Post Office Department into the U.S. Postal Service in 1971. At

the time, he was the nation's 62nd postmaster general, appointed by President Richard M. Nixon.

In the private sector, Blount made his mark by building fish ponds in rural Alabama in 1942 and ultimately expanding the company, Blount International Inc., into a multimillion-dollar construction and manufacturing company.

Bruns anticipates that the new Blount Center will be up and running at the end of 2002.

## MEMO to MAILERS

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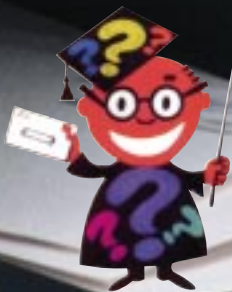
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Change Service Requested

# Addressing for success



It's elementary, my dear Watson, to use all address information for proper delivery of your mail.

Why? Well, for example, today there are more than 40 streets in Atlanta, GA, with the name Peachtree — N Peachtree Ct; Peachtree St NW; W Peachtree St NE, and so on. Imagine trying to deliver a letter addressed only to Mrs. Rhett Butler on "Peachtree"! We would not know where to send it.

A poorly addressed mailpiece is one that may not be delivered on a timely basis — if at all. And forwarding or returning the mailpiece adds costs to the Postal Service (and your company, if it's not sent First-Class). Poorly addressed mail is not eligible for any postal discounts. Here are some basic tips to get the best mail service.

## DESTINATION ADDRESS

Be sure to include the following:

- Recipient's name (and/or company name, if applicable).
- Recipient's street address,

post office box number, rural route number and box number, or highway contract route number and box number. In addition, include all required suffixes, directionals and locators in the address line.

- Recipient's city, state and ZIP Code or ZIP+4, if known.
- For international mail, include the applicable foreign postal code, if known, city or town, province or state name, and country name.

## RETURN ADDRESS

Include all the elements of the destination address. Place the return address in the upper left corner of the mailpiece.

## DUAL ADDRESSING

When a post office box number and a street address are used, make sure that the address to which you want the mail delivered appears on the line immediately above the city, state, and ZIP Code line and that the ZIP Code or ZIP+4 code corresponds to that address.

For more addressing information, check our Website at [usps.com](http://usps.com). ■