

Publishing \& Distribution
DEPARTMENT OF ADMINISTRATIVE SERVICES

## Mail services

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## Price agreements

P\&D establishes and maintains print price agreements and annual contracts for use by all state agencies. According to these agreements the following products and services can be ordered directly from the vendor. If the product or service you are looking for is not mentioned in the agreements or contracts, then you may order from P\&D.

## Price agreements exist for:

- State envelopes, standard white and catalog
- State letterhead, standard
- State letterhead, non-standard
- State business cards, standard
- State business cards, non-standard
- Carbonless forms, standard
- Portland area quick print and color copy work
- Polyethylene Signs
- Tabbed dividers


## Production mail services

## Production mail

P\&D offers customers traditional mail processing services such as folding, inserting, metering and sorting, plus a host of special services designed to save money.

## Inserting features include:

- Simple inserting: inserting the same number and type of documents into each envelope
- Smart inserting: inserting multiple pages (going to the same destination) into the same envelopes by matching scan marks printed on documents
- Select inserting: inserting specific pieces into certain envelopes by matching scan marks printed on documents


## Inkjet addressing

Forget about applying labels to your mail! We use postal hygiene software to clean up your addresses, generate the correct ZIP+4 codes, and presort them into the correct delivery sequence. Our high-speed inkjet printer then sprays the ready-to-mail addresses and 11-digit zip codes directly onto your document.

## Presorting, addressing and mailing

You provide us the database and we will presort your addresses and imprint them on your mail piece. We can use your permit number or ours. Larger mailings will require postage payment up front. We offer:

- Inserting: automatic or by hand
- Inkjet addressing and bar-coding
- Mail sorting and bar-coding
- NCOA (national change of address)
- Fast Forward


## Mail sorting and bar-coding

Discounts are available for automated presorted mail that meets the postal service Move Update and postal hygiene requirements. Our Optical Character Reader (OCR) reads addresses, applies barcodes, and sorts mail to ensure that you get the best discount available.

## Creating a direct mail piece

The format you choose sets up the way your message is presented. When deciding on a format for your mail piece, consider:

- What is the goal of this mailing?
- What is the most important thing I want people to remember?
- How much space do I need for my message?
- What format is best for conveying my message?
Once you have your situation clearly defined, choose the format that will best satisfy your goals. It should allow you to say and show everything that you need - nothing more, nothing less.


## Common self-mailer setups

Fold, tab and address placement


## P\&D offers creative services if you need help creating your self-mailer. oregon.gov/das/printmail

Mail piece formats

Postcards


Letters


Flyers \& self-mailers


Brochures \& booklets


Postcards give your message immediate attention.

Use them as:

- Announcements for new services
- Move notifications
- Special announcements

With a letter, you can tell a persuasive story. You can also include other elements in and on the envelope.

Use them to:

- Introduce your services
- Provide news and updates
- Present information about your services
- Include reply envelopes

This larger format gives you more space to elaborate on the details of your message, communicate key points and visually describe your services.

These are a great way to share information with your customers visually.

Use them to:

- Offer information about your services (in the form of a newsletter)
- Introduce new services
- Communicate special events


## Is it a letter, flat or parcel?

## Shape-based pricing

Postal pricing for both domestic and international mail is based on shape, weight and dimensions.
For example, a piece that is letter-size, or appears to be letter-size, could be too thick or have other characteristics that put it in the large envelope
(flat) or parcel category.
Here are some examples:


| Is it a letter, flat or parcel? | It's a letter: <br> Regular 2-ounce lettersize price. All dimensions fall within minimum and maximum dimensions. | It's a nonmachinable letter: Having the address along the shorter edge puts this piece in the nonmachinable category. In other words, the piece mails at the 2-ounce letter-size price, with an additional First-Class Mail nonmachinable surcharge. <br> --OR-- <br> It's an automation flat: <br> Because this piece is within the size range for automation flats as well as for letters, it may, at the mailer's option, be mailed as an automation flat, as long as all automation flat standards (polywrap, flexibility, uniform thickness, deflection) are met. | It's a flat: In this example, at first the piece appears to be letter-size because of the length and height, but the 2 -ounce flat price applies because the thickness exceeds the maximum letter-size thickness. | It's a parcel: Adding the CD case makes this item a parcel. Why? First, the thickness exceeds the maximum thickness for a letter and the piece is actually flat-size. Second, it contains a rigid object, and flats containing rigid items that cause the piece to be inflexible are eligible for parcel prices. |
| :---: | :---: | :---: | :---: | :---: |

## USPS domestic quick reference guide

## First-Class Mail domestic - retail

| Postcards |  |
| :--- | :--- | :--- | :--- | :--- | :--- |
|  |  |
| $3.25 " \mathrm{~min}$. |  |



Flats exceed at least one of these dimensions.
Pieces that are rigid, nonrectangular or not uniformly thick pay package prices.

## Packages



## Measuring instructions

Length + girth combined cannot exceed 165 inches and upto up to $108^{\prime \prime}$ in length.

Length:
the longest side of the package
Girth:
measurement around the thickest part perpendicular to the length

## Address placement on enclosed large envelope (flat)

The address can read left, straight across or right and must be within the top half of the mail piece.
The address cannot be read upside down.
The address can be on the front or back of the mail piece.


## Postal classes

## First-Class Mail guidelines

- Letters and cards: maximum weight 3.5 ounces
- Flats: maximum weight 13 ounces
- Self-mailers and postcards: minimum quantity to mail at commercial prices is 500 pieces
- Most matter can be mailed as First-Class Mail. Some things must be mailed as First-Class Mail (or priority mail), including:
- Handwritten or typewritten material
- Bills, statements of account or invoices, credit cards
- Personal correspondence, personalized business correspondence
- All matter sealed or otherwise closed against inspection.
Mailers over 13 ounces become priority mail. Single-piece, presorted and automation prices are also available.

First-Class Mail prices are the same regardless of how far the mail travels within the United States. First-Class Mail postage includes forwarding and return services (see page 13). For a fee, you can enhance First-Class Mail by adding Registered or Certified services offered by the United States Postal Service (USPS).

## Marketing Mail guidelines

- Maximum weight per piece is 15 ounces
- Minimum quantity is 200 pieces or 50 pounds of mail
- Marketing Mail is used to send:
- Printed matter, flyers, circulars and advertising
- Newsletters, bulletins and catalogs
- Small parcels

All Marketing Mail prices are based on weight and type, such as letters, flats/large envelopes and parcels.

Marketing Mail is not forwarded or returned unless requested with an ancillary service endorsement (see page 7 \& 8). Forwarding and return services may result in additional fees or postage.
Marketing Mail is often a good choice because postage prices are lower.
Marketing Mail is for domestic mail only, not international addresses.

For more information, visit usps.com

## Additional mail services

## Ancillary service endorsements

Ancillary service endorsements are used by mailers to request an addressee's new address or to provide the USPS with instructions on how to handle undeliverable-as-addressed pieces. The endorsements consist of one keyword: "Address," "Return," "Change," or "Forwarding," followed by the two words "Service Requested." The endorsements are the same for all classes of mail, but the treatment and cost differ by class of mail. 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.

## General information

Proper placement of the endorsement is required. If the endorsement cannot be seen or understood, you might not receive the service requested. A
return address must be used and placed in the upper left corner of the address side of the mail piece or the upper left corner of the addressing area. If a return address is a multiple delivery address, it must show a unit designation (e.g., apartment number).

## Physical standards

An endorsement must be printed in no smaller than 8-point type, and it must stand out clearly against its background. Brilliant-colored envelopes and reverse printing are not permitted. There must be a . 25 -inch clear space around all sides of the endorsement. The endorsement and return address must read in the same direction as the delivery address.

## Placement of endorsement (on letters, flats and parcels)

The endorsement must be placed in one of these four positions:

1. Directly below the return address
2. Directly above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline or optional endorsement line)
3. Directly to the left of the postage area and below or to the left of any price marking
4. Directly below the postage area and below any price marking
For the specific Domestic Mail Manual (DMM) standards applicable to this category of mail, consult the DMM or visit usps.com.

| JAMES WARRICK |  |
| :--- | :--- |
| RUSS GALLERY LTD |  |
| 4016 MAIN ST FORT WORTH TX |  |
| Fort Worth TX 76133-5559 | 3 |
| ADDRESS SERVICE REQUESTED |  |
| 1 ADDRESS SERVICE REQUESTED | Presorted <br> First-Class Mail <br> U.S. Postage Paid <br> Permit No. 1 |

## Additional mail services (continued)

\(\left.$$
\begin{array}{llll}\hline \begin{array}{l}\text { Mailer endorsement } \\
\text { and USPS Action }\end{array}
$$ \& \begin{array}{l}Priority Mail and <br>

First-Class Mail\end{array} \& Marketing Mail \& Package services\end{array}\right]\)| Address Service Requested Forwarding and return. New separate address notification provided. |
| :--- |

## National Change of Address (NCOA)

## How NCOA works

National Change of Address (NCOA) can help your mailings reach their intended recipients at the first attempt and help reduce cost, time, and undeliverable mail.

NCOA is a data base product of the United States Postal Service (USPS) used to provide updated and accurate addresses for individuals, families, and businesses.

The addresses in the database are specifically designed to match the USPS requirements.

It is a secure dataset of approximately 160 million permanent change-of-address (COA) records consisting of names and addresses of individuals, families and businesses who have filed a change-of-address with the USPS. It is maintained by the United States Postal Service. Access to it is licensed to service providers and made available to mailers.

The rewards of using NCOA are improved discounts on postage and reduced:

- returned mail.
- undeliverable mail.
- mailing cost of bad addresses for postage, materials (paper and envelopes), and production labor.
- time and money spent re-mailing a second time.

Use of NCOA minimizes the number of UAA (Undeliverable As Addressed) mail pieces saving time and money.

Supply your address file to P\&D electronically for NCOA service and an updated file will be returned to you.

## Address files and address block design

P\&D supports all address file formats that are compatible with Excel.

Common file formats:

- Delimited (CSV, Tab or other)
- Fixed-width
- Text

When creating a CSV file, save numeric and zip code fields as text. Otherwise, leading zeros will disappear in your data. This is especially important when your database includes addresses on the East Coast where some zip codes start with zero.

Sample address file set-up with header
You are limited to TWO address fields

| ID | First | Last | Company | Street | PO Boxes | City | State | Zip |
| :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- | :--- |
| 1994 | JANE | DOE | PRINT N MAIL | 123 FIRST AVE | PO BOX 1234 | SALEM | OR | 97301 |
| 1999 | JOHN | SMITH | MAIL PLUS | 987 PEACH ST | PO BOX 9874 | SALEM | OR | 97301 |

## Creating address files

- Each field line limit is 35 characters
- Capitalize everything in the address
- Eliminate all punctuation (except the hyphen in the ZIP+4)
- Use 2-letter state abbreviations (see page 14)
- Use common abbreviations (see pages 14,15 )
- We cannot use address label files created in WordPerfect or Word for Windows
- Use universal fonts, such as:

Arial
Courier
Lucida Console
Times New Roman

- No symbols or hard returns, please!


## Address block design

- No more than five lines to an address
- For international mail: place the country name and zip code on the last line of the address block
- Some standard formats for an address block are shown here:

| FIRST LAST |
| :--- |
| ADDRESS 1 |
| CITY STATE ZIP |

## ID

FIRST LAST
COMPANY STREET
PO BOXES
CITY STATE ZIP

## Variable data printing

Add impact, promote one-to-one relationships and improve your response rates with relevant messaging and images.
With P\&D's variable data printing service we can convert complex data formats into dynamically printed documents.

Variable data printing allows your mailings to address recipients' individual needs with personalized information.
P\&D can help you with everything from simple mail merge documents to highly personalized variable messages and images as well as full-color direct mail campaigns.

## We offer:

- Document development and custom programming
- Personalization
- Merging of multiple data streams
- Data cleansing and data enhancement
- Black or full-color printing
- Duplex and simplex printing
- MICR, OCR, serial or barcode numbering Variable data can be used on forms with prefilled information, sequentially numbered documents such as meal or admission tickets for conferences, personalized certificates, and many other document types.


## Mail metering

P\&D's metering team works very hard to prepare and prioritize mail so it can be metered at a discounted rate. This allows agencies to receive savings of 10 cents or more per piece on qualifying letters. Metering processes all classes of mail: first-class, priority, certified, international and parcels.

## Help us help you save money by following these guidelines:

## 1. PREPARE:

- For unsealed envelopes:
- Make sure envelope contents do not interfere with the closing of the flap
- Nest flaps
- Seal ALL flats
- Properly label certified mail (see the certified mail guide on reverse)


## Mail metering (continued)

## 2. SORT AND SEPARATE:

- Handwritten addresses
- Certified mail
- Certified restricted delivery mail
- Priority mail
- Flats**
- Letters*
- Packages
- Pre-stamped mail
- Sealed mail and open mail
- Foreign mail
*What is a letter? Letter-size mail is:
- At least 5 inches long and 3-1/2 inches high
- No larger than 11-1/2 inches long OR 6-1/8 inches high
- No heavier than 3.5 ounces (about 15 sheets)
- No thicker than 1/4 inch

Mail pieces that exceed these limits will mail at the flat-sized rate
**What is a flat? Flat-size mail is:

- More than 11-1/2 inches long, 6-1/8 inches high, or 1/4 inch thick
- Not more than 15 inches long, 12 inches high, or 3/4 inch thick
- Flexible
- Interagency mail (download a shuttle route list at oregon.gov/das/printmail.)


## 3. LABEL EACH BUNDLE OF MAIL:

- Group or bundle similar pieces
- Label each bundle using a mail processing slip (see sample on page 3 of this guide)
- You must include your agency number with EACH bundle of mail. This number designates the agency to which the invoice for service will be sent. We cannot apply postage to mail without this information


## Submitting certified mail

Certified mail service provides the sender with a mailing receipt and, upon request, verification that an article was delivered or that a delivery attempt was made. To send certified mail:

1. Complete the certified mail form (Form 3800, shown at right) and retain section 3 as your receipt. Do not send the letter or package with the receipt still attached.
2. Place section 1 on the bottom of the return receipt card (Form 3811).
3. Place section 2 above the delivery address and immediately to the right of the return address on the envelope or package. On a letter, where space is limited, leave as much room as possible in the top right corner for postage.
4. Complete both sides of the return receipt card (Form 3811).
5. Place the return receipt card (Form 3811) on the back of a small envelope or on the front of a package or large envelope, if the card does not cover the address. Please seal ALL flats**.

NOTE: Sort and separate all mail bundles, this includes separating certified mail from certified restricted delivery mail.

## Mail metering (continued)

CERTIFIED MAIL FORM (FORM 3800)


## State shuttle and delivery

Publishing \& Distribution offers interagency delivery service though state shuttle, with optional PacTrac tracking service. This service is available to state agencies and counties located in the Salem area and along the l-5 corridor from Portland to Eugene. Your pickup and delivery is our priority, our safe professional drivers take great care to see that your agency assets are handled properly.

## STATE SHUTTLE TIPS

- Clearly display both the delivery and return addresses:

Recipient name
Agency name, division or section
Building or street address
City, state, and zip

- Use and re-use interagency envelopes
- No open, loose or unpackaged documents/ mailings
- Pick-up limitations: P\&D will pick up no more than five boxes per day.
- Package limitations: up to $165^{\prime \prime}$ in girth and length combined, up to $108^{\prime \prime}$ in length, and a weight of 50 pounds or less. Call to make special arrangements for packages exceeding these limitations.
- To track your shuttle packages, use PacTrac
- All packages with a security level 3 or level 4 must use PacTrac.


## PROHIBITED ITEMS:

- Personal mail
- Poisons or poisonous compounds
- Narcotics and controlled substances prescribed by federal law or regulation
- Explosives or flammable materials
- Firearms, ammunition, or weapons of any kind; examples knives, air rifles-pistols
- Machinery, chemicals, or chemical compounds, explosives, pepper sprays
- Activated personal pagers or beepers
- Live animals of any kind


## LARGE TRUCK SERVICES

P\&D has a fleet of large trucks for dock and lift gate pick-up and delivery. Most orders can be scheduled for the following day. Take advantage of our competitive rates for your big truck needs. Call state shuttle services at 503-373-1327 for a price quote or to schedule a pick-up.

## PacTrac

PacTrac is P\&D's package tracking system that allows users to track their packages and secure shipments though the state shuttle and delivery service.

Packages are scanned each time they are picked up, moved to a different location, or delivered. Handheld scanners can also capture signatures, when requested, and wirelessly transmit them to our secure server.

## SIGN UP FOR PACTRAC

Using PacTrac is easy. To sign up, call PacTrac services at 503-373-1327 or send an email to pnd. ptsadmin@oregon.gov and include the following information in the body of your email:

- First and last name of requested user(s)
- Email address of requested user(s)
- Phone number of requested user(s)
- Manager's name
- Agency's physical address
- Six-digit billing number

For more information go to www.oregon.gov/das/ printmail/pages/pactrac.aspx.

## Standard abbreviations

Two-letter state and standard abbreviations

| Alabama | AL | Kansas | кs | Ohio | OH |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Alaska | AK | Kentucky | KY | Oklahoma | ок |
| American Samoa | AS | Louisiana | LA | Oregon | OR |
| Arizona | AZ | Maine | ME | Pennsylvania | PA |
| Arkansas | AR | Maryland | MD | Puerto Rico | PR |
| California | CA | Massachusetts | MA | Rhode Island | RI |
| Canal Zone | CZ | Michigan | MI | South Carolina | SC |
| Colorado | CO | Minnesota | MN | South Dakota | SD |
| Connecticut | CT | Mississippi | MS | Tennessee | TN |
| Delaware | DE | Missouri | MO | Texas | TX |
| Dist. of Columbia | DC | Montana | MT | Trust Territories | TT |
| Florida | FL | Nebraska | NE | Utah | UT |
| Georgia | GA | Nevada | NV | Vermont | VT |
| Guam | GU | New Hampshire | NH | Virginia | VA |
| Hawaii | HI | New Jersey | NJ | Virgin Islands | VI |
| Idaho | ID | New Mexico | NM | Washington | WA |
| Illinois | IL | New York | NY | West Virginia | WV |
| Indiana | IN | North Carolina | NC | Wisconsin | WI |
| lowa | IA | North Dakota | ND | Wyoming | WY |

## Directional abbreviations

| North | N |
| :--- | :---: |
| East | E |
| South | S |
| West | W |
| Northeast | NE |
| Southeast | SE |
| Southwest | SW |
| Northwest | NW |

Secondary address unit indicators

| Apartment | APT |
| :--- | :---: |
| Building | BLDG |
| Floor | FL |
| Suite | STE |
| Room | RM |
| Department | DEPT |

## Standard abbreviations (continued)

Abbreviations for street designators (street suffixes)

| Alley | ALY | Extension | EXT | Loaf | LF |
| :---: | :---: | :---: | :---: | :---: | :---: |
| Annex | ANX | Fall | FALL | Locks | LCKS |
| Arcade | ARC | Falls | FLS | Lodge | LDG |
| Avenue | AVE | Ferry | FRY | Loop | LOOP |
| Bayou | BYU | Field | FLD | Mall | MALL |
| Beach | BCH | Fields | FLDS | Manor | MNR |
| Bend | BND | Flats | FLT | Meadows | MDWS |
| Bluff | BLF | Ford | FOR | Mill | ML |
| Bottom | BTM | Forest | FRST | Mills | MLS |
| Boulevard | BLVD | Forge | FGR | Mission | MSN |
| Branch | BR | Fork | FRK | Mount | MT |
| Bridge | BRG | Forks | FRKS | Mountain | MTN |
| Brook | BRK | Fort | FT | Neck | NCK |
| Burg | BG | Freeway | FWY | Orchard | ORCH |
| Bypass | BYP | Gardens | GDNS | Oval | OVAL |
| Camp | CP | Gateway | GTWY | Park | PARK |
| Canyon | CYN | Glen | GLN | Parkway | PKY |
| Cape | CPE | Green | GN | Pass | PASS |
| Causeway | CSWY | Grove | GRV | Path | PATH |
| Center | CTR | Harbor | HBR | Pike | PIKE |
| Circle | CIR | Haven | HVN | Pines | PNES |
| Cliffs | CLFS | Heights | HTS | Place | PL |
| Club | CLB | Highway | HWY | Plain | PLN |
| Corner | COR | Hill | HL | Plains | PLNS |
| Corners | CORS | Hills | HLS | Plaza | PLZ |
| Course | CRSE | Hollow | HOLW | Point | PT |
| Court | CT | Inlet | INLT | Port | PRT |
| Courts | CTS | Island | IS | Prairie | PR |
| Cove | CV | Islands | ISS | Radial | RADL |
| Creek | CRK | Isle | ISLE | Ranch | RNCH |
| Crescent | CRES | Junction | JCT | Rapids | RPDS |
| Crossing | XING | Key | CY | Rest | RST |
| Dale | DL | Knolls | KNLS | Ridge | RDG |
| Dam | DM | Lake | LK | River | RIV |
| Divide | DV | Lakes | LKS | Road | RD |
| Drive | DR | Landing | LNDG | Row | ROW |
| Estates | EST | Lane | LN | Run | RUN |
| Expressway | EXPY | Light | LGT | Shoal | SHL |


| Shoals | SHLS |
| :--- | :---: |
| Shore | SHR |
| Shores | SHRS |
| Spring | SPG |
| Springs | SPGS |
| Spur | SPUR |
| Square | SQ |
| Station | STA |
| Stravenue | STRA |
| Stream | STRM |
| Street | ST |
| Summitt | SMT |
| Terrace | TER |
| Trace | TRCE |
| Track | TRAK |
| Trail | TRLR |
| Trailer | TUNL |
| Tunnel | TPKE |
| Turnpike | UN |
| Union | VLY |
| Valley | VIA |
| Viaduct | VW |
| View | VLG |
| Village | VLS |
| Ville |  |
| Vista |  |
| Walk | Way |
| Wells |  |
|  |  |

## Other things we do

## Consultation

- Project coordination
- Estimates
- Postal guidance
- Training


## Digital printing

- Quick copy
- Full-color
- Finishing
- Large format printing
- Variable data
- Negotiable documents


## Graphic design

- Print and online marketing
- Brand development
- Logo design
- Trade show displays


## Multimedia

- Photography
- Videography and editing
- Voiceover services
- Web design


## Security

- Confidential document security
- Secure building


## Print contracts

- Coordinate between customers and vendors
- Develop bid specifications
- Award contracts and issue purchase orders
- Monitor vendor performance
- Resolve conflicts
- Maintain a pre-approved vendors list


## File preparation $\mathcal{E}$ conversion

- Preflight
- File conversion
- Document and image scanning


## Mail

- Inserting
- Metering
- Mail sorting
- Postage discounts
- National Change of Address (NCOA) service


## Shuttle delivery

- Daily delivery of interagency mail throughout the Willamette Valley
- Electronic package tracking


## Publishing \& Distribution

(503) 373-1700 | oregon.gov/das/printmail 550 Airport Road SE, Suite A | Salem, OR 97301

