



# Mailing Services

Made Easy.

Guide



Book

Providing the information and tools  
for your mail pieces from start to finish.





# Mailing Services

Made Easy.

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## Smart, Dynamic Mailings

Direct mail is a powerful tool. At DigiCOPY, we have years of experience helping customers advance their campaigns and promotions through direct mail marketing. And we're constantly adding new technology and equipment to provide the most effective output.

### From Start to Finish

We have the tools to handle your entire mailing project from start to finish.

- Custom graphic design
- Paper stock options
- Custom mail piece sizes and formats
- List verification
- Pre-sorting
- First Class, Standard Bulk, and Every Door Direct Mail
- Addressing with barcode automation
- Variety of postage options
- Delivery services

### Any Size Project

No project is too big or too small. Whether it's a save the date postcard, or a monthly billing statement, we're equipped to handle any mailing project regardless of quantity.

### Fast Turnarounds

We're fast. It's part of what makes us stand out from other printers. We bend over backwards to meet your deadlines and never upcharge for tight turn times.

### Mailing Expertise

Gain expert advice and suggestions to increase the success of your mailings.

### Convenient Hours

Most of our locations are open early, late, and weekends.



## Classes of Mail

### First Class Mail®

(All mailings less than 200 pieces, & select larger mailings)

Postcards, letters, large envelopes (flats) and small packages can be sent using First Class Mail®. This service, along with Priority Mail and Express Mail, is ideal for sending personal correspondence, handwritten or typewritten letters, and bills or statements of account. It may also be used for advertisements and lightweight merchandise. First Class Mail® prices are based on both the shape and weight of the item being mailed.

- Maximum of 13 ounces
- Estimated delivery 1-3 days
- Presorted and automation rates available
- At Least 500 pieces of mail for discounted First Class

### Standard “Bulk” Mail™

(Select mailings totaling more than 200 pieces)

Standard “Bulk” Mail™ refers to larger quantities of mail prepared for mailing at reduced postage. Bulk prices are available for other classes of mail as well. The Postal Service uses the terms “bulk” and “presorted” interchangeably. Bulk prices are determined by the size & weight of the piece as well as the distribution area (local, state, national, etc). Advertisements, catalogs, newsletters, circulars, and flyers can be sent using Standard “Bulk” Mail™.

- Less than 16 ounces
- Estimated delivery 3-10 days
- Presorted and automation rates available
- At least 200 pieces of mail

### Every Door Direct Mail®

(Mail to every door in a targeted area. No need for a mailing list or postal permit)

Every Door Direct Mail® is a service that allows you to choose a targeted mailing route and have your mail piece delivered to every door in that route. You do not need to know names or street addresses. Your mail piece is simply delivered along with the day’s mail.

### Size Requirements

Specific size requirements must be met for an Every Door Direct Mail® piece:

- Length must be greater than 10.5” OR Height must be greater than 6.125” OR Thickness must be greater than 0.25” thick
- Thickness must be between .007” and .75”.
- The weight per mail piece must be less than or equal to 3.3 oz.





## Classes of Mail

### Every Door Direct Mail®

#### Selecting Mail Routes

We can help you with identifying your target Every Door Direct Mail® routes. Or, you have the option to select your own mailing routes by setting up an account at [eddm.usps.com](http://eddm.usps.com). Target areas can be identified by city, neighborhood, or a specified distance from your business. You will see the following information when selecting routes:

- Number of business and residential within a given route. You can choose to mail to business and residential or residential only.
- Age range and average income of households within a given route.
- The approximate cost of mailing to a given route.

STEVENSON POINT, WI

ROUTE  
54482-R002

RESIDENTIAL  
564

BUSINESS  
21

TOTAL  
585

AGE 25-44  
23%

SIZE  
2.40 PPL

INCOME  
\$53.63K

COST  
\$107.05

Show Table

Order Summary

Individual Routes Selected  
1

Post Office Drop-Offs  
1

Total Delivery Addresses [Clear](#)  
585

Approximate Cost [i](#)  
\$107.06

Continue

Save

#### Mailing Process

Every Door Direct Mail® is processed online. After selecting the appropriate mailing routes, the following steps must be followed to process your mailing:

- Pay online or pay upon delivery of your mail piece to the post office.
- Print off the necessary paperwork generated when your order is submitted.
- Bundle your mail pieces according to specifications outlined in your paperwork.
- Deliver your pieces to the appropriate post office. Depending on the number and location of routes selected, you may be required to drop off bundles at more than one post office.

