

# INTRODUCTION TO DISCOUNT MAILINGS



## REASONS TO MAIL PRESORT/AUTOMATED

**Saves money** – *up to 30% savings for standard mailings that are presorted and automated*  
**Saves time** – *no stamps, labels, or hand addressing*

By presorting and automating your mailing, you save postage. Because you are putting your mailing into a presorted zip order, you save the postal service from doing that work. And by apply the postal barcode before entering your mail into the mail stream, you save the postal service from deciphering the address and adding the barcode themselves. So, because you have done this work for the postal service, they charge you less in postage.

## MAILING TERMS

**PRESORT** = Mail pieces organized into zip code order to minimize sorting work of the postal service.

**AUTOMATION** = Postal bar code applied to mail pieces before they are delivered to the post office, to save them from doing that operation.

## TOP 5 THINGS TO REMEMBER WHEN DOING A STANDARD MAILING

- 1 Have at least 200 pieces to mail.
- 2 Have a mailing list that contains the following (Name, Address, City, State, Zip) all in separate columns.
- 3 Size is more than 5 x 3.5 and less than 15 x 12 (and 3/4 inch thick)
- 4 Know what permit you will be using for the mailing.
- 5 Can have an address area on your mail piece that meets postal regulation.