

BANTA Mailbox

Banta Publications Group • Drake Oak Brook Plaza, 2215 York Road, Suite 400, Oak Brook, IL 60523



Co-mail for Periodicals starts in May 2006

As discussed in previous issues, Banta's co-mail program for Periodical rate publications will begin in mid-May 2006. Many of you have already received your e-mail notifications regarding the targeted titles, or you will be receiving them shortly. This e-mail notification includes a link to our client co-mail web portal. This web portal provides a narrated co-mail training session, a co-mail quotation for your specific title, a Banta co-mail contract addendum, and the appropriate postal forms for making application for additional entry points and CAPS application.

Please complete these forms as soon as possible and send them to us at the new co-mail facility. While there will be a ramp-up phase at the new facility, it will be on a first come, first served basis. The sooner you submit the completed forms, the sooner you can take advantage of co-mail savings.

If your magazine meets the criteria for co-mailing, and no one in your organization has received an e-mail notification by the end of April, please let us know. The current criteria for co-mailing are:

- Periodicals rate (includes regular and non-profit, but not Periodicals Pending)
- Standard magazine size (no tabloids or digests)
- Quantity from 5,000 to 150,000
- Version quantities 5,000 and above
- Versions that are not polybagged
- National distribution

If you have any questions regarding the client co-mail web portal, please contact your BLS CSR. If you have questions regarding co-mailing in general, please contact your plant CSR, sales rep, or plant distribution manager. ■

in this issue

- 2 ■ Delivery address placement
- 2 ■ Delayed mail reported
- 3 ■ Mail processing categories
- 4 ■ CAPS tips
- 4 ■ Shape of mail to influence next postal rate case

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 Dr., Liberty, MO 64068-3378.

Delivery address placement

Depending on the processing category (see related article on page 3) of the mail piece, there are varying requirements as to where the delivery address (mailing label or ink jet address) may be located.

For pieces that are not bound or stitched, but are quarter-folded, the delivery address **MUST** appear as illustrated below in order to qualify for automation (barcode) postal discounts:

FLATS

Flat size mail, the processing category that most magazines fall into, does not have very stringent address placement requirements for postal purposes. The delivery address may be placed almost anywhere on either the front or back of the mail piece as long as it is at least 1/8" from any edge of the piece. The PREFERRED (but not required) location for postal purposes is illustrated in the example below:



Bound edge or final fold



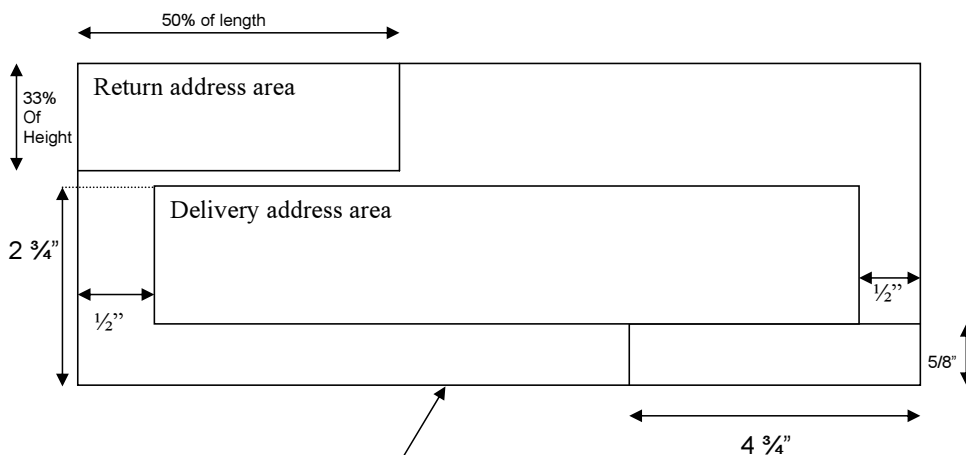
Final fold

First fold

Keep in mind there may be manufacturing restrictions as to address placement, particularly when doing ink jet addressing, poly-bagging, or co-mailing. Contact your Banta plant Client Services Representative for specifics.

LETTERS

Occasionally there will be an occurrence where a magazine will fall into the letter processing category. On letter size mail, there are very specific requirements regarding the placement of the delivery address. On these pieces, the address must be as shown below:



FINAL FOLD OR BOUND EDGE

Delayed mail reported

Many mailers, including Banta, are receiving reports from publishers regarding delayed mail. Mail delivery seems to be taking much longer than previously. In some instances delivery is taking up to 4 weeks. There does not seem to be any geographic pattern to the delays; although some areas of the country, such as California, Texas and New Mexico, seem to be more problematic than others. The delayed mail reports we are receiving deal mostly with flat size mail, such as magazines and catalogs. The delays are not isolated to any particular class of mail, both Periodicals and Standard mail have been affected.

The USPS has not been very forthcoming with information about the causes of these mail delays, but some in the mailing industry attribute it to the conversion to the new processing and transportation networks by the USPS, in conjunction with reduced staff as a result of cost-cutting measures. The new processing and transportation networks will ultimately help the USPS process mail more efficiently, but as with any transition and change, there can be temporary bumps in the road until the transition is complete. ■

If you have any questions regarding delivery address placement, please contact your Banta plant client services representative. ■

Mail processing categories

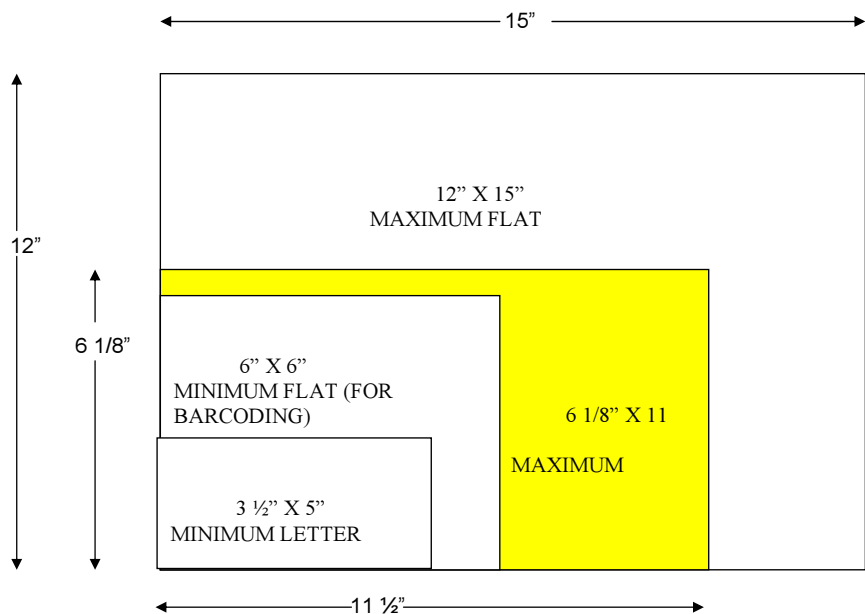
Mail falls into four basic processing categories for postal purposes. The categories are based on the physical dimensions of the mail piece. The processing category of mail can effect the postal regulations that apply to the piece and also effect the postage rate paid. Almost all magazines that Banta prints fall into the FLAT category, but we also produce pieces in the LETTER and PARCEL categories. To determine the processing category of your mail piece, start at the top of the list in the table at the right and go down until you reach the dimensions that fit your mail piece. Once you exceed any one dimension of a processing category, it no longer qualifies at that category and you must go on to the next category until you no longer exceed the maximums. The processing categories and their dimensions are to the right.

CATEGORY	DIMENSION	MINIMUM	MAXIMUM
LETTER	Height	3 1/2"	6 1/8"
	Length	5"	11 1/2"
	Thickness	.007"	.25"
FLAT	Height	6 1/8"*	12"
	Length	11 1/2"*	15"
	Thickness	.25"*	3/4"
MACHINEABLE PARCELS	Height	3"	17"
	Length	6"	34"
	Thickness	1/4"	17"
	Weight	6 or 8 oz.	35 lbs.
IRREGULAR OR OUTSIDE PARCELS		ALL OTHERS	ALL OTHERS

There are some pieces that may mail as either a FLAT or a LETTER. These are pieces are known as "fletters." If you decide to mail these pieces as a letter, the mailing list must be sorted as letters, and the piece must be tabbed shut. The mail must also be prepared in trays rather than in sacks. Banta's mailing facilities are not set up to do tabbing or traying, so pieces of this nature will have to be outsourced for mailing.

See diagram to the right for an illustration of the processing categories of LETTERS, FLATS and FLETTERS.

*Dimension may be less, as long as at least one other dimension (height, length, thickness) is greater than the LETTER maximum.



Shaded area = "Fletter"

BANTA
Mailbox
Forward to a friend!

Registrations for the digital Banta Mailbox can be accepted at <http://mailbox.bantapubnet.com>

**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 Team Leader
Sam Mason
816-792-6437 Phone
816-792-3112 Fax
smason@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
Mark Zimmer
816-792-6329 Phone
816-792-2031 Fax
mzimmer@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

CAPS tips

One of the requirements for participating in our new co-mail program is use of the USPS Centralized Account Payment System (CAPS) for postage payment. Banta requires use of the debit option of CAPS for co-mail participation. The reason is to prevent holding up all the mail in a co-mail pool due to a postage funds shortage caused by one of the titles in the co-mail pool.

Regardless of whether you participate in co-mailing or not, CAPS is a wonderful tool to manage postage payments. Some publishers have concerns regarding the debit option of CAPS due to fears of the USPS having unlimited access to funds in the publisher's bank account. While there are security measures in place it is an understandable concern.

To help alleviate this concern, we recommend that you establish a separate bank account to use strictly for postage purposes. This works much the same way a postal trust account works. The funds you deposit in the trust account are used only for postage. The benefit of using the CAPS debit in which the postage funds reside account and not a postal account. This means the publisher has complete control over those funds and can transfer money into and out of the account as desired. Transferring funds into and out of a postal trust account is not nearly as easy.

If you are new to CAPS, it is a good idea to keep a "buffer" amount in the postage account until you become familiar with the timing of the withdrawals. This is particularly true if you use your CAPS account to pay for postage for more than one permit and in more than one location. Once you become familiar with the timing of the transactions, you will be able to better assess how much "buffer" to leave in the account.

For more information on CAPS, log on to <http://caps.usps.gov/capshome.asp>.

Banta Creative Services

This issue was designed and assembled by Banta Creative Services. 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 Pamela DeWitt at 816-792-6337, or e-mail pde Witt@banta.com.

Shape of mail to influence next postal rate case

The next postal rate case, which is expected to be filed by the USPS sometime in April, will add a new component to the determination of rates. The USPS will place more emphasis on the shape of mailpieces in addition to the weight as they formulate the rate structures. Mail that costs more money for the USPS to process will likely see higher rates. For magazines and catalogs, that may mean that larger trim sizes and thicker pieces may cost more money than more standard size pieces.

In addition, the USPS will likely propose smaller, annual rate increases rather than more significant increases farther apart.

The USPS is also re-vamping their processing and distribution network, so the rates will be designed to drive the mail deeper into this new system, most likely with fewer potential entry points than currently available.

Stay tuned for more details once the rate case has been filed. ■