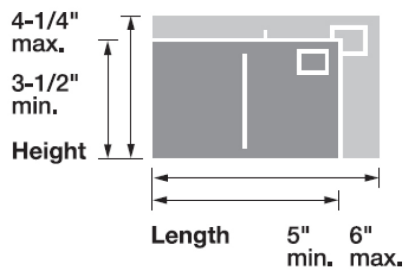


## Mail Piece Options

The postal service separates mail into three shape categories: cards, letters, and flats/large envelopes.

### Cards

#### Card Dimensions



	Minimum	Maximum
Length	5 inches	6 inches
Height	3-1/2 inches	4-1/4 inches
Thickness	0.007 inch	0.016 inch

#### Common Sizes

- 3.5" x 5.5"
- 4.25" x 5.5"
- 4" x 6"

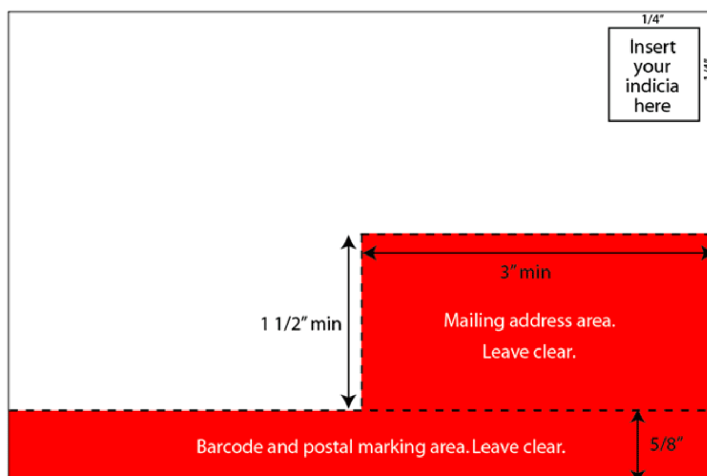
#### Paper Options

Cards must be at least 7 calipers (.007") thick. The following in-stock papers are acceptable:

- 65# Cover
- 80# Cover
- 100# Cover
- 110# Index
- 155# C1S
- 165# C2S

#### Artwork Guidelines

The post office has specific requirements regarding the address side of a postcard. Please adhere to the following guidelines when designing:

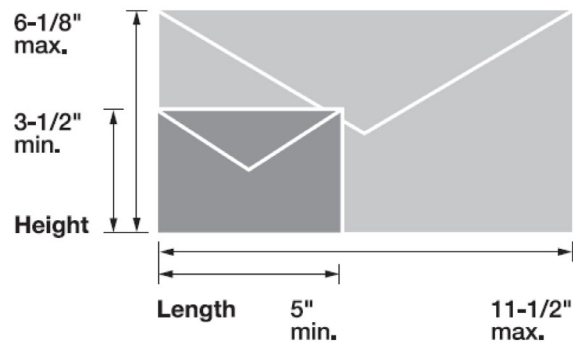




## Mail Piece Options

### Letters

#### Letter Dimensions



	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch

#### Common Sizes

- No. 9 Envelope (3.875" x 8.875")
- No. 10 Envelope (4.125" x 9.5")
- 6" x 9" Envelope

### Self-Mailers

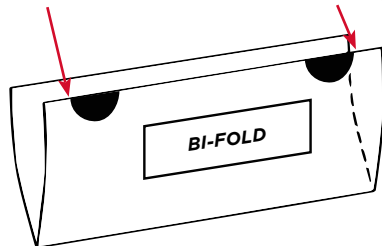
Self-mailers are folded letters without an envelope that are secured with mailing tabs. Self-mailers must be a minimum of 9 calipers (.009") thick once folded. In addition, they must use a minimum of 24# paper.

Three common self-mailer sizes include\*:

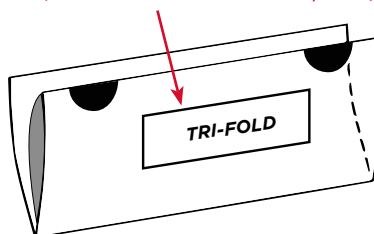
- 8.5" x 11" sheet bi-folded (5.5" x 8.5" finished size)
- 8.5" x 11" sheet tri-folded (3.7" x 8.5" finished size)
- 11" x 17" sheet quarter-folded (5.5" x 8.5" finished size)

When preparing a self-mailer in one of these sizes, the following guidelines must be followed:

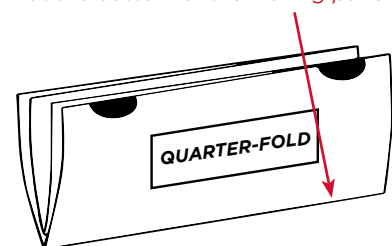
*Must have 2 non-perforated tabs to seal. Both tabs must be within 1" from edge.*



*In the case of a tri-fold, the mailing panel should always be on the middle panel (never on the final folded panel)*



*The folded edge should always be at the bottom of the mailing panel.*



\* Other self-mailer sizes, formats and methods of sealing are accepted by the post office. Contact your local post office for detailed guidelines, or for instructions regarding a specific project.





## Mail Piece Options

### Letters

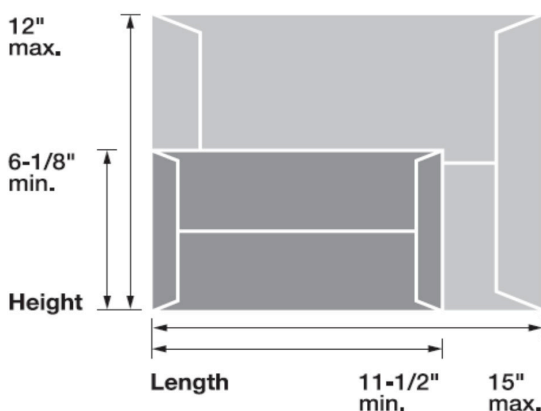
#### Oversize Cards

Oversize cards (which are larger than the maximum 4.25" x 6" for standard cards) do not qualify for reduced postcard mailing rates. However, they can be mailed at letter postage rates. Some common oversize postcard sizes include:

- 5" x 7"
- 5.5" x 8.5"
- 6" x 9"

### Flats/Large Envelopes

#### Flat Dimensions



	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

\* Flats exceed at least one of these dimensions

\* All flats must be flexible, uniformly thick, and rectangular in shape

#### Common Sizes

- 9" x 12" Envelope
- 10" x 13" Envelope
- 12" x 15" Envelope

### Aspect Ratio

The aspect ratio (length of the mailpiece divided by height) must be between 1.3 and 2.5 to be machinable. The length of a mail piece is the side parallel to the address.





## Mail Piece Options

### Categories of Mail

Mail is classified based on shape and preparation. Classifications for mail pieces are determined based on how efficiently they can be processed on Postal Service equipment.

#### **Machinable Letters & Cards**

If a letter-size mail piece has an accurate address and can be processed on Postal Service equipment, it is considered “machinable”. The mail piece must meet specific standards including size, shape, and weight.

#### **Nonmachinable Letters**

Any mail piece that cannot be processed on Postal Service equipment. An example of a nonmachinable letter would be a square envelope, which has an aspect ratio of 1, which is less than the minimum aspect ratio requirement of 1.3.

#### **Automation Letters & Cards**

If a letter-size mail piece is machinable and displays the correct delivery point barcode or Intelligent Mail barcode, it may qualify for lower, “automation” prices. There are specific addressing, barcoding, and design standards that the mail piece must meet in order to be classified as automated.



## Variable Printing

Variable data printing is a form of on demand printing in which elements such as text, graphics, and images may be changed from one printed piece to the next. Information from a database or external file is merged with the design template to create a personalized printed piece. Variable data printing can be used for direct marketing, customer relationship management, advertising and invoicing on self mailers, brochures or postcard campaigns.

### Design File

When providing a variable data print job, design the variable data layout just like other normal print projects, using a layout application like InDesign or Illustrator. In the place of a variable element, whether image or text, place one example of the possible text in brackets, such as <John Smith>, or type the name of the database field, such as Name, Address, etc (see sample). When finished, print a hard copy of your variable data layout and use a highlighter to circle or highlight all variable elements.

Layouts can be provided in the following formats. Please include all fonts for variable text elements.

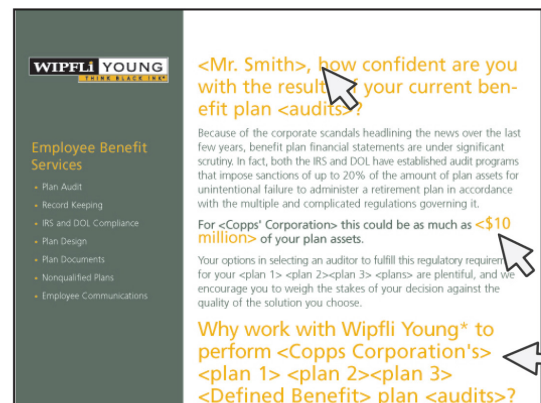
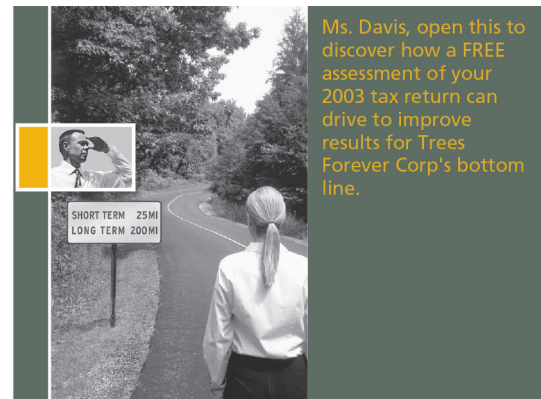
- PDF
- EPS
- AI (Adobe Illustrator file - include links)
- INDD (Adobe InDesign file - include links)
- PSD (Adobe Photoshop file)
- Microsoft Office files (Word, Powerpoint, and Publisher)

### Database/Mailing List

All variable text, or graphic file names or links will need to be supplied in a database or spreadsheet. The first row of the data file should be used to title each column. This is called the header row, and it should show all field names. Every database column will represent a different variable field name used in the layout or template. Each row after the header is a record and equates to the data needed to complete a print piece.

First Name	Last Name	Street	Street2	City	State	Zip
John	Doe	1234 Main Street	Apt 2	Anytown	TX	12345-6789
Jane	Doe	4321 Anystreet		Anytown	TX	12345-6789

Databases must be submitted as an excel or CSV file, in one tab, with only the columns to be used in the mailing to avoid additional data processing fees.





## Mailing List Processing

### Mailing List

Your mailing list should contain all address information with the appropriate column titles. An example of a correctly formatted list is on the previous page under “Database/Mailing List”. Mailing lists must be submitted as an excel or CSV file, in one tab, with only the columns to be used in the mailing to avoid additional data processing fees.

### List Verification

#### CASS Certify

*Required on all discounted postage mailings*

CASS Certifying corrects and standardizes addresses, it also adds missing address information, such as ZIP codes, cities, and states to ensure the address is complete. Delivery point validation is also performed to verify whether or not an address is a deliverable address and checks against the USPS database to update addresses that have been renamed or renumbered.

#### Presorting

Presorting puts addresses in presort order for discounted rates. It also generates the postage statement and postage costs.

#### NCOA Certify

*Required for all Presorted First-Class Mailings and all Standard Bulk Mailings within 95 days of mailing date*

NCOA (National Change of Address) is a secure dataset of approximately 160 million change-of-addresses going back 48 months that enable mailers to update mailing lists with new addresses for individuals, families and businesses that have moved. It will also indicate foreign moves and people who have moved with no forwarding address.

### Optional Services

#### DeDuplicate

Deduplicate removes duplicates from your mail list.

#### Geocode Filtering

Geocode filtering is most commonly utilized for mailers with large, possibly nationwide, databases to reduce the number of addresses by targeting a smaller area. A radius in miles is defined around a central location address. Any addresses in the database that fall outside the targeted area are then discarded from the list.

## Postage

### Postage Permit

Using a postage permit is the most popular and convenient way to pay postage. A postage permit is printed in the upper right corner of a mailpiece within the indicia, or postage block. DigiCOPY holds permits for Standard and First Class Bulk Mail. You can choose to use DigiCOPY's permit or use your own.

### Stamps

For any mailings that do not qualify for bulk mailing rates, we do offer traditional postage stamps for your mailing.

## Checklist

When preparing a mail piece, the following is a helpful checklist:

- Choose a class of mail
- Determine the size and shape of your mail piece
- Compile your address list
- Determine whether you will use DigiCOPY's postage permit or your own
- Fill out the attached Bulk Mail Information form
- Submit your mail piece to DigiCOPY for production



## Bulk Mail Information Form

Final mailing list should accompany this form. Databases must be submitted as an excel file, in one tab, with only the columns to be used in the mailing to avoid additional data processing fees.

<b>Mailing Date</b>	<input type="text"/>	<b>Non-Profit Organization</b> <input type="checkbox"/> Yes <input type="checkbox"/> No (Standard mail only)
<b>Mail Class</b>	<input type="checkbox"/> First Class (500 piece min.) <input type="checkbox"/> Standard (200 piece min.) <input type="checkbox"/> Periodicals	
<b>Selected Services</b>	<input checked="" type="checkbox"/> CASS/Presort (Required) <input type="checkbox"/> Geocode Filter <input type="checkbox"/> NCOA (Required every 90 days) <input type="checkbox"/> Additional File Preparation <input type="checkbox"/> De-Duplicate	Explain: <input type="text"/>

### Mail Owner Information

<b>Company Name</b>	<input type="text"/>		
<b>Contact Name</b>	<input type="text"/>		
<b>Street Address</b>	<input type="text"/>		
<b>Street Address Line 2</b>	<input type="text"/>		
<b>City</b>	<input type="text"/>	<b>State</b>	<input type="text" value="AL"/>
<b>Phone</b>	<input type="text"/>	<b>Zip</b>	<input type="text"/>
<b>USPS issued Non-Profit #</b>	<input type="text"/>	<b>CRID (USPS Customer #)</b>	<input type="text"/>
<b>Permit Used</b>	<input checked="" type="radio"/> DigiCOPY Permit <input type="radio"/> Other		

### Mail Piece Specifications

<b>Finished Size of Piece</b>	<input type="text"/>	<b>Paper Stock</b>	<input type="text"/>
<b>Weight of Piece (oz.)</b>	<input type="text"/>	<b>Thickness (in.)</b>	<input type="text"/>
<b>Automated with IMB</b>	<input type="checkbox"/> Yes		
<b>Mailing Location Zip Code</b>	<input type="text"/>		
<b>Special Instructions / Notes</b> <input type="text"/>			





## Mailing Services Made Easy.

At DigiCOPY, we want to be an extension of your business. That's why we continually strive to offer the latest technology, products and services to help you manage your business, maximize communication effectiveness, and enhance your marketing. We are your partner in propelling your business forward.



### Paper Selection

We offer a wide variety of environmentally friendly papers and can even special order a specific stock for your mailing.



### Regulated Print

We provide high-level information and physical security compliance with regulations such as HIPAA and HITECH. Our secure print facilities have restricted access to safeguard your data and protect privacy.



### Fast Turnarounds

We're fast. It's part of what makes us stand out from other printers. We bend over backwards to meet your deadlines and never up charge for tight turn times.



### Convenient Hours

Most of our locations are open early, late and weekends.



### Free Pickup & Delivery

We offer free local pickup and delivery and also ship via Spee-Dee, UPS, and Fed Ex.



### Online Ordering

Our custom-built online ordering sites support editable templates and variable data merging for your mailings and other documents.

**DigiCOPY**  
*Custom • Variable • On Demand*



### 8 Statewide Locations

Eau Claire, Green Bay, La Crosse,  
Milwaukee, Stevens Point & Wausau



[www.dcopy.net](http://www.dcopy.net)