

BANTA Mailbox

Banta Publications Group ■ Drake Oak Brook Plaza, 2215 York Road, Suite 400, Oak Brook, IL 60523 ■ January 2005

Address Quality

If your mailing lists are processed by Banta Distribution Services (BDS), you may have noticed recently that the number of non-mailable records (affectionately known as “no-mails”) from your mailing list files has increased slightly. The reason for this is some enhancements we have put in place to our process that standardizes the addresses and applies the ZIP + 4 codes.

This process, also known as the CASS (Coding Accuracy Support System) process, consists of comparing the mailing list files against the USPS database to make any corrections to the addresses and add the carrier route and ZIP + 4 codes. The CASS process provides a variety of return codes, which for the uncodeable records defines the specific problem with the address. Some of the return codes indicate serious problems with the addresses, which will likely make them undeliverable. Other return codes indicate less serious address problems that can help pinpoint what specific element of the address needs to be corrected.

These return codes can be used to do further research to correct the address problems, but the codes can also be used to determine whether mailers want to include these addresses in their mailings. This process can get a little tricky, especially for Periodicals mailers. Usually the addresses on list files for Periodicals mailers are people who have paid for or requested to receive the publication, so most publishers are cautious about dropping even questionable addresses from their mailings. Catalog mailers approach this a little differently, particularly if the problem addresses are not from their “house” or customer list. Catalogers are more apt to elect to drop the questionable addresses from prospect or rental lists.

Some of the return codes are obvious candidates for dropping the address. For example, there is a return code that is defined as “Marked by USPS as unsuitable for delivery.” The chances of delivery for this type of address are virtually nil, so most mailers would elect to drop this address. Other codes are less clear candidates for dropping the address, such as “possible address line error, matches too close to chose one.” Essentially this error code means that the address line may or may not be incorrect because there are very similar addresses in the same ZIPcode. For example:

15911 E 77th
Kansas City MO 64139

Within this ZIPcode, there is both a 15911 E 77th Terrace and a 15911 E 77th Place. The software can determine that there is likely something missing on the address line, but cannot pinpoint it specifically because this same house number exists on two very similarly named streets. Most mailers would not want to drop this address because chances are it will get delivered. However, mailers should do additional research on addresses with this type of error code so that the complete address information can be added to the record on the list file.

BDS continues to fine-tune our processes with regards to address quality, and we will keep you posted as changes occur. If you would like more information about how the return codes work, and how you can use them to improve the quality of your address file, or if you would like more information about address quality products and services that are available to assist you, please contact your BDS client services representative.

Repositionable notes for flats

The Postal Rate Commission (PRC) has approved the USPS request to extend the market test of Repositionable Notes (RPN's, also known as sticky notes or Post-It® notes) for a period of one year. RPN's have been in test mode for letter size mail, but the extension of the test will now include flat size mail. What this means for publishers and catalogers is that you will now be able to place RPN's on the front or back cover of your magazine or catalog without having to polybag or otherwise wrap the piece. The catch is that the USPS will charge additional postage for the RPN's for flat size mail, at a flat rate of \$.015 per piece. Once the USPS Board of Governors approves the PRC recommendation, which is expected, then the USPS will announce an effective date. If you would like more information about Banta's ability to attach RPN's to your publication or catalog, please contact your plant CSR or sales rep.

Inside This Issue

Online postal resources	Page 2
Postal account information	Page 3
Marked copies	Page 4

Online postal resources

There are a number of valuable postal resources that publishers and catalogers can access online. Courtesy of the USPS, the table below lists some of these resources and how to access them.

Banta Publications Group Distribution Contacts

As a customer, you are encouraged to direct all of your communications to your plant Account Manager. However, there may be occasions when you may need to contact someone in the distribution areas directly. To facilitate this, the following is a list of contacts:

Entire Publications Group

Director, Mailing & Distribution Services

Monica Lundquist
816-792-6370 Phone
816-792-3112 Fax
mlundquist@banta.com

List Services Manager
John Buck

816-792-6349 Phone
816-792-3112 Fax
jbuck@banta.com

Long Prairie, MN plant

Distribution Manager
Al Lemke
320-732-7946 Phone
320-732-7976 Fax
alemke@banta.com

Distribution Supervisor
Jane Zirbes
320-732-7969 Phone
320-732-7976 Fax
jzirbes@banta.com

Liberty, MO plant

Distribution Manager
Jeff Volkmann
816-792-6402 Phone
816-792-2031 Fax
jvolkmann@banta.com

Mailing Coordinator
Bobbie Hill
816-792-5300 ext 6376 Phone
816-792-2031 Fax
bhill@banta.com

Shipping Manager
Steve Bieri
816-792-6363 Phone
816-792-6480 Fax
sbieri@banta.com

Greenfield, OH plant

Distribution Manager
Don Anglin
937-981-6367 Phone
937-981-5032 Fax
danglin@banta.com

Domestic Rates and Fees	Domestic rates are available in PDF (read-only), HTML, and in tab-delimited downloadable files.	http://pe.usps.gov Domestic Rate Charts [left column] "Business/Complete (PDF)" "Business/Complete (HTML)" Domestic Mail "Notice 123, Ratefold"
International Rates and Fees	General mailing information and international rates for most international services are available in PDF (read-only) and HTML.	http://pe.usps.gov International Mail "International Rates and Fees"
Rate Calculators	Interactive domestic and international rate calculators are available for modeling or estimating postage costs. The Business Rate Calculator computes rates for all Periodicals mail and includes a printable rate log.	http://pe.usps.gov Rate Calculators [left column] "Business/Bulk" "International Calculator"
Postage Statement Wizard	Automatically computes and prints Periodicals postage statements.	http://pe.usps.gov "Postage Statement Wizard" [left column]
Mail Classification and Preparation: • Domestic Mail Manual • International Mail Manual	The Postal Explorer web site provides up-to-the minute domestic and international mailing information. You can access Domestic Mail Manual 200-A, <i>A Guide to Mailing for Businesses and Organizations</i> ; <i>Domestic Mail Manual</i> (updated monthly); the <i>International Mail Manual</i> (updated biweekly); Quick Service Guides; zone charts; and many other publications on mailpiece design, addressing standards, and nonprofit eligibility.	http://pe.usps.gov Domestic Mail "Domestic Mail Manual (DMM)" International Mail "International Mail Manual (IMM)"
Customer Support Rulings	<i>Customer Support Rulings</i> clarify the meaning of certain standards in the <i>Domestic Mail Manual</i> .	http://pe.usps.gov Domestic Mail "Customer Support Rulings"
Address Change Service(ACS)	This site provides information on ACS, a system that meets the needs of business mailers with a cost-effective and efficient means of obtaining accurate change-of-address (COA) information electronically.	http://ribbs.usps.gov RIBBS Links [left column] "Address Change Service"
Federal Register	Proposed and final rules published by the Postal Service are posted on the Rapid Information Bulletin Board System (RIBBS). These documents provide notice of proposed and final changes to mail preparation standards, public meetings, and other official announcements.	http://ribbs.usps.gov RIBBS Links [left column] "Federal Register Notices"
Postal Bulletin	The <i>Postal Bulletin</i> is the official source of updates to Postal Service policies and procedures. This biweekly publication is available online and in paper. It includes advance notices of updates, time-sensitive instructions, and other business information. The <i>Postal Bulletin</i> also includes the text of revisions to the standards in the <i>Domestic Mail Manual</i> and the <i>International Mail Manual</i> . The online version is fully searchable.	http://www.usps.com/cpim/ftp/bulletin/pb.htm .

<p>Mailers Companion</p>	<p>The <i>Mailers Companion</i> is a free monthly newsletter for business mailers and Postal Service personnel. This newsletter presents information on <i>Domestic Mail Manual</i> revisions, classification changes, mail processing, address management, and other mailing topics. Fax: (901) 681-4582</p>	<p>http://www.usps.gov/mailerscompanion</p>
<p>Business Mail Entry (BME) Offices</p>	<p>These offices can answer questions on rates, mail preparation, mailpiece design, and mail classification. A locator lookup tool provides the address, telephone number, and fax number of each district BME office by ZIP Code.</p>	<p>http://www.usps.com/nsc/locators/find-bme.html</p>
<p>Rates and Classification Service Centers (RCSCs)</p>	<p>These centers provide additional guidance on rates, mail preparation, and mail classification. <i>Domestic Mail Manual</i> G042 provides the address, telephone number, and fax number of each RCSC.</p>	<p>http://pe.usps.gov Domestic Mail "Domestic Mail Manual (DMM)" "General Information" "G042, Rates and Classification Service Centers"</p>
<p>Post Offices</p>	<p>Post offices and stations and branches provide various levels of service and customer support. A locator lookup tool provides the address and telephone number of post offices and postal facilities near a specific address.</p>	<p>http://www.usps.com/nsc/locators/find-po.html</p>

Banta PubNet Design
This issue was designed and assembled by Banta PubNet. If you are currently outsourcing the design of your publication, you might want to investigate Banta's design and assembly capabilities. Banta's creative team has the experience it takes to design outstanding publications from scratch, or work with your existing templates. We can also convert your native layout documents to PDF for streamlined computer-to-plate workflow as well as provide custom designed graphics and layouts for your magazine. For more information, contact Wayne Metcalfe at 816-792-6394, or make an e-mail inquiry to wmetcalfe@banta.com.

For additional copies of the Banta Mailbox, log on to www.bds.banta.com or contact Jennifer Fitzpatrick, Marketing Communications Manager at 630-575-2049 or at jfitzpatrick@banta.com

Postal account information

Even if you are not on the Centralized Automated Payment System (CAPS, now being converted to PostalOne!), you can still access information regarding your postal account balance and recent transaction information. The USPS has a system called Postage Account Balance Information System (PABIS), which allows mailers using a touch-tone phone and a toll free number to access their account information.

To participate in the program, contact your local Business Mail Entry (BME) office and request an access code and district identifier number. To locate the BME office nearest you, log on to <http://ribbs.usps.gov/index.html>, then click on Business Mail Entry under USPS Locators & Lookups. Type in your city and state or your ZIPcode and the BME informa-

tion will display.

Each permit holder is assigned a unique access code, which insures that your account information is secure. Upon dialing the toll free number, you will press 1 for the PABIS system. You will then be prompted to enter the district identifier number first, then your unique access code. You will then be prompted to select 1 for Permit (Standard, Package Services, or First-class mail), 2 for Periodicals, or 3 for Business Reply Mail. At that point, you will be prompted to enter your account number, which is your postal permit number or USPS number for Periodicals. You will then hear a recorded message that details the balance in your postal account, the date and amount of the last deposit, and the date and dollar amount of the last mailing transaction.

Banta Mailbox is a monthly publication produced by the Banta Publications Group. Any comments or questions are welcome. Please contact Monica Lundquist of the Banta Publications Group by phone at 816-792-6370, by e-mail at mlundquist@banta.com, or write to Banta Publications Group, Mailing & Distribution Services, 3401 Heartland Drive, Liberty, MO 64068-3378.

Marked copies

As we've mentioned in previous issues, one of the responsibilities of publishers of Periodicals rate publications is to supply to the USPS a copy of each issue of the magazine, marked for advertising and editorial content. This copy is used by the USPS to verify the advertising percentage claimed on the mailing statement. The advertising percentage is used to calculate the Periodicals postage, and is also used to verify that publishers are not exceeding allowable advertising percentages.

Publishers have the option of submitting this marked copy to either the printing plant post office, where the mail is entered, or at their origin post office, which is the post office serving the publishing offices.

The Office of the Inspector General (OIG) performs periodic audits of post offices, and one of the items they are cracking down on is this submission of marked copies. As a result of these audits, it appears that in many cases, publishers are

not submitting these marked copies to either the plant post office or to their origin post office. Because the plant post office and origin post offices often do not have a frequent line of communication, often it goes unrecognized that these marked copies are not being submitted.

If you are not submitting these marked copies to the printing plant post office, the postmaster at your original entry post office may be receiving a letter from the printing plant post office asking for confirmation that the marked copies are being submitted at your origin post office. In turn, you may be contacted by your local postmaster for confirmation that the copies are being submitted.

If you are not currently submitting these marked copies, we strongly encourage you to do so. You should notify your plant CSR which option you choose, submission at the plant post office or at the origin post office.

Online Information

More information on Banta Corporation is available through the company's World Wide Web site at

www.banta.com

This piece was printed by Banta Print Services. For more information about Banta's Print Services, contact Patrick J. Aho, Banta Print Services Manager, 320-732-7907, or send an e-mail to paho@banta.com. To order reprints Online, visit our Web site at www.BantaReprints.com.
