

BANTA Mailbox

Banta Publishing & Catalog Solutions • Drake Oak Brook Plaza, 2215 York Road, Suite 400, Oak Brook, IL 60523

New Co-Mail Enhancements

Banta is pleased to announce several enhancements to our current co-mail program:

- Effective with the December 4, 2006 co-mail pool, we will be able to ink jet address to the back cover of magazines. Up to this point, we have been able to address only to the front cover. This new option will offer more cover design flexibility for our clients.

As with the front cover address location options, the back cover will have up to ten different address location options along the foot of the magazine. Due to equipment limitations, only the ink jet option is available on the back cover. Addressing on the front

cover allows for either a paper label option or the ink jet option.

We are working on formulating a revised address location template for co-mailing, which will include both the front and back cover addressing options.

- Effective immediately, belly-banded magazines can now be co-mailed. The bellybands must be glue-tacked to the magazine and bottom edge of the bellyband must be no closer than 1 inch to the top edge of the paper label or ink jet knockout.

If you have any questions about these new options or their specifications, please contact your plant client services account manager.

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UPS and FedEx rates to increase

In addition to the postage rates going up in 2007, shippers should plan on increases from both UPS and FedEx as well. Rates for both carriers will increase on January 1, 2007. [FedEx](#) will increase rates by an average of 5.5% for domestic services, which will be off-

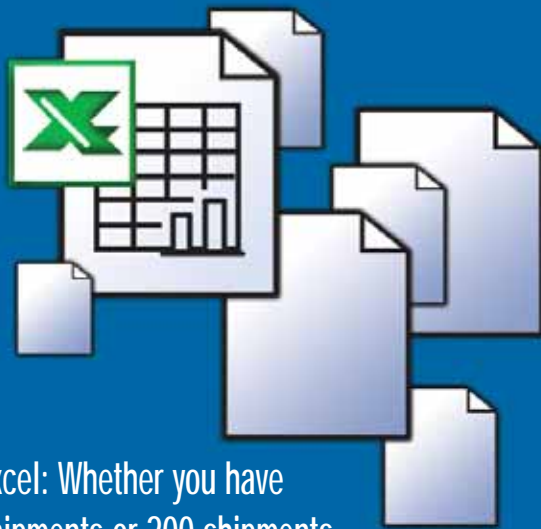
set to approximately 3.5% by an adjustment to the fuel surcharge pricing. [UPS](#) has not published as much rate increase information as FedEx, but for budget purposes, you should plan on similar increases for UPS shipments. ■

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

Automating shipments

If you have bulk shipments on your print order, you can help speed up the processing of these shipments by providing the address information to Banta in an Excel file. Receiving this shipment information in an Excel format is very helpful, whether you have two shipments or 200 shipments.

When shipment information is provided to us in any other format, it requires that the shipping information be manually keyed into our shipping systems. That manual process adds time to the shipping process and is prone to human error. There are specific format requirements for these Excel spreadsheets, so for more information on providing your shipment information in the correct Excel format, please contact your Banta plant client services account manager. ■



Excel: Whether you have two shipments or 200 shipments.

DPV reminder

In the last issue, we told you about tighter [CASS](#) coding requirements that will be implemented by the USPS in August 2007. We strongly encourage our clients to ask your fulfillment companies and list processors to run your mailing lists through a [Delivery Point Validation \(DPV\)](#) process as soon as possible to determine how many addresses cannot be validated. Effective in August 2007, automation (barcode) postage discounts will be disallowed for any addresses that cannot be validated as actual delivery addresses. Even if your mailing addresses can currently be ZIP+4 coded and are being delivered by the USPS, that does not mean they are actual delivery points. In many cases, the postal carriers use personal knowledge to deliver incorrectly addressed mail, so you may have many incorrect addresses in your mailing list and not even know it. In fact, the USPS estimates that as many as 1.37 billion pieces of mail are incorrectly or incompletely addressed. The USPS has tested the DPV process on a large number of addresses and is seeing an average drop-off rate of 2%. They emphasize that this is only an average and the drop-off rates for individual mailing lists can vary.

Once August 1, 2007 hits, your mailings will not get the barcode discounts for any addresses not DPV validated, so you can't wait until next summer to start this process. Some mailers are estimating an increase in postage costs of up to 5% simply due to this problem. This is on top of the scheduled postal rate increase for May 2007!

Once you have determined how many addresses cannot be validated, then you can take further steps to try to correct the addresses, such as [Address Element Correction](#).

For more information about DPV, contact your fulfillment company, list processor, or your [Banta List Services](#) account manager. ■

CAPS reminder

As we mentioned in the previous issue, if you have not already enrolled for the [Centralized Account Processing System \(CAPS\)](#) for postage payment, you should do so as soon as possible. CAPS is a very easy, efficient way to manage all of your postage payments from one central account. As printing production cycle times keep getting compressed, it is vitally important that postage payment not become a barrier to achieving a timely mailing date. Our printing plants are in the process of converting to lean manufacturing principals, which include just-in-time pro-

duction processes. What this means for publishers is that in the not-too-distant future, printing of your magazine or catalog will not begin until all elements of the project are in place, including postage.

To help alleviate chances of your magazine production getting delayed due to lack of postage funds, enrolling in the debit option of CAPS is the answer. For more information on this program, log on to <http://caps.usps.gov/capshome.asp> or contact your plant client services account manager. ■

Calendars

Publishers planning to include calendars with their publications should be aware of possible postal implications of including calendars. For publishers who mail their magazines at Standard or Package Services rates, there are not really any content restrictions. The most important caution for these publishers is to watch the dimensions of the combined mailpiece. If the combined weight of the magazine and calendar is 16 ounces or more, it must mail at Package Services, which affects the wording of the indicia and could possibly change any [ancillary endorsements](#) that are used, such as "Change Service Requested." If the thickness per piece exceeds 3/4" then the piece cannot mail as a flat, but must mail as a machineable parcel. This requires cartoning or polybagging with very small overhang. If the trim size and thickness of the magazine is substantially different than the calendar, this may cause the automation (barcode) discounts to be disqualified.

For publishers who mail their magazines at Periodicals rates, they must also be careful about the content of the calendar. It also makes a difference if the calendar is bound or tipped in to the magazine or if it is polybagged loose with the magazine.

For calendars that are bound or tipped in, these may qualify for Periodicals rates if they are not commercially available and do not have a price. If it qualifies for Periodicals rates, it would be included in the total weight and ad/edit calculation for postage purposes. If the calendar is commercially available and has a selling price, it is considered a product by the USPS and would need to mail at the [Ride-along](#) or Standard rates of postage. This definition of a product would apply regardless of whether the calendar is bound in, tipped in, or polybagged loose.

If the calendar is polybagged loose with the magazine, it must be formatted as a supplement in order to qualify at Periodicals rates. In other words, it would need to be endorsed "Supplement to XYZ Magazine" and contain at least 25% non-advertising. The calendar could not be commercially available, have a selling price, or be paid for by a single advertiser.

Publishers often get confused about how to calculate the calendar pages in their ad/edit calculation. If the calendar mails at Ride-along or Standard rates, the calendar pages are not included at all in the ad/edit calculation. If the calendar qualifies for Periodicals rates, then the pages are included in the ad/edit calculation. If any portion of the calendar is paid for by advertisers, the portion that is paid for would be counted as advertising. For example, if an advertiser pays for 2 pages for the month of March in the calendar, then those 2 pages would count as advertising. If the advertiser pays only for their logo to appear and not for an entire page, then only the portion of the page where the logo appears would be counted as advertising. If the calendar promotes the magazine or any of the publisher's products or services, then it would be considered publisher's own advertising and would count as advertising for postal purposes.

As always, if you have plans to include a calendar with your magazine, we recommend that you send a sample or mock-up to your plant client services account manager for both manufacturing and postal approval. ■

Reducing international distribution costs

If you are currently mailing copies to addresses outside the United States using the USPS, you may want to consider using a remailer for these copies. Even if you have limited international distribution, you can probably still save some postage by using a remailer, and most certainly the delivery time will improve.

Another alternative is to offer your magazine in digital format to international clients. Banta's [Digi-Mag](#) service can quickly and inexpensively take your printed magazine and put it into digital format.

For more information or a quote on either remailer services or Digi-Mag, please contact your Banta sales representative or plant client services account manager. ■

Banta Publishing & Catalog Solutions 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:

All Publications Facilities

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USPS to publish clarification to proposed mailing standards

The USPS plans to publish a revised set of proposed mail preparation standards in early January. The USPS originally published these proposed standards, to be effective when the new postage rates become effective in 2007, in the [September 27 Federal Register](#). However, many mailers had numerous questions regarding the proposed standards, so the USPS has agreed to make clarifications to the proposed standards and re-issue them for industry comment.

Much of the confusion surrounds the proposal to eliminate the UFSM 1000 automation flat specifications, and the new category of mail to be called "Non Machineable Flats" (NMF). The original proposals are not really clear regarding flat size pieces that are rigid or flat size pieces that are flimsy or droopy. It was

not really clear whether the rigid pieces would be considered parcels or NMF's. Also unclear was how to test for acceptable "droopiness." Further, it was not clearly explained how other UFSM 1000 qualified flats, such as heavy pieces or tabloid size pieces would be treated under the new proposals.

All this confusion left mailers very unclear as to how to plan any design changes necessary to avoid substantial postage increases in 2007. Although the clarification from the USPS will be very beneficial, waiting until January to publish the clarification leaves mailers little time to react with any design changes before the new postage rates are implemented, most likely in early May 2007.

Stay tuned for further updates to these proposed changes in future newsletters. ■

Mail delivery complaints

Publishers who mail at Periodicals rates should be using [ePubwatch](#) to report any mail delivery complaints to the USPS. ePubwatch is an on-line system for reporting mail delivery complaints. If you have not used ePubwatch before, you should log on to <http://epubwatch.usps.gov/epubwatch/login.cfm> to register as a new user.

This program is designed for use by publishers of Periodicals rate publications that are bi-monthly or more frequent. The system may be used to register complaints ranging from late delivery to non-delivery to damaged copies. The system allows the USPS to gather information regarding the delivery complaint and for the delivery unit serving the affected ZIPcode to watch on future issues to report the date that the magazine is received at the delivery unit and the

date that it is delivered. The system even provides for automated generation of a letter to the subscriber making the complaint, explaining what the publisher and the USPS are doing to address the complaint.

USPS responses on these delivery complaints can vary, but even if publishers do not receive an adequate or timely response, they should continue to report all delivery complaints. The reason for this is that the USPS uses ePubwatch as a gauge of how well they are doing on Periodicals delivery. If they receive few or no delivery complaints, they assume all is well. For this reason, we strongly encourage publishers to report as many subscriber delivery complaints through ePubwatch as possible. ■