

Direct Mail

FORMS

Bulk Mail Form & USPS (United States Postal Service) NCOA Processing Acknowledgement Form **must be faxed and returned** before we can proceed with production (no matter what the Purchase Order indicates). We **must have** USPS NCOA Processing Acknowledgement Form returned (per USPS) for all mailings. "Or Current Resident" is an option for both indicias. Non-Profit (Ship from Gardner, KS) **must meet certain criteria**. USPS Form 3623 **must be sent in** with purchase order or bulk mail forms for USPS authorization before we can proceed. We **cannot proceed** with your order unless all forms have been returned, verified and are on-site at our production facility.

PLEASE NOTE: Postage costs of **\$1,000.00 or more will require a pre-payment BEFORE** production can begin.

CUSTOM SIZE POSTCARDS: Minimum custom postcard size is 3 1/2" x 5". Maximum custom size is 12" x 15" (**this does not include Magna-Seal™ or Magna-Peel™** postcards).

ANCILLARY SERVICE ENDORSEMENTS: A minimum of 1/4" space around **all sides** of the endorsement (this is **not** the same as "Or Current Resident"). These endorsements can only be in one of four places on the mail piece. See USPS Domestic Mailing Manual for proper placement, specific wording, options and any additional charges that may occur.

PLEASE NOTE: A return address is required on each piece of mail for ancillary endorsement or non-profit mailing. Most TradeNet Products are United States Postal Service (USPS) machinable, non-automated. (**See guide below**)

INDICIAS

- **FIRST CLASS** - Minimum Quantity 500
- **STANDARD** (formerly 3rd Class) - Minimum Quantity 200
- **NON-PROFIT** - Minimum Quantity 200

Quantities **cannot be** combined for a total mailing on copy changes. **Each** must meet USPS minimum requirements. Each copy change must have its own mail list. **No art** behind indicia. Background **must be** solid color light, white or reversed area. Minimum of 1/8" space around indicia. Indicia may be reduced, but **no smaller than** 4 point type. Indicia **cannot be smaller** than 1/2"(w) X 1/2"(h). Box is not mandatory. Indicia needs to be easily found by post office; not lost in graphics or artwork of mail piece.

STAMP & METERED MAIL AREA

Stamps & metered mail can **only be in upper right hand** corner of mail piece (not mail area), including empty boxes for stamp placement. See guide below.

BULK MAIL RATES

SMALL AUTOMATED POSTCARDS ONLY

Postcards with no attachments, uncoated and non-laminated only. Size **not to exceed 6.125" X 11.50"**.

First Class	Up to 2 oz.	.404*
Third Class	3.3 oz. or less	.278*
Non-Profit	3.3 oz. or less	.166*

LARGE AUTOMATED POSTCARDS ONLY

Postcards with no attachments, uncoated and non-laminated only. Size **above 6.125" X 11.50" and not to exceed 12" X 15"**.

First Class Flat	1 oz. or less	.73*
Third Class Flat	3.3 oz. or less	.504*
Non-Profit Flat	3.3 oz. or less	.356*

SMALL NON-AUTOMATED: Magna-postcards and regular postcards.

First Class	Up to 2 oz.	.424*
Standard	3.3 oz.	.281*
Non-Profit	3.3 oz.	.194*

LARGE NON-AUTOMATED: Large Magna-postcards and postcards.

First Class	Less than 1 oz.	.762*
First Class	Greater than 1 oz., less than 2 oz.	.932*
First Class	Greater than 2 oz., less than 3 oz.	1.102*
Standard	3.3 oz.	.561*
Non-Profit	3.3 oz.	.413*

***PLEASE NOTE:** Prices shown for bulk mail rates subject to change.

MAGNET PLACEMENT

A) 1/2 inch space between the magnet and edge of postcard for a good seal.

B) Imprint on postcard should be about 1/4 inch away from magnet placement (this includes any type of surrounding border, etc.).

C) Imprint under magnet should be at least 1/4 inch smaller than magnet.

PLEASE NOTE: Magnet can be placed on either side of postcard.

STAMP & METERED MAIL AREA
Stamps and Metered Mail area here ONLY, Upper right hand corner of "mail piece".

PLACE STAMP HERE

INDICIA
Indicia "content" must be at least 1/2"(w) X 1/2"(h). Box not required.

RETURN ADDRESS
Required for ALL non-profit indicia (must match form) and for ALL use of Ancillary Service Endorsements.

INK-JET ADDRESSING
Allow a 4"(w) X 2 1/2"(h) (not including barcode zone) space - **not including indicia and/or return address area** - for ink-jetting addresses. Addresses can be ink-jet over a ghosted graphic as long as there is a lot of contrast and address is easily read. Factory prefers a "clean area" so there is no question on screened percentage and the mail piece can proceed without any delays.

BARCODE AREA NO INK-JETTING OF ADDRESSES OR GRAPHICS IN THIS AREA. Keep in mind that some post offices may affix (i.e. spray-on) a bar code sticker that could cover up important imprint information.