



An Easy Way to Save Postage

Way Better than Using Smaller Stamps!

We're all relieved that the Postal Service isn't raising rates in 2010...now ProList may be able to offer you a way to actually lower postage rates!

It's called commingling – a process where the mail from many mail houses are combined into a single mailing and trucked directly to postal facilities across the country, qualifying for lower postage rates and adding consistency to delivery. We recently entered into an agreement with one of the largest comminglers in the country to be able to offer postage savings to our clients. The combined volume of all of our mail allows us to negotiate an excellent rate on commingling that will provide some postage savings to virtually any of our customers.

There are some limitations and conditions of which you should be aware:

- We can only offer this service for letter-size Standard Mail (regular or nonprofit)
- Commingled mail is transported to Pennsylvania for induction into the mail stream. This may result in a couple of days delay before the mail is inducted. However, for nationwide mailing you will generally see your overall delivery time improved due to the enhanced transportation. Customers mailing primarily to the DC area, however, may see mail delivery slowed somewhat.
- Because your mail is combined with that of others, you will not receive a stamped postal form back from USPS confirming submission of your mail. We do, however, provide a simple detailed statement from our commingler, and you can also use our tracking service to confirm delivery.

How much can you save? Well, that will vary with the size and distribution of your mailing. Those mailing to a large nationwide list can expect postage savings of up to 12%. For those mailing to a concentrated area, savings may be less.

ProList is offering a free evaluation of your mailing list where we can let you know exactly what savings you can expect. Want to know more? Call Randy Shingler at 301-924-4545 x1093, or your ProList customer service representative.

Full Service Intelligent Mail

What it means to you

While you were sleeping Sunday morning, the Postal Service launched their latest version of "Intelligent Mail" to little fanfare. Full Service Intelligent Mail officially came into being. In this case, "Full Service" is one of the more amusing misuses of a term one is likely to encounter, even by Postal Service standards.

The Postal Service is splitting Intelligent Mail into two groups – Basic and Full Service. Basic refers to exactly what we're doing with mail today – using the Intelligent Mail barcode. Using Basic gives you access to tracking services, OneCode ACS (Address Change Service), and most of the key benefits of Intelligent Mail. Full Service requires an extraordinary amount of information from mailers, including who mailed what to whom at piece level detail, and elaborate preparation. In return they are offering free ACS information in some cases, and a postage discount of one tenth of a cent (\$1.00/M) for Standard Mail, and three tenths of a cent (\$3.00/M) for First-Class Mail. The Postal Service has indicated that these discounts are temporary, although they have not revealed for how long, making the considerable investment required a risky proposition.

There are few companies in the nation with more Intelligent Mail knowledge than ProList. We were tracking mailings using the Intelligent Mail barcode on the first day it became available in September 2006. We're big fans of Intelligent Mail, and we will continue to use it in its Basic configuration. In our view "Full Service" Intelligent Mail is just not ready for prime time yet. Some of the largest mailers in the nation have acted as beta testers for Full Service, and the results have not been good, with failures of the Full Service ACS system, and system problems with uploading the huge files required to the USPS. There is a list of more than 90 unresolved issues uncovered during beta testing, many of them showstoppers. The important thing is that you know that you do not need to change anything about your mail in response to this. Full Service Intelligent Mail is an optional service, and not required to get the postal discounts to which you have become accustomed.

Naturally, we'll keep an eye on the progress of this program, and if and when it makes sense for our customers, we will implement it. If you have any questions, please feel free to give us a call. We remain your Intelligent Mail experts. And, don't be afraid of Intelligent Mail – Basic is fabulous! Just be careful what you're being served with Full Service.

The moral of the story is that, yes, the landscape of marketing is changing, as it always does. Some new methods will prosper while others languish (counted the ads in a magazine lately?), and marketers will need to adjust their plans to use the media that works best for them.

If postal has been a successful part of your mix, it's likely that it will continue to be. Expect postage rates to increase and postal rules to become sillier, and compensate by mailing smarter with better designed mail pieces and cleaner lists. In the end a good offer paired with a good mail piece will prevail – no matter how unhappy the rest of the mailing news is.

To learn more about ProList on our website visit: <http://www.prolist.com>

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