



California Voter Guide

Communicating with
California's Voters since 1986

Designing Mail for Postal Discounts

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Postage is the largest contributing factor in a direct mail campaign. **Wouldn't you like to pay the least amount of postage possible?** An overall understanding of the post office rules and regulations is required in order to determine the amount of postage you will be charged.

Unless you are indulged in daily mail operations and communication with the USPS, it is very difficult to remain educated on the latest changes and requirements set forth by the USPS. The DMM (Domestic Mail Manual) is thousands of pages long -- considering you have the time, it does contain all you need to know. However, it is an ever changing document and is maintained on the internet. You can find it at http://pe.usps.com/text/dmm300/dmm300_landing.htm. I receive advisories to the DMM and in the year 2009 alone I have received more than 125 advisory notices.

We at World Marketing, Inc. provide print and direct mail production services. We mail several millions of pieces of mail of all different mail classes, sizes, shapes and weights every week. We have relationships with several levels within the USPS. World Marketing, Inc. is a resource that has the knowledge to assist you in designing and formatting a document that can be printed, processed and mailed at the most economic postage available to you? We will leave the copy and contents of the mail piece up to you. This article is about the nuts and bolts of how to pay the LEAST POSTAGE POSSIBLE TO THE POST OFFICE. We would like to share some tips with you on how to maximize your direct mail budget and realize the best possible postage rate. Consider it "Postage 101".

Keep It Simple

The first and foremost item to consider is that the mail piece is "Automation Compatible". The easier a piece of mail is to process through postal equipment, the lower the postage. Keeping it simple is the key. A 6" x 9" card is easy. A document enclosed in an envelope is simple. Even the simplest of formats still have minimum and maximum requirements. Go to <http://pe.usps.com/text/dmm300/243.htm#wp1048479> for details on some of the requirements. A folded self mailer is modest, but the open edges and multiple layers create additional requirements be met. See sample layouts for selfmailers and booklets at <http://pe.usps.com/text/dmm300/201.htm#wp1079302>.



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Smaller Is Cheaper

A piece that is larger gains visibility to the recipient. However, you pay the price in postage for that visibility. A “letter” requires a lot less postage than a “flat”. See <http://pe.usps.com/text/dmm300/201.htm#wp1042622> for details on size, weight and thickness requirements.

Is It Deliverable

You don't want to pay postage for a piece that is UAA (undeliverable as addressed). Be sure that the address file has been updated recently. There are postal regulations requiring address hygiene. You can also realize a cheaper postage rate if you mail within a very limited area. See <http://pe.usps.com/text/dmm300/Notice123.htm#wp1091745> to determine your postage rate.

Can I Mail This?

We do not intend to stifle your creativity or your ability to think outside the box. While we can assist you with much of the format, the final decision is determined by the Post Office. No matter what your creative design or format, there are USPS design analysts available to assist and approve your printed mail piece prior to beginning production. We have direct lines to those persons and can usually get a response within a 24 hour period.

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