

Best Practices for Production

presented by

Cheryl Keedy

for

Production Solutions

January, 2010

Direct Marketing Association of Washington



Production Management is more than ink on paper....

- Collaboration
- Research
- Negotiation
- Management
- Service
- Innovation
- Flexibility
- Focus

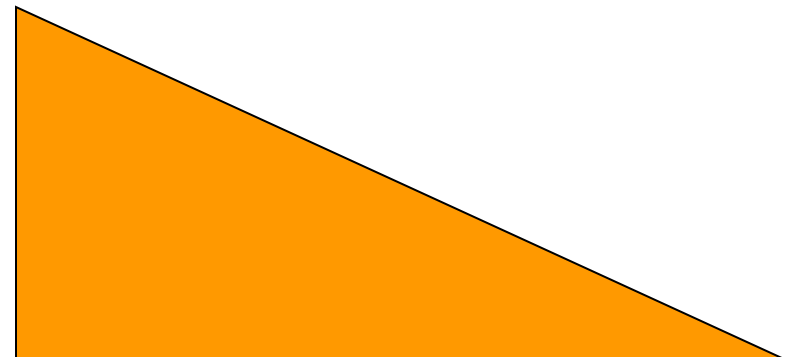
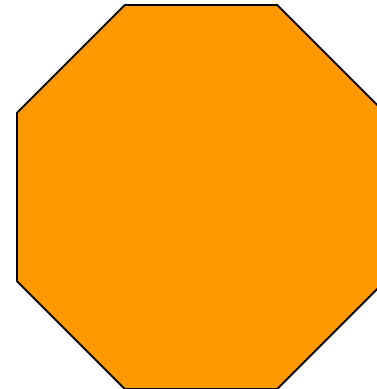
Production Attributes

What Matters?

- Quality
- Cost
- Timeliness

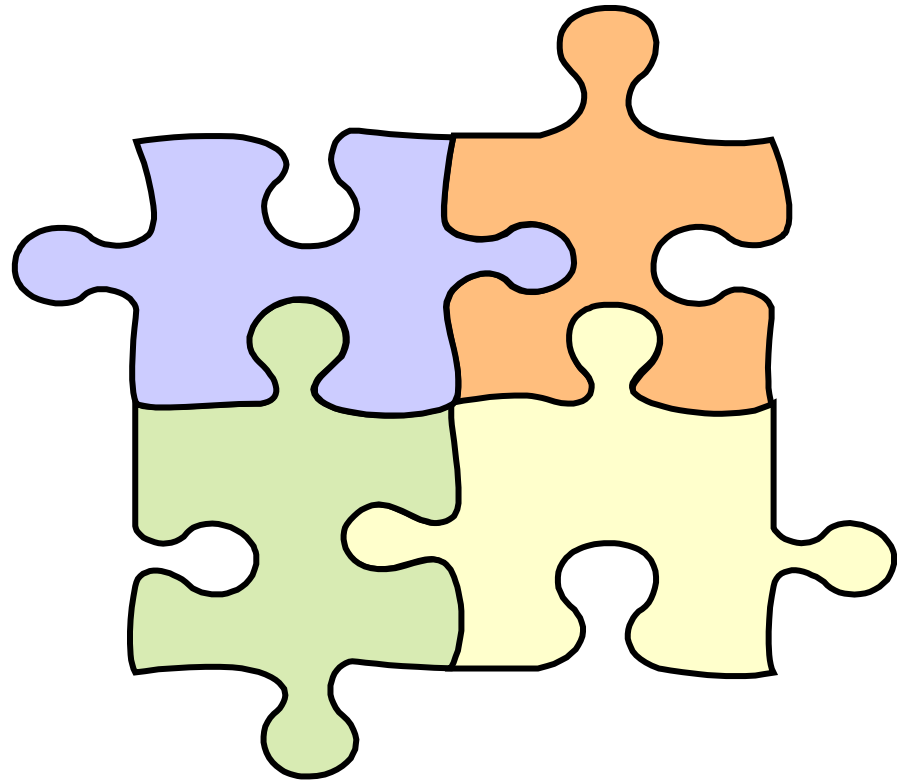
Added Value:

- Creativity
- Knowledge
- Greater Efficiencies



Making the Pieces Fit

- Designs that Work
- Budget
- Scheduling
- Price and Supplier Selection
- **Printing**
- **Data Processing**
- **Personalization**
- **Mailing**



Direct Mail Production

The Power of Print

Dear Ms. Shapalis,

I am writing from the Valdivian Coastal Range in Chile to thank you for the support you give to The Nature Conservancy. You help projects like mine, where we are saving this biologically rich temperate rainforest. People like you are our last chance to save this diverse and storied landscape for future generations.

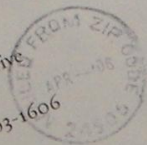
Sea lions, Magellanic penguins and mountain monkeys all live on the remote beaches and rocky shores. Here, and just beyond are two freshwater lagoons. Green forests. The Valdivian Coastal Range is a temperate rainforests left in the world.

To save this
a bank

The Nature Conservancy
SAVING THE LAST GREAT PLACES ON EARTH



4245 North Fairfax Drive
Suite 100
Arlington, VA 22203-1606
nature.org



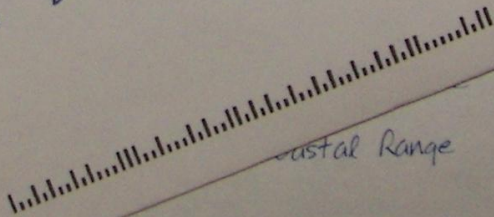
POSTMA
MADE IN
PERMIT
003



Photo enclosed - please don't bend!

Ms. Becky Shapalis
Production Solutions
1953 Gallows Rd. Ste. 600
Vienna, VA 22182-3988

100 9 5 2006



Coastal Range



Sometimes you just know
when it's over.



Dear Susan,

Dump cable and fall in love with AT&T U-verse!
If you switch today, you'll get all-digital
picture and sound, high-speed Internet, even
the ability to record up to four shows at
once (pause your show in one room, pick it up
in another). Go to uverse.att.com/6556 or
call 1-866-406-6556 to find out more!

Sincerely,
Your AT&T U-verse Team



UNITED OF OMAHA LIFE INSURANCE COMPANY

A MUTUAL of OMAHA COMPANY

Mutual of Omaha Plaza, Omaha, NE 68175



Pre-Approved Authorization Number 377596771
has been assigned to:

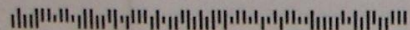
*****ECRWSH**C-021

2903-204-004

Mr George Lizama

7023 Haycock Rd Apt H

Falls Church, VA 22043-2316



**HERE'S THAT SECOND CHANCE
YOU HOPED FOR
MR GEORGE LIZAMA**

Open Here

Join our Grand Opening Celebration!

Come in for food and refreshments
at our new location.

Agency Name
Address
City, State, ZIP

Saturday, March 13th
3 pm - 6 pm

We look forward
to seeing you!

NIW0-04-999999



Nationwide®
On Your Side

Nationwide Insurance Company of America

Nationwide® Insurance Company of America

now in your **neighborhood.**



Nationwide®
On Your Side



Shay Hulett

13402 West Ave.
Suite 108
San Antonio, TX 78216
(210) 821-5190

Business Hours
Mon-Fri: 8:30am-5:30pm
Saturday: by appt. only

30704

Available for your insurance needs.

Nationwide® is a Fortune 100 Company, offering
insurance and financial services
for over 80 years.*

* Nationwide Insurance Company of America is a member of the Nationwide Mutual Insurance Company family of insurers that has been serving customers for over 80 years.



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*The Missionary
Oblates share
their hearts with
the poor*

*Won't
you?*



Stretchable fit!
Charm features
sparkling rhinestones!

*St. Valentine's Day
Pink Valentine Bracelet
Gifts*

This stunning devotional piece makes a lovely gift for yourself or a loved one. Delicate pink moon-glow and faceted glass beads alternate with silver metal filigree beads on an elastic band for easy fit. The silver heart-shaped charm framing a cross is set with sparkling rhinestones.
Suggested Donation: \$15 #3417

9480 North De Mazenod
Bellefonte, IL 62223-1100
www.oblatesusa.org



Card #

Signature required _____

Dear Fr. John, enclosed is my Valentine's Day donation.

\$15 Pink Valentine Bracelet(s) #3417

\$20 Pearlized Pink Heart Rosary(ies) #3936

\$25 \$40 \$50 \$100

\$40 Valentine Rosary Set(s) #3935

choxie

to:
from:

good this year.

4 dark chocolate artisan truffles
two sophisticated truffle flavors, artfully
molded in premium dark chocolate.

NET WT 1.1 OZ (32g)



Check/money order

 Total \$ _____ Exp. Date

Card #

Signature (required) _____
 Sample A. Sample
 123 Any Street
 Anytown, US 12345-6789

CID# # * the last three numbers in the signature box on the back of your credit card
 999999 99999 9999999999 99

CHRISTMAS RESPONSE FORM

Fr. Studer, enclosed is my Christmas donation in support of the Oblates' mission ministry around the world.

\$10
 \$15
 \$20
 \$ _____

My Christmas donation is \$25 or more, please light a Christmas Candle at the National Shrine of Our Lady of the Snows for me or for _____ #325

My Christmas donation is \$50 or more, please light a Nativity Christmas Candle at the Church of the Nativity in Bethlehem for me or for _____ #2693

Send me e-mail updates at: _____

Make check or money order payable to:
MISSIONARY OBLATES
 9480 N. De Mazenod Drive
 Belleville IL 62223-1160
 www.oblatesusa.org/apl/christmas
 Donate Now Toll Free At:
 1-888-330-6264

Sample A. Sample
 123 Any Street
 Anytown, US 12345-6789

999999 99999 9999999999 99

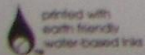
If you are having a Christmas Candle lit for another person, please insert the appropriate Candle Remembrance Card in their Christmas Card.



1201 Eye Street, NW • Suite 550B
Washington, DC 20005
www.nationalparks.org

MEMBERSHIP RENEWAL ENCLOSED

Mr. John Doe
123 Main Street
Anytown, AS 00000
NPF09RA /February 2, 2009 /Pkg. 3



TH PLAN
you belong.

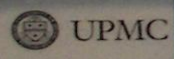
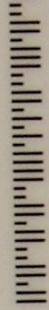
PMC Health Plan

ID) card. Please carry your

mes.

LE
HEET

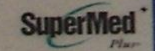
12345-6789



UPMC HEALTH PLAN

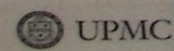
Where you belong.

SAMPLE PPO
JOHN SAMPLE
ID #: 12345678901
EMP ID #: 123456-D99
PCP: SAMPLE MEDICAