



# Production 101

Presented: August 14, 2024

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# Agenda

## Printing:

- Flatwork
- Envelopes
- Ink
- Paper
- Finishing

Data Processing

Personalization

Mailshop

USPS, Postal Logistics and Mail Tracking

Production Workflow

Common Production Oversights

# Printing: Flatwork



**My £15 for building materials, to help a family build their own safe, new home.**

By clicking 'I agree' you agree to the terms and conditions of the offer. Please see the back of the card for more details.

£15  £30  £50  or my own amount of \_\_\_\_\_

Please enter the amount you wish to pay in the box below. You can pay in 10p increments. The maximum amount you can pay is £50.00.

To make a credit card donation please call 01293 238188.

**To make your gift worth nearly 30% more, see overleaf**

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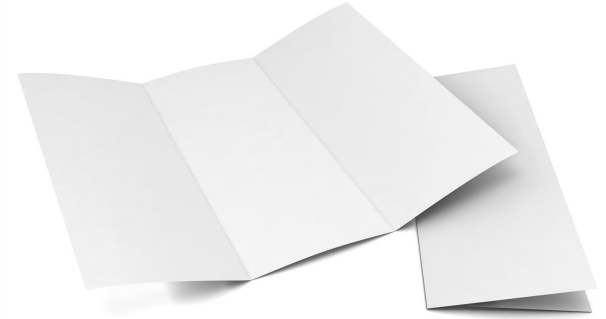
**Our Guarantee to You: What You See is What You Get**

Dear Mr Smith

This letter is the plainest and most direct letter you will ever receive. It is a letter of guarantee. It is a letter of promise. It is a letter of assurance. It is a letter of confidence. It is a letter of trust. It is a letter of faith. It is a letter of hope. It is a letter of love. It is a letter of life. It is a letter of peace. It is a letter of joy. It is a letter of happiness. It is a letter of success. It is a letter of achievement. It is a letter of pride. It is a letter of honor. It is a letter of respect. It is a letter of dignity. It is a letter of grace. It is a letter of mercy. It is a letter of kindness. It is a letter of compassion. It is a letter of understanding. It is a letter of tolerance. It is a letter of patience. It is a letter of forgiveness. It is a letter of reconciliation. It is a letter of healing. It is a letter of restoration. It is a letter of renewal. It is a letter of transformation. It is a letter of redemption. It is a letter of salvation. It is a letter of liberation. It is a letter of freedom. It is a letter of justice. It is a letter of equity. It is a letter of fairness. It is a letter of honesty. It is a letter of integrity. It is a letter of loyalty. It is a letter of devotion. It is a letter of commitment. It is a letter of responsibility. It is a letter of accountability. It is a letter of transparency. It is a letter of openness. It is a letter of communication. It is a letter of collaboration. It is a letter of partnership. It is a letter of teamwork. It is a letter of synergy. It is a letter of innovation. It is a letter of creativity. It is a letter of imagination. It is a letter of vision. It is a letter of leadership. It is a letter of influence. It is a letter of inspiration. It is a letter of motivation. It is a letter of encouragement. It is a letter of support. It is a letter of assistance. It is a letter of help. It is a letter of aid. It is a letter of relief. It is a letter of comfort. It is a letter of solace. It is a letter of refuge. It is a letter of shelter. It is a letter of protection. It is a letter of defense. It is a letter of attack. It is a letter of war. It is a letter of peace. It is a letter of love. It is a letter of life. It is a letter of hope. It is a letter of faith. It is a letter of trust. It is a letter of confidence. It is a letter of assurance. It is a letter of promise. It is a letter of guarantee.

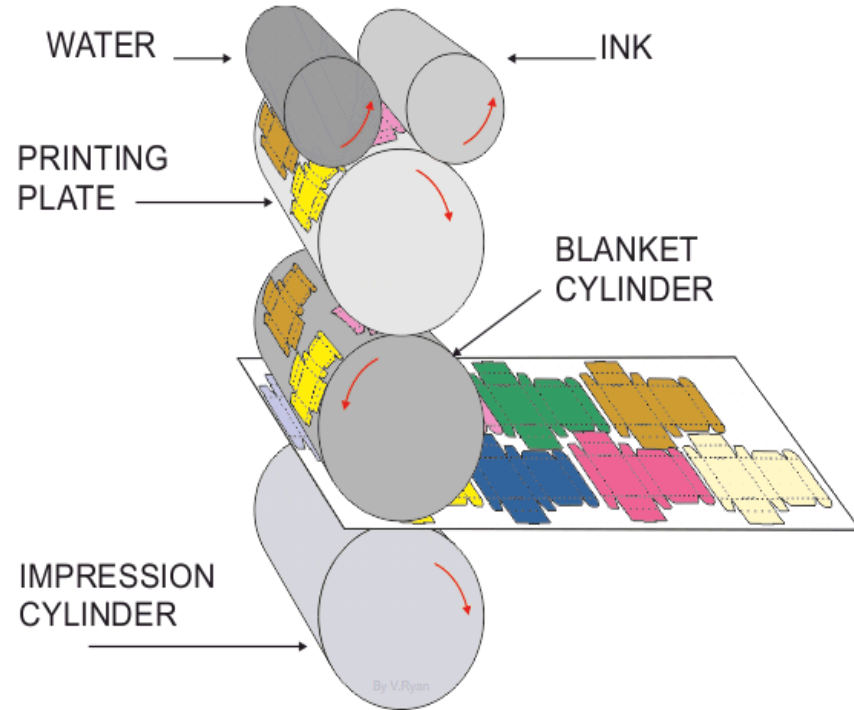
*John Smith*  
John Smith  
National Director - Sales & Support

**Guarantee**



# Offset Lithographic Printing Basics

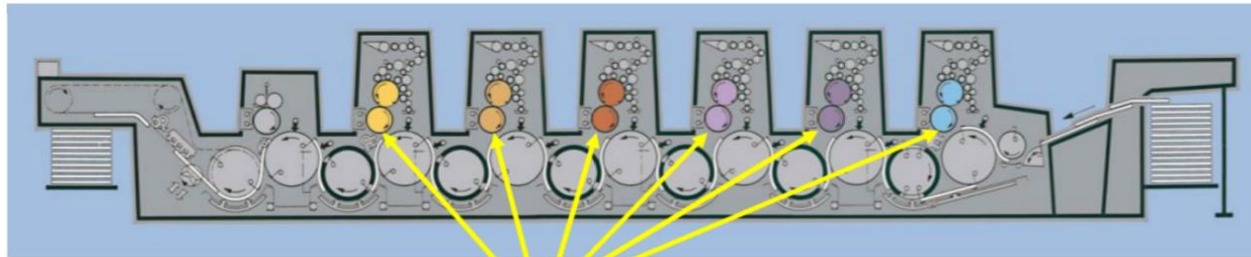
- ✓ Printing Plate contains the image to be printed
- ✓ Plate is dampened, and ink adheres only to dry area (image)
- ✓ Image rolls onto Blanket Cylinder
- ✓ Paper pulled through and pressed against Blanket Cylinder by Impression Cylinder



# Flatwork: Sheet Fed Press



- ✓ Press that prints on single sheets of paper
- ✓ Bindery functions produced offline
- ✓ Common sheet sizes from 8 ½" x 11" up to 28" x 40"



paper comes out . . .  
(delivery system)



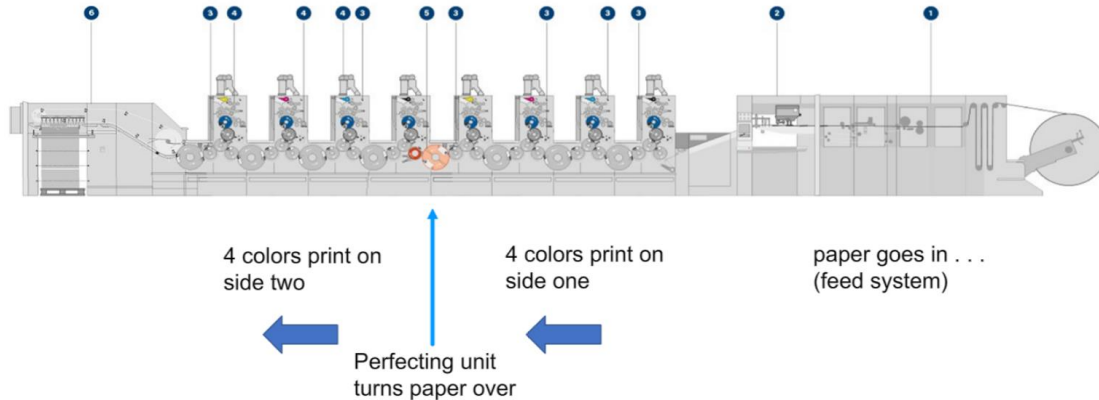
each unit prints one color of ink  
on one side of the paper



paper goes in . . .  
(feed system)

# Flatwork: Web Press

- ✓ Web offset prints at high speeds on large rolls of paper often on both sides simultaneously, using in-line printing units and finishing systems
- ✓ Web presses are bulky and expensive, but widely used for large volume applications
- ✓ Common sheet sizes from 11" x 17" to 22½" x 40"



# Printing Flatwork: Sheetfed vs. Web Print

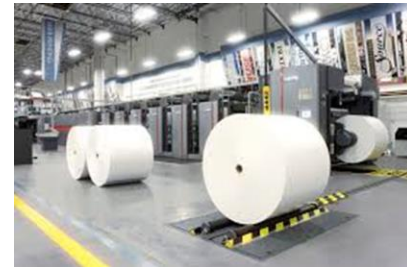
## SHEETFED PRINTING:

- ✓ Prints on large sheets of paper
- ✓ Effective for short to medium quantity runs
- ✓ Capable of superior print quality
- ✓ Unlimited paper options
- ✓ Flexibility in size of printed piece
- ✓ Generally, more expensive than web printing (Unless small quantities)



## WEB PRINTING:

- ✓ Prints from roll of paper
- ✓ Effective for long print runs
- ✓ Good print quality, less consistency
- ✓ Limitation on size of printed piece
- ✓ Limited on paper stocks
- ✓ Only some in-line bindery functions
- ✓ Generally, less expensive than sheet fed

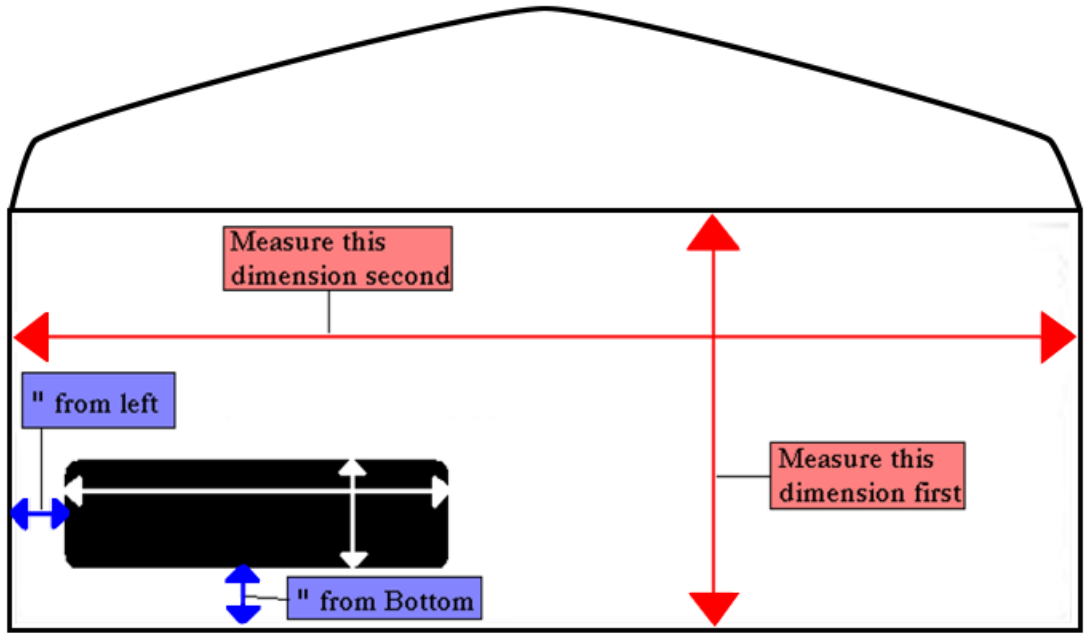


# Printing: Envelopes





# Envelopes: Measuring



# Standard Envelope & Padded Mailer Sizes

Standard Envelope Sizes

Type	Size	Decimal
#6 ¼	3 ½ x 6	3.5 x 6
#6 ½	3 ¾ x 6 ½	3.625 x 6.5
#7	3 ¾ x 6 ¾	3.75 x 6.75
#7 ¼	3 ¾ x 7 ½	3.875 x 7.5
#8 ¼	3 ¾ x 8 ¾	6.625 x 8.375
#8 ½	3 ¾ x 8 ¾	3.625 x 8.625
#9	3 ¾ x 8 ¾	3.875 x 8.875
#10	4 ¼ x 9 ½	4.125 x 9.5
#11	4 ½ x 10 ¾	4.5 x 10.375
#12	4 ¾ x 11	4.75 x 11
#14	5 x 11 ½	5 x 11.5
6 x 9	6 x 9	6 x 9
9 x 12	9 x 12	9 x 12
A2	4 ¾ x 5 ¾	4.375 x 5.75
A6	4 ¾ x 6 ½	4.75 x 6.5
A7	5 ¼ x 7 ¼	5.25 x 7.25
A8	5 ½ x 8 ¾	5.5 x 8.125
A9	5 ¾ x 8 ¾	5.75 x 8.875
A10	6 x 9 ½	6 x 9.5

Padded Mailers

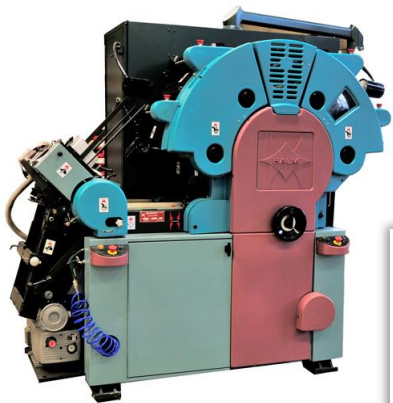
Type	Size	Usable
000	4 x 8	4 x 6 ½
00	5 x 10	5 x 8 ¾
0	6 x 10	6 x 8 ¾
1	7 ¼ x 12	7 ¼ x 10 ¾
2	8 ½ x 12	8 ½ x 10 ¾
3	8 ½ x 14 ½	8 ½ x 13
4	9 ½ x 14 ½	9 ½ x 13
5	10 ½ x 16	10 ½ x 14 ¾
6	12 ½ x 19	12 ½ x 17 ¾
7	14 ¼ x 20	14 ¼ x 18 ¾

# Envelopes: Windows

- ✓ Standard Window Sizes and Placement
  - ✓ Standard Left Window (SLW)
    - ✓ From Left: 7/8"
    - ✓ From Bottom: 5/8"
    - ✓ Height x Width: 1 1/8" x 4 1/2"
  - ✓ Poly vs. Open vs. Glassine



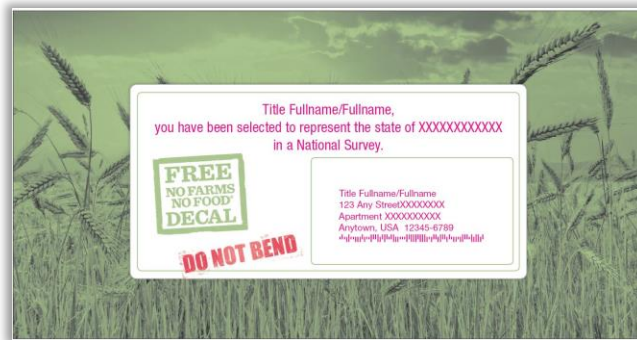
# Envelopes: Jet Offset Printing



- ✓ Printed AFTER envelope is converted (Folded)
- ✓ Good quality
- ✓ Machine limitations
  - ✓ No Large solids
  - ✓ No Bleeds
  - ✓ No Heavy screen coverage
  - ✓ Can Print up to 4 colors
  - ✓ Fastest to print standard size envelopes

# Envelopes: Flat Sheet Litho Printing

- ✓ Printed BEFORE envelope is converted
- ✓ Printed prior to die cutting and converting
- ✓ BEST quality
- ✓ Most expensive and time-consuming process
- ✓ No limitations!

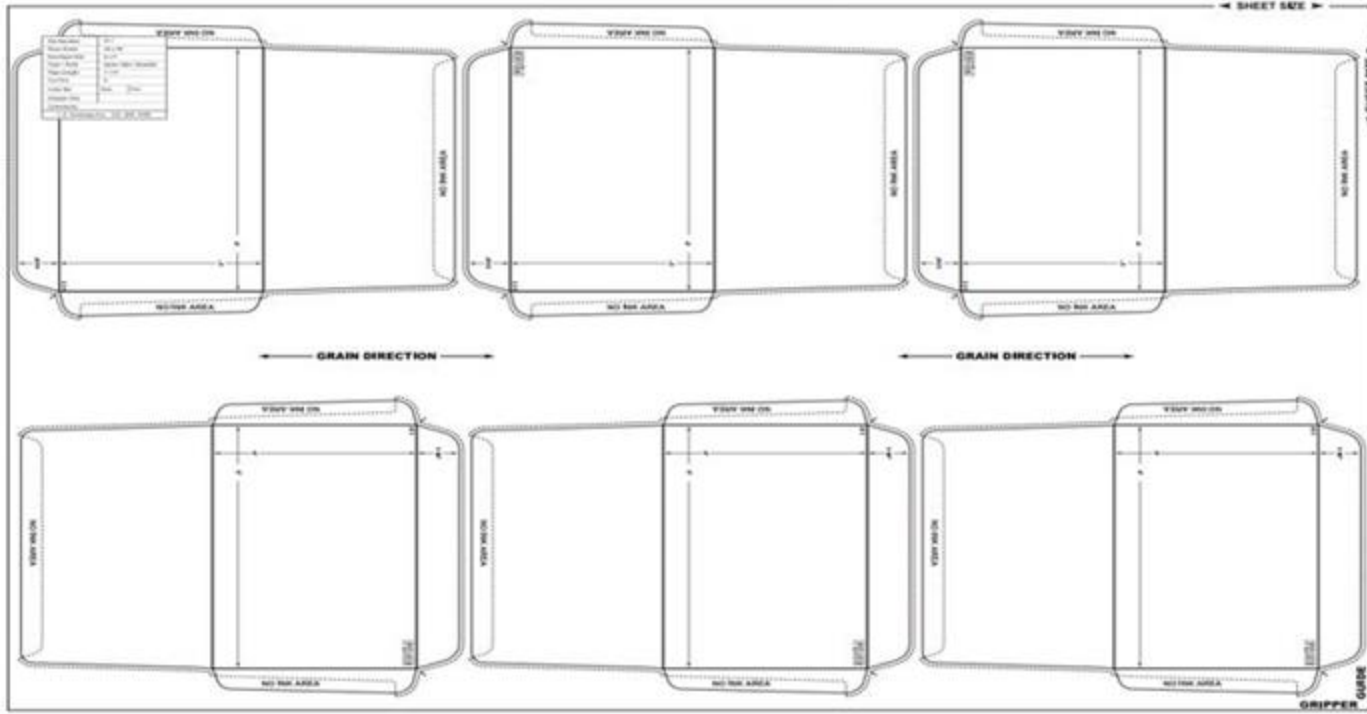


# Envelopes: Flexography Printing



- ✓ Printed AS envelope is converted
- ✓ Typically for simple line copy where quality not as important, i.e. return envelopes
- ✓ Enhanced Flexo - 4cp
- ✓ Economical for large print runs 100M+
- ✓ “Rubber stamp” look

# Envelopes: Flat Sheet/Flexo Press Sheet Example



# Printing: Ink





# Printing: Ink Basics



- ✓ Ink Dries by absorption and oxidation
  - ✓ Some colors require more time than others, i.e. Reflex Blue
- ✓ Types of inks:
  - ✓ Quickset, Heat-set, Non-Heat-Set, UV inks
  - ✓ Soy Based, Water Based (Environmentally friendly)
- ✓ Laser personalization requires specially formulated inks

# Printing: Pantone Ink Matching System

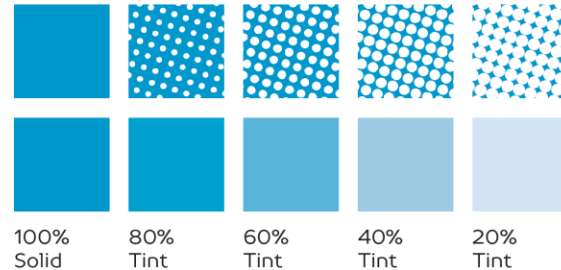
- ✓ Pantone guide most common in USA
- ✓ Guide ONLY
- ✓ Pigment and other raw material used to make ink is constantly changing
- ✓ Ink manufacturers adjust formulas to match expectations that Pantone sets



# Printing: Ink Screen Tints



- ✓ Color created by dots instead of solid ink coverage
- ✓ Appear less dense than solid coverage to simulate shading and lighter colors
- ✓ Two or more tint colors may overlap to create additional colors



# Printing: Ink Halftone



- ✓ Traditional photograph consists of continuous tones – tonal transitions of color hues
- ✓ Printing press cannot produce such continuous tones
- ✓ Instead combines printed and non-printed surfaces of paper to achieve a similar effect to naked eye
- ✓ Printed image divided into very small parts, which referred to as halftone screening
- ✓ In light areas, dots are small; in darker areas, dots are large

# Printing: Ink Duotone

Photograph reproduced using two halftones printed simultaneously.



Black printer



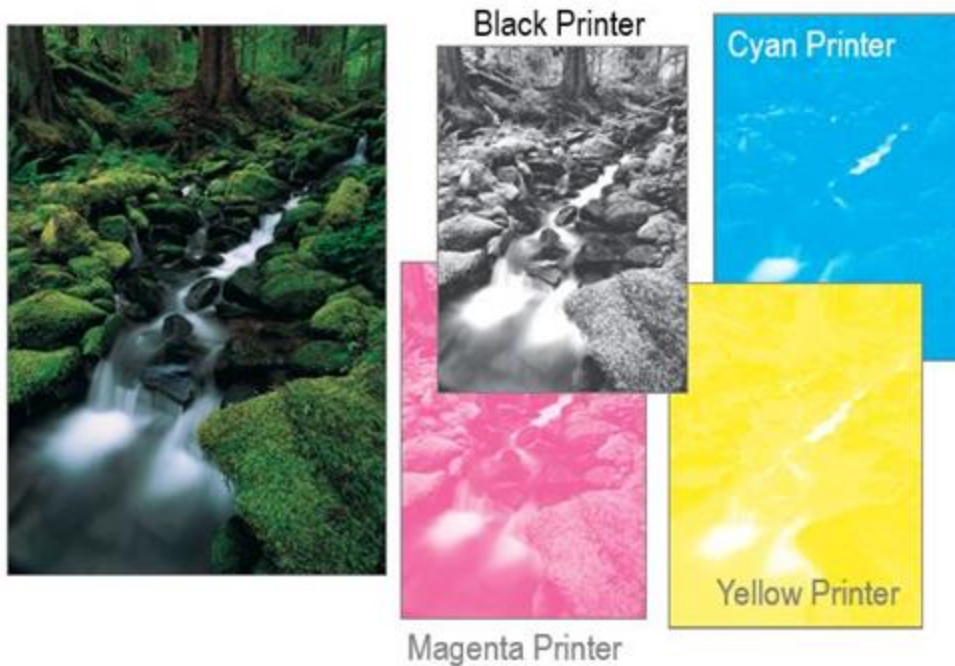
Process blue printer



Duotone

# Printing: 4-Color Ink Process

Printing technique using process colors — Cyan, Magenta, Yellow and Black (CMYK) — to simulate full color images





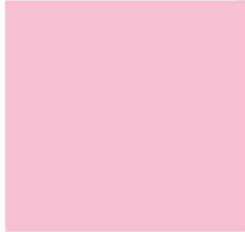



# Printing: When it Comes to Ink, Paper Matters

Here's the same ink on a variety of paper stocks.



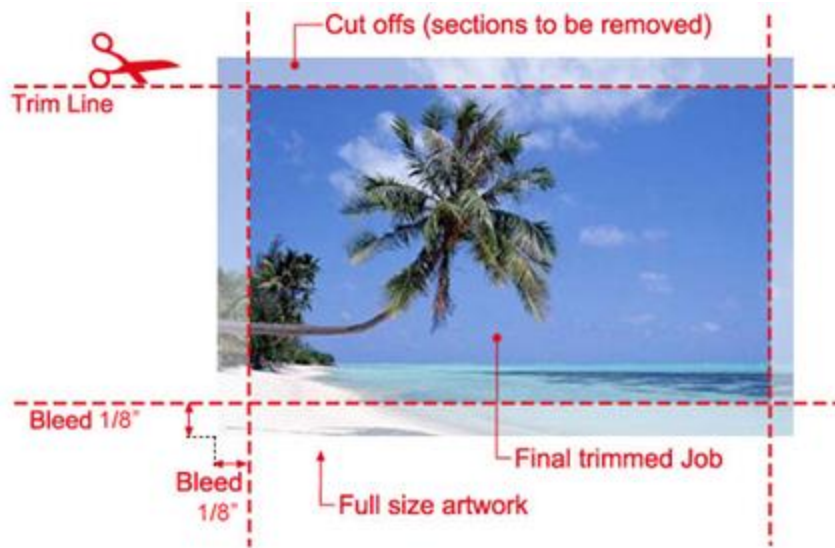
# Printing: Using 4-Color Process to Create PMS Builds

					
<b>PANTONE</b> <b>232 C</b> R 233 G 60 B 172 HTML E93CAC	<b>PANTONE</b> <b>232 CP</b> C M Y K 6 70 0 0	<b>PANTONE</b> <b>185 C</b> R 224 G 0 B 52 HTML E00034	<b>PANTONE</b> <b>185 PC</b> C M Y K 0 92 76 0	<b>PANTONE</b> <b>1767 C</b> R 250 G 177 B 194 HTML FAB1C2	<b>PANTONE</b> <b>1767 PC</b> C M Y K 0 32 10 0

- ✓ 4-color builds can be produced of any PMS color but are NEVER 100% match
- ✓ Instead of using special spot color mixing to create PMS Color, using Cyan, Magenta, Yellow and Black to replicate PMS color
- ✓ Result is often “color shift” which typically mutes color or flattens it out



# Printing: Ink Bleeds



- ✓ Printing that extends to edge of sheet or page after trimming
  - ✓ To accommodate for bleeds, printer must print bleed area larger than final trim size
  - ✓ Page then trimmed through to bleed area
- ✓ Requires more paper and production time (>\$)

# Printing: Post Print Coatings



## Aqueous Coating

- ✓ Liquid Polymer used to coat and protect a printed sheet.
- ✓ Dries faster than varnish
- ✓ Can come in various textures
- ✓ FLOOD COAT ONLY



## Varnish

- ✓ “Clear” ink
- ✓ Can come in various textures
- ✓ Flood Coat OR SPOT VARNISH (requires additional plate)

# Printing: Paper



# Printing: Paper Weights

Basis weight equals the ream (500 sheet) weight of the base size sheet. The heavier the basis weight, the thicker & sturdier the paper.

## Common Direct Mail Paper Weights/Types:

Bond/Wove = Often used for envelopes.

- ✓ 20# ww, 24#ww, 28#ww

Offset/Text - Often used for letters, inserts

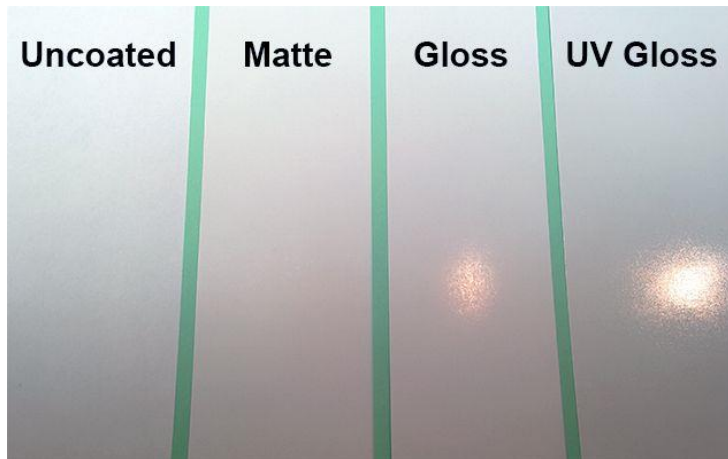
- ✓ 60# text, 70# text , 80# text

Cover Weights - Used for cards, thicker inserts

- ✓ 80# Cover, 100 # Cover

Bond Ledger	Offset Text	Cover	Tag	Index	Points	*Caliper (inches)	millimeters	Metric (grams/sq meter)
16	40	22	37	33	3.2	.0032	0.081	60.2 gsm
18	45	24	41	37	3.6	.0036	0.092	67.72 gsm
20	50	28	46	42	3.8	.0038	0.097	75.2 gsm
24	60	33	56	50	4.8	.0048	0.12	90.3 gsm
28	70	39	64	58	5.8	.0058	0.147	105.35 gsm
29	73	40	62	60	6	.0060	0.152	109.11 gsm
31	81	45	73	66	6.1	.0061	0.155	116.63 gsm
32			74	67				120 gsm
35	90	48	80	74	6.2	.0062	0.157	131.68 gsm
36	90	50	82	75	6.8	.0068	0.173	135.45 gsm
39	100	54	90	81	7.2	.0072	0.183	146.73 gsm
40	100	56	93	83	7.3	.0073	0.185	150.5 gsm
43	110	60	100	90	7.4	.0074	0.188	161.78 gsm
44	110	61	102	92	7.6	.0076	0.193	165.55 gsm
47	120	65	108	97	8	.0078	0.198	176.83 gsm
53	135	74	122	110	9	.0085	0.216	199.41 gsm
54	137	75	125	113	9	.009	0.229	203.17 gsm
58	146	80	134	120	9.5	.0092	0.234	218.22 gsm
65	165	90	150	135	10	.0095	0.241	244.56 gsm
67	170	93	156	140	10.5	.010	0.25	252.08 gsm
72	183	100	166	150	11	.011	0.289	270.9 gsm
76	192	105	175	158	13	.013	0.33	285.95 gsm
82	208	114	189	170	14	.014	0.356	308.52 gsm
87	220	120	200	180	15	.015	0.38	312 gsm
105	267	146	244	220	18	.0175	0.445	385.06 gsm

# Printing: Coated Vs Uncoated Paper



## COATED TYPES

- ✓ Gloss: High Degree of Light Reflectance, “Shiny” Surface
- ✓ Dull/Matte: Little or No Gloss; Sheen Rather than Shine

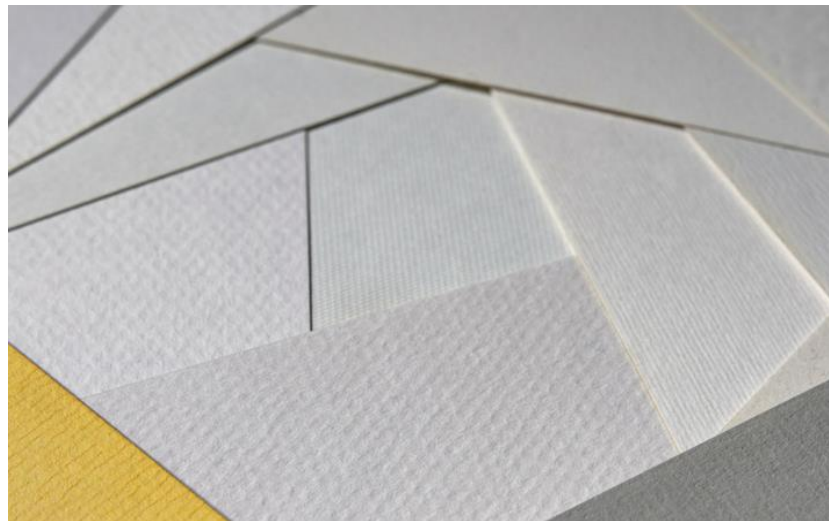
## UNCOATED TYPES

- ✓ Newsprint: Manufactured from Ground Wood Pulp Specifically for Web Printing of Newspapers
- ✓ Offset/Text: Manufactured for Lithographic (Offset) Printing
- ✓ Opaque: Offsets with Extra Opacity to Prevent Show Through

# Printing: Paper Finish - Uncoated

TYPES: Finish that imparts a look and feel

- ✓ **Smooth:** perfectly smooth to barely textured
- ✓ **Wove:** quite smooth, even sided
- ✓ **Vellum:** “toothy” feel
- ✓ **Laid:** subtle linear pattern consisting of vertical “chain lines” and horizontal “laid lines”
- ✓ **Felt:** elegant, “toothy” texture
- ✓ **Linen:** captures look of linen cloth



# Printing: Paper Brightness

**Paper Brightness:** The higher the brightness number, the whiter and brighter the paper looks. The whiter and brighter the paper, the more contrast – which means your documents will have bolder images, crisper text and brighter colors.

## GRADE LEVELS

- ✓ Premium = 88.0 to 95.0 Brightness
- ✓ Number 1 = 85.0 to 87.9 Brightness
- ✓ Number 2 = 83.0 to 84.9 Brightness
- ✓ Number 3 = 79.0 to 82.9 Brightness
- ✓ Number 4 = 73.0 to 78.9 Brightness
- ✓ Number 5 = 72.9 and below

# Printing: Paper – Green Information

Recycled vs. Recyclable

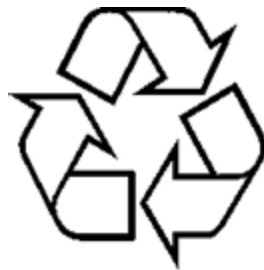
Post-Consumer Waste

- ✓ 10% vs. 30% vs. 100%

FSC (Forest Stewardship Council) vs. SFI

(Sustainable Forestry Initiative)

- ✓ Purchasing wood and paper products from certified, reliable sources





# Printing: Finishing



# Printing: Finishing Types

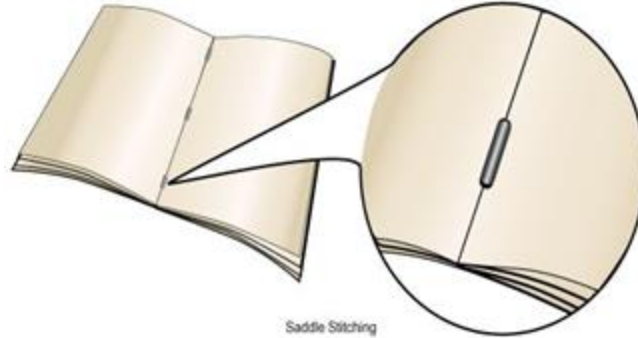


Scoring

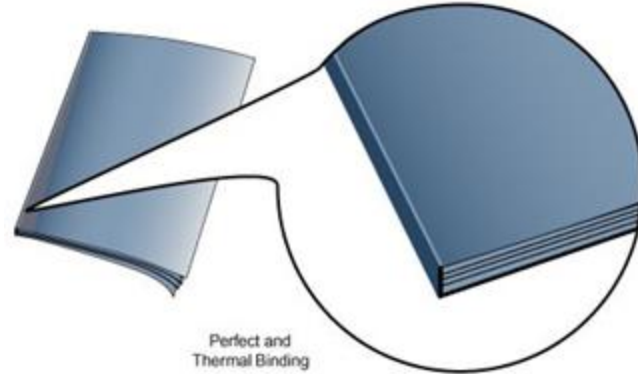


Perfing

## Stitching and Glue Binding



Saddle Stitching



Perfect and  
Thermal Binding

# Printing: Folding



in 1/2



in 1/3's



Double  
Parallel



Gatefold



Booklet Fold



Accordion



Roll Fold or  
Barrel

# Data Processing, Personalization and Mailshop



# Data Processing: Basic Terms

## Data Files

- ✓ House Files: Names maintained and supplied by NP organization
- ✓ Acquisition Files: Names leased by NPO from 3rd party provider

## Formatting

- ✓ Upper/Lower Case
- ✓ Punctuation
- ✓ Address Abbreviation/Expansion



# Data Processing: Basic Terms

## CASS (Coding Accuracy Support System)

- ✓ Validates accuracy of supplied address information against USPS master file
- ✓ Certifies the mailshops' Address Matching software that makes minor updates to city, state and zip code
- ✓ Appends required information to build a unique barcode
- ✓ All presorted data must run through CASS

## NCOA (National Change of Address)

- ✓ Checks supplied data (name & address) against USPS NCOA file
- ✓ NCOA will append person's new address if donor/customer has submitted a formal address update with USPS
- ✓ All presorted data must run through NCOA within 95 days of mailing

# Data Processing: Basic Terms

## Presort

- ✓ Process to sort data based on geographic location specified by the USPS

## Automation (Barcode)

- ✓ Address specific barcode that USPS uses to process bulk mail
- ✓ All presorted mail must be automated, otherwise a non-automated surcharge applies

### *Intelligent Mail Barcode*



## Select/Segment

- ✓ Method by which supplied production file should be broken out to create multiple package files

# Data Processing: Basic Terms

## Suppression

- ✓ Removal of particular records based on certain criteria
- ✓ Zip Codes, States, ID Numbers, Gift Amount/Gift History, Source Codes

## Source Code/Mail Code/Key Code

- ✓ Analytical codes used to track campaign results
- ✓ Codes typically consist of: Mail Date, Mail Package, Donor Type (Acquisition, Appeal, Renewal, Sustainer), Giving History (\$1-\$10, \$11-\$25, \$25-\$50, etc.)

## ID Number/Finder Number

- ✓ ID Number (House Files): Unique number associated with each donor; assigned by nonprofit when donor is added to house file
- ✓ Finder Number (Acquisition): Unique number associated with each acquisition name; assigned by data provider



# Data Processing: Basic Terms

## Builds (Address, Salutation, Ask)

- ✓ Address Build: Address fields to be used and what order to put them in (Name, Address 1, City, State, Zip, etc.)
- ✓ Salutation Build: Salutation fields and/or parsed name fields to be used and what the defaults should be
- ✓ Ask Builds: Gift history fields to be used and what type of calculations are to be made
- ✓ HPC – Highest Previous Contribution
- ✓ MRC – Most Recent Contribution
- ✓ Build Example: ASK1 = HPC; ASK2 = HPC x 1.5; ASK3 = HPC x 2

**YES!** I'm renewing my support as an Ambassadors Council member to end hunger and poverty. Please use my gift to help a family in need. Enclosed is:

\$600     \$900     \$1,200     \$2,500     Other \$ \_\_\_\_\_



# Personalization: Basic Terms

## Simplex Laser vs. Duplex Laser

- ✓ Simplex: 1 Sided Lasering
- ✓ Duplex: 2 Sided Lasering

## Continuous Form Lasering

- ✓ High output, decent quality, variable black ink\*, simplex/duplex, low cost
  - ✓ Some mailshops have capability of printing in black + one additional color

## Cutsheet Lasering

- ✓ Low output, good quality, variable black ink\*, simplex/duplex, medium cost
  - ✓ Some mailshops have capability of printing in black + one additional color



# Personalization: Basic Terms

Digital Press (Cutsheet or Roll-to-Roll)

- ✓ Medium output, great quality, variable CMYK ink, simplex/duplex, high cost

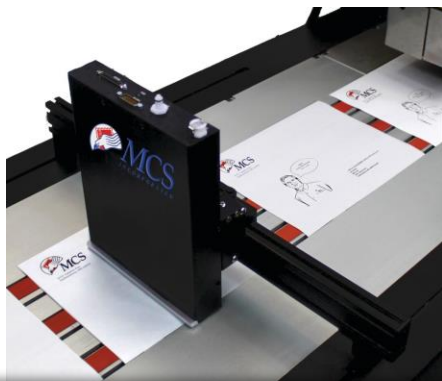


# Personalization: Digital Printing - VDP

- ✓ Use of information from a database or external file
- ✓ Mass customization of documents



# Personalization: Basic Terms



## Inkjet (Envelope Personalization)

- ✓ High output, decent quality, black ink\*, simplex, low cost
- ✓ Some mail shops have capability of inkjetting in colored ink

## Single Head vs. Double Head

- ✓ Single Head: Typically, 1.5"- 2.0" horizontal zone of personalization space (edge-to-edge)
- ✓ Double Head: Typically, 3"- 4" horizontal zone of personalization space (edge-to-edge); double head will have increased cost

# Mailshop: Basic Terms

## Bowe & Trim

- ✓ Removes pin feeds & trims form to final name size

## Folding

- ✓ Folds personalized component to final size

## Common folds:

Z-Fold



Letter Fold



Half Fold



Double Parallel



4-Panel Roll Fold



4-Panel Accordion



# Mailshop: Basic Terms

## Drop-cut/Nesting

- ✓ Allows for two personalized pieces to be combined on one pre-printed form, lasered, then separated prior to insertion.

## Tabbing/Wafer Seals (Self-Mailers)

- ✓ Made from paper or plastic with multiple sizes based on USPS requirements

## Inserting

- ✓ Machine Inserting
  - ✓ Match versus no-match
- ✓ Hand Inserting
  - ✓ High touch & multiple matching

## Postage Affix

- ✓ Stamps/Meters inline on inserter





# Mailshop: Basic Terms

## Postage Types:

1. Indicia
2. Live Stamp
3. Meter Imprint



# Insertion Order

- ✓ Fanned Sample
- ✓ Flat Samples
- ✓ Inventory Codes
- ✓ Fronts/Backs
- ✓ Postage Treatment



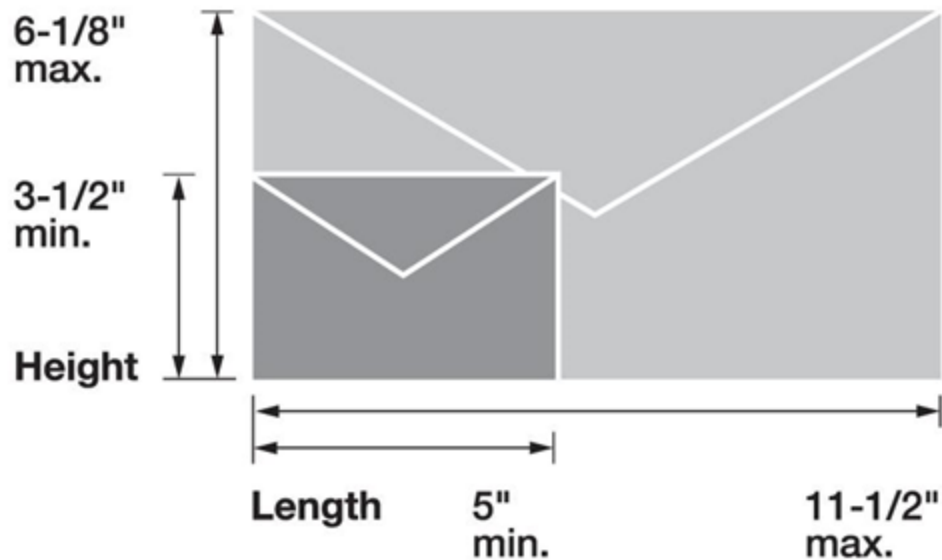
# USPS, Postal Logistics and Mail Tracking



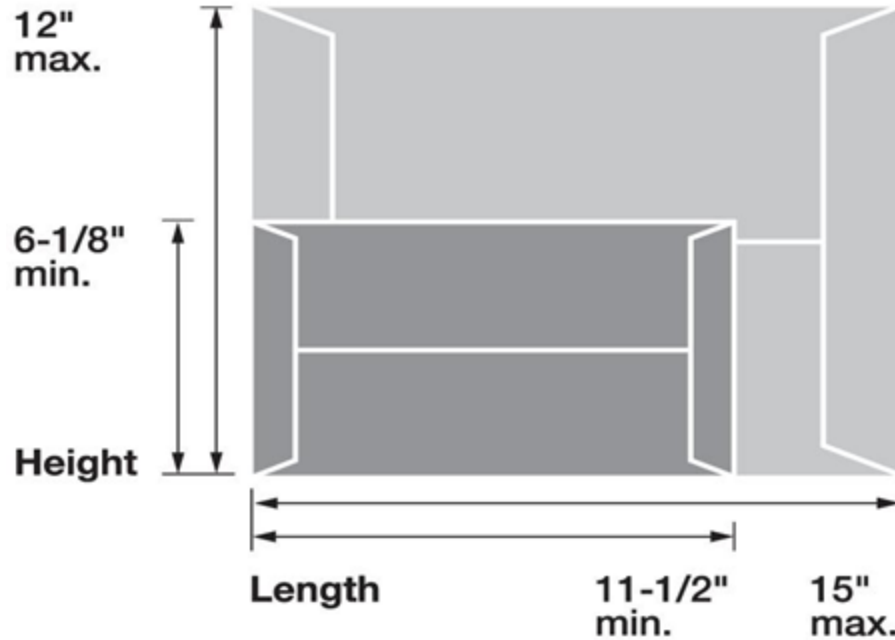
# USPS: Basic Terms

## Letter Size (General Rules)

- ✓ Length: 5.0" – 11.5"
- ✓ Height: 3.5" – 6.125"
- ✓ Weight: up to 3.5oz
- ✓ Thickness: .007" – .25"
- ✓ Aspect Ratio 1.3 – 2.5
- ✓ 200 pieces or 50 lbs. min



# USPS: Basic Terms



## Flat Size (General Rules)

- ✓ Length: 11.5" – 15.0"
- ✓ Height: 6.125" – 12.0"
- ✓ Weight: up to 16 oz.
- ✓ Thickness: 0.009" – 0.75"

# USPS: Basic Terms



## Post Card (General Rules)

- ✓ Length: 5.0" – 6.0"
- ✓ Height: 3.5" - 4.25"
- ✓ Weight: up to 1 oz
- ✓ Thickness: 0.007"\* - 0.016"
  - ✓ Minimum is .009" if card more than 4.25" tall or 6.0" wide
  - ✓ Receives special Postcard Postage Rate



## Self-Mailer

- ✓ Rules are continually changing; Please check with PS Account Manager before designing a self-mailer

# USPS: Basic Terms

## First Class Mail

- ✓ Full Rate (Letter Rate - Less than 1oz): \$0.73 & 3-5 Business Days
- ✓ Presorted (Letter Rate - Less than 3.5 oz): \$0.59 (Avg) & 3-5 Business Days

## Marketing Mail - Commercial

- ✓ Local Entry (Letter Rate): \$0.40 (Avg) & 12-16 Business Days
- ✓ Commingle (Letter Rate): 8% Savings (Avg) & 8-12 Business Days

## Marketing Mail - Nonprofit

- ✓ Local Entry (Letter Rate): \$0.23 & 12-16 Business Days
- ✓ Commingle (Letter Rate): 8% Savings (Avg) & 8-12 Business Days

## Local Entry



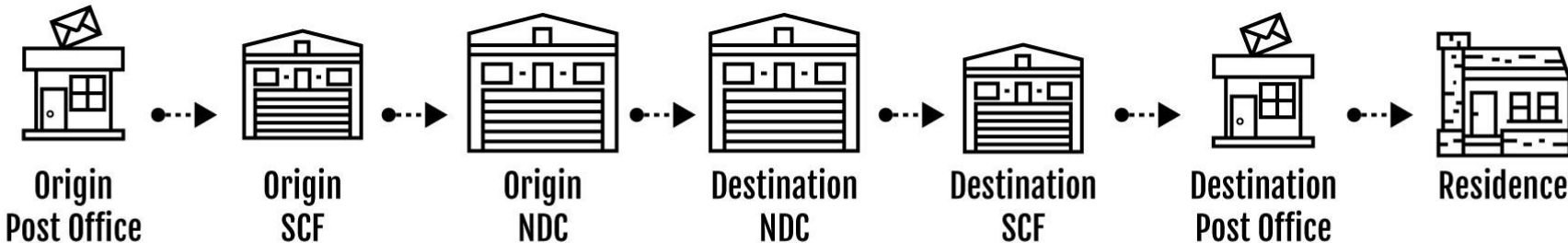
Mail Shop



# Postal Logistics: Basic Terms

Local Entry (12-16 Days)

- ✓ Mail dropped directly at mail shop's local USPS facility
- ✓ Slower delivery times and higher postage costs

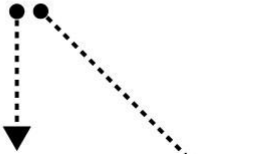




## Drop Shipping



Mail Shop



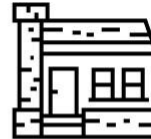
Consolidation  
facility



Destination  
NDC/SCF



Destination  
Post Office



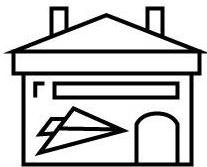
Residence

# Postal Logistics: Basic Terms

## NDC/SCF Drop Shipping (8-16 Days)

- ✓ Mail trucked and dropped at one or more NDC's/SCF's
- ✓ Slightly faster delivery times and slightly reduced postage costs
  - ✓ Additional freight costs associated with drop shipping

# Postal Logistics: Basic Terms

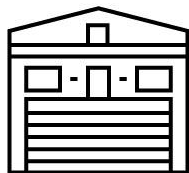


Mail Shop



## Co-Palletization (8-16 Days)

- ✓ Multiple mailings trays combined at one mail shop, palletized together and Drop Shipped to one or more NDC/SCFs
- ✓ Just as fast as Drop Shipping, but deeper postage discounts
- ✓ This service must be offered by the mail shop producing the mailing
- ✓ Only applies to letter rate mail



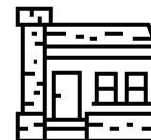
Destination  
NDC



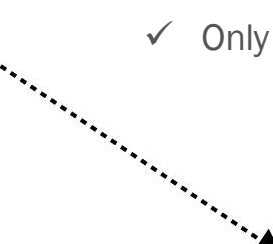
Destination  
NDC/SCF



Destination  
Post Office



Residence



# Postal Logistics: Basic Terms



Mail Shop



Commingle facility

## Commingling (8-12 Days)

- ✓ Multiple mailings sorted together and drop shipped to a large network of NDC's/SCF's
- ✓ Some mail shops process commingling in-house, and others use 3<sup>rd</sup> party commingler which sorts multiple mailings from multiple mail shops allowing for even deeper savings
- ✓ Faster than drop shipping and the deepest postage savings



Consolidation facility



Destination NDC/SCF



Destination Post Office



Residence



# USPS: Basic Terms

Company Detail	
Company Name	
Address	
Contact Name	
Phone Number	
Print Indicator	F
PS Form 3607R - Mailing Transaction Receipt	
Account Holder Account Number	0000
Account Holder Permit Number	1678
Account Holder Permit Type	21
Account Holder CRID	4911031
Post Office of Permit	60202F0110, VA 22116-0000
Post Office of Mailing	60202F0110, VA 22116-0000
Post Office of Permit Cost Center	100401041
Post Office of Mailing Cost Center	100401042
Mailing Agent Name	
Mailing Agent CRID	
Mail Owner Name	
Mail Owner CRID	
JOB ID	0001787
Customer Reference ID	
CAIPS Transaction Number	
Class of Mail	First-Class Mail and First-Class Package Service
Processing Category	Letters, flats, books, postcards
Postage Statement ID	10014100
Mailing Group ID	17120842
Mailer's Mailing Date	06/12/13
Total Pieces	35,800 pcs
Weight of 5 single-piece	5,2788 lbs
Total Weight	3,747,4888 lbs
Total Number of Customers	140
Total Postage (Without Incentive/Fee)	\$ 13,833.26
Total Incentive/Discount	\$ 0.00
Fee	\$ 1.00
Total Adjusted Postage	\$ 13,833.26
Payment Date and Time	06/12/13 11:11
Payment Transaction Number	2013181013430000
Mailer Figures Adjusted?	No
Person authorizing adjustment	
Name	
Phone Number	
Acceptance Site Mailer ID	
Clerk Initials	JH
Mail Arrival Date and Time	06/12/13 11:08

## USPS Forms

- ✓ 3602/3607 -- Mail Certification
- ✓ Verifies the quantity and date the mail was received from the mail shop
- ✓ 3607 replaced the 3602, is an electronic verification form; all of the same details, but lacks the physical red stamp that was previously used on the 3602

# Mail Tracking Basic Terms

## Seeds

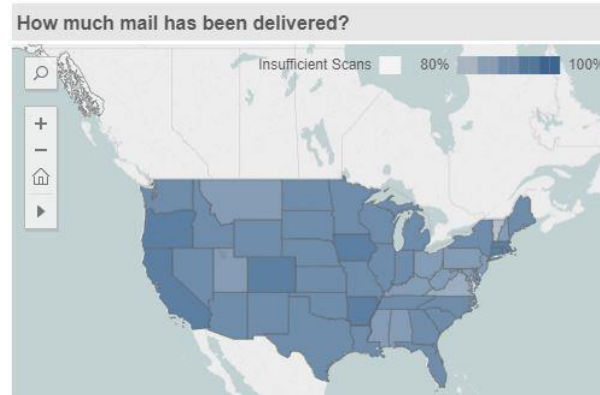
- ✓ Several mail owner names added to each package; Results do not provide good sampling of nationwide delivery times as seed file typically consists of only local addresses.

## GrayHair Tracking



- ✓ Intelligent Mail Barcode (IMb)
- ✓ Allows USPS to track more than 85% of all mail as it travels through delivery process (the 15% of mail that is not tracked is typically due to either human error or non-functioning PO equipment)
- ✓ Insurance, Information, and Preparedness

Total Mail Qty	Tracked Qty	Scanned Qty	Scanned %
355,025	355,025	338,880	95.5%



# Production Workflow



## Pre-Production

- ✓ Client: Specifications / Preliminary Artwork for Pricing
- ✓ PS: Mock-Up (Weight, Thickness, Inserting, etc.)
- ✓ PS: Budget
- ✓ Client: Artwork / Data Release with PDFs
- ✓ PS: Pre-Flight Artwork
- ✓ PS: Authorization to Proceed (ATP)

## Printing

- ✓ PS: Proofs per Component (PDF vs. Contract Color)
- ✓ Client: Approval (If Approving)
- ✓ PS: Print Samples

# Production Workflow

## Data Processing/ Personalization/ Mail Shop

- ✓ Client: Data Release
  - ✓ Mail File with File Layout
  - ✓ Mail Plan
  - ✓ Seed List
  - ✓ DP Instructions
- ✓ PS: Input/Output Counts
- ✓ Client: Approval
- ✓ PS: Postage Request
- ✓ PS: \$Build Report (If Needed)
- ✓ Client: Approval (If Needed)
- ✓ PS: Input/Output Dumps, Personalization Setups
- ✓ Client: Approval



# Production Workflow

- ✓ Client: Postage Check
- ✓ PS: Insertions (PDF)
- ✓ Client: Approval
- ✓ PS: Lives (Hard Copy)
- ✓ Client: Approval

## IN THE MAIL!

### Post-Production

- ✓ PS: Inventory Report (On-Going Mail Programs)
- ✓ PS: Package Samples
- ✓ PS: Invoice (Print and DPLM sent separately)
- ✓ PS: Package Costs





# Common Production Oversights

- ✓ Artwork delays
- ✓ Data delays
- ✓ Using 4CP to build one color images or text
- ✓ Printing cutsheet when should print continuous
- ✓ Not under-sizing form with bleeds
- ✓ Designing package with a non-standard envelope/ window size
- ✓ Altering size of one component without confirming how it affects the whole package
- ✓ Proofing 4CP image for color using computer or photo
- ✓ Using proofing process as last round of edits = AA's
- ✓ Data not checked prior to release (fields missing)
- ✓ Artwork not designed for maximum address lines/size



Questions?



# Thank You!

