

A MUST-READ FOR BULK MAILERS:

USPS to require address cleansing for discounts



Beginning November 23—less than a month from now—the Postal Service will **require** that all presorted or automated mailings use address lists that are updated through an approved address cleansing method in order to receive postage discounts. It will also require that mailers show proof that their lists have been updated within ninety-five days before mailing. This is the culmination of a plan, known as Move Update, which the USPS began to implement in 1997.

What does this mean for me as a mailing customer?

Bulk mail will be the most affected. If you apply labels to a mailing, place it in zip-code order, and submit it without first processing the list through an approved software, you will not be eligible for a presort or automated discount. The mailing charge will be the single-piece, First-Class rate—42 cents or more, depending on the weight of the piece.

Single-piece First-Class letters and flats, priority mail, media mail, and parcel post will see no change.

What can I do?

If you maintain your address database, print labels, and sort into zip-code order for bulk mailing, you must have your address list cleansed by a USPS-approved process such as National Change of Address (NCOA), NCOA Link, or FastForward. They can be costly and time consuming, however, and must be regularly maintained with updates and changes.

UI Mail Services can process these mailings for you!

Some fees would be incurred, but they would be substantially less than full First-Class postage rates. Additionally, the time you save in mail preparation could also benefit your department. Remember, if the address files are not Post-Office approved, you will be paying First-Class rates.

On the other hand, departments that currently send files through Envoy or directly to Central Mail will be in compliance, as Central Mail process them through an NCOA service. You do not need to make any changes.

Please feel free to call UI Mail Services if you have any questions regarding Move Update. We will provide as much clarification as possible.

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