

Checklist for Bulk Mailing Preparation

How do I know if my mailing qualifies as “Bulk”?

- Is your mailing at least 200 pieces total?
- Is your mailing mass produced with no personal messages included?
- Is your mailing going to addresses only within the USA?
- Does an individual piece in your mailing weigh less than 16 ounces?
- Does your mailing have a complete return address printed on it?
- Does your mailing have an ancillary endorsement below the return address (Return Service Requested or Address Service Requested¹)?

If you checked all of these boxes, then your mailing qualifies to be sent Bulk Rate!

How do I prepare my Bulk Mailing?

- Determine whether you would prefer your pieces to be metered by Mail Services or if you would like to have an imprint placed upon your mailing²
- Prepare mailing as necessary (fold and stuff into envelopes if applicable), and put one piece aside as an example for Mail Services³
 - It is not necessary to seal envelopes, but it will make your mailing process faster.
- Ensure that all of the envelopes are facing the same way (forward and up!).
- Separate the mailing into “Oregon” and “Out of State” categories; **it is not necessary to separate this mail by zip code or state.**
- Out of state should be rubber banded and set aside in a tray separate from “Oregon” mail.
- Oregon mail must be sorted by the FIRST THREE DIGITS of the zip code (we refer to this procedure as “first three”) and labeled with sticky notes.
 - Ex. All letters going to 971 would be together, all letters for 972, 973... and so on.
- Place bundles in a box or tray, facing the same direction and securely attach a note with the index number you would like to be charged and bring to Mail Services or call 88-383 to request a pick up.

¹ See page two for an explanation of ancillary endorsements.

² See page two for an explanation of imprints.

³ This example is kept on file for our records and often taken to the Post Office to see what type of Bulk mailing the piece qualifies for.

Ancillary Endorsements

- *If your mailing list has been CASS/NCOA certified, please enclose the certification slip along with the mailing.*

What are they for?

Ancillary service endorsements are used by mailers to request an addressee's new address and to provide the USPS with instructions on how to handle undeliverable-as-addressed piece Use of an ancillary service endorsement on a mail piece obligates the mailer to pay any applicable charges for forwarding, return, and separate address notification charges.

The two endorsements used by WOU are "Return Service Requested" and Address Service Requested". One of these endorsements is required to be on all imprinted bulk mailings. If the endorsement is not on a bulk mailing being metered, then Mail Services will stamp it with the "Address Service Requested" endorsement.

*(Note: All bulk mailings that have chosen the imprint option over meter **must have the endorsement printed directly on the mailing.** Mail Services is not able to print just the endorsement on to mail pieces)*

What's the difference?

RETURN SERVICE REQUESTED

The mail piece will be returned to you with the corrected address. The return charge is determined by the weight of the piece. A 1-ounce piece will be \$0.49, 2 ounce \$0.71 and so on. You will then need to place the contents of the letter in a new envelope with the corrected address and pay additional postage to mail the piece out again.

ADDRESS SERVICE REQUESTED – HIGHLY RECOMMENDED OPTION!

1 ounce to 16 ounce pieces: The mail piece will be forwarded to the addressee and you will receive a copy of the pieces with the corrected address, which will cost you \$0.57. If you have used a non-existent address or mailed to a person who has vacated the address over 12 months prior you will be charged the weighted fee. This can be as much as \$1.56 on a 2 ounce piece.

Imprints

Using an imprint instead of having Mail Services place postage on your mail looks clean and professional. The cost is withdrawn from WOU's account at the Post Office and charged to the indicated department. Imprint mailings should use the following imprint format:

