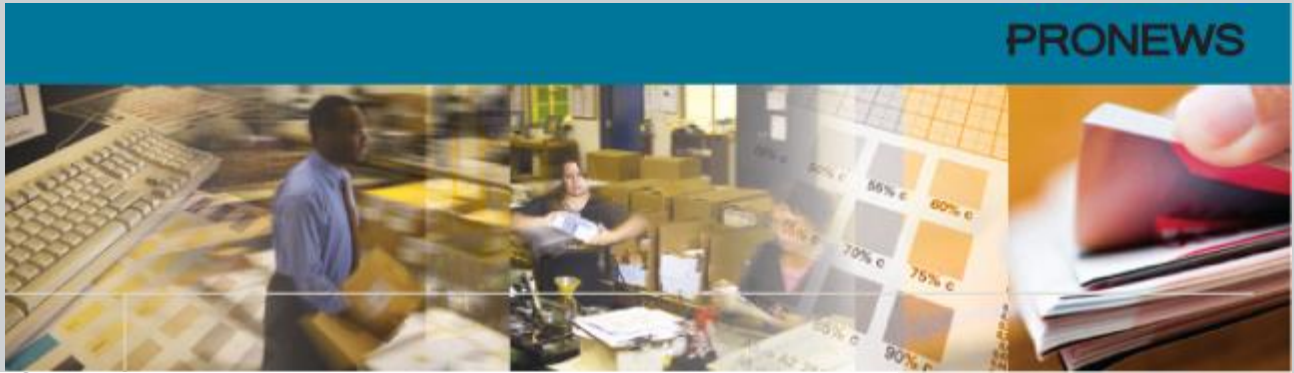


If you are having problems viewing this email [Click Here](#)



PRONEWS



August 2018

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



Big Deal Alert!!

Paper ONLY in Standard and Nonprofit Letters and Flats Proposed change in content standards published in Federal Register

On Thursday, August 23, the Postal Service proposed a new rule regarding USPS Marketing Mail (Standard Mail, here on Earth.) This would apply to nonprofit mail, as well:

This proposed change would limit all USPS Marketing Mail, regular and nonprofit, letter-size and flat-size, to content that is only paper-based/printed matter; no merchandise or goods will be allowed of any type regardless of "value." All items not eligible to be sent as USPS Marketing Mail letter-size or flat-size pieces would need to shift to another product (e.g., Priority Mail®, Parcel Select®) to be mailed.

So if you send any front-end premiums in a letter or flat package, or do any fulfillment that currently fits in a letter or flat envelope it will not be able to mail as a letter or flat. It would appear that such items as CD's, DVD's, gift cards, plastic membership cards, thin items like sun catchers, pens, coins...really anything that is not paper. These items would have to move to parcel classes which are much more expensive. At ProList, we have sounded to official *Big Deal* siren.

Why this rule? Ostensibly, this is to increase operational efficiency by getting irregular stuff out of sorting equipment. There are not a lot of details available, so it's hard to say what, if any, sensible exceptions may be written into the final rule. Postal regulations are not well known for drifting towards sensible outcomes.

Fortunately, there is a comment period until October 22, 2018. If you include any non-paper items in your mailings you NEED to comment. Here's how:

Quality Service Guaranteed!



Mail or deliver written comments to the Manager, Product Classification, U.S. Postal Service, 475 L'Enfant Plaza SW, Room 4446, Washington, DC 20260-5015. Comments and questions can also be emailed to ProductClassification@usps.gov using the subject line "USPS Marketing Mail Content Eligibility."

Tracking Your Inbound Mail – Not Too Late for the Fall

Know your response before you get it

Contact Us Today!

Dave Lewis
dlewis@prolist.com
301 924-4545
www.ProList.com



As you are doing your fall mailing season planning, don't forget about tracking your replies with Informed Visibility. There are a few ways to do this, and there is still plenty of time to add it to your fall mailings – but you need to do some planning.

With inbound mail tracking, we print a specific trackable Intelligent Mail barcode (IMb) on your reply envelope. As donors drop donations in their local mail boxes, we pick up that those checks are in the mail that evening when the Postal Service does their first handling. There are a couple of ways you can track your inbound mail:

- If you are providing a remittance advice that shows through a window, you can print a unique IMb on each piece so you can know exactly who is responding;
- You can use a closed face pre-printed envelope with the appropriate inbound IMb printed on it. You won't know exactly who is responding, but you will know how many people are responding, and where the responses are coming from.

Either way you'll need to get a special barcode that enables the inbound tracking – we can do that for you.

As your replies start to come in, you will be able to see them in our online reporting. A lot of nonprofits find this to be a much faster method of measuring response than waiting for reports from their caging service.

This same technology can also be used for tracking indirect response like voter registration as well.

Inbound tracking is affordable and pretty easy to do. Want to know more? [Contact us!](#)

Tis' the Season to be...Mailing Stuff Plan now, to make the mailing season smoother

Between a November election and end-of-the-year fundraising efforts, the last few months of the year generate a whole lot of mail. At ProList, we are scheduling around the clock shifts, adding staff, and oiling

up the computers so all that data will slide right through them. Here's a bit of advice from our team on some steps you can take to avoid the mailing season blues:

- To expedite processing, send data, instructions, a production grid, and PDF's with art and copy all at the same time. This helps keep things better organized and provides for better package planning and scheduling.
- Allow extra time for turnaround of print production. We are already seeing longer than average turn times due to paper shortages.
- Consider digital printing where possible to speed production times. It can essentially remove a step in the direct mail production process.
- If you have questions on package design or production options, contact us as soon as possible so we can evaluate the package requirements and come up with alternatives and suggestions if applicable. If you're not sure about something – please ask! It's a lot easier to fix before production.
- Please notify your production representative as soon as you know a project will be coming our way. This way we can get it scheduled and provide you with a production schedule of important dates, etc. necessary to hit the projected mail date.
- If you will be available to proof and approve counts, set-ups, insertions, etc. in off-hours (i.e. in the evening or over weekends), please let us know. That can help expedite turn times since our production team here is frequently working those additional hours.
- Be sure to send postage (or deposit it to the appropriate permit account) well in advance of mail dates, so projects aren't held up at the last minute pending postage.

Please understand that all printers and mailers are at or beyond capacity in the fall. The Postal Service is dealing with an exceptional load, too. If things start to go off schedule early in the process, it is very hard to make it up at the end.

So, we wish all of our customers a happy and prosperous mailing season. It's the most wonderful time of the year...or are we too early with that song...?

To learn more about ProList on our website visit: <http://www.prolist.com>
To stop receiving this email newsletter contact ProList to [List Unsubscribe](#)

ProList © 2018 All Rights Reserved
ProList Inc.
4510 Buckeystown Pike, Suite M
Frederick, MD 21704

Share this Email:

 Facebook  Twitter  LinkedIn



4510 Buckeystown Pike Suite M | Frederick, MD 21704-7537
1-888-PROLIST | Fax 301-924-2373 | www.ProList.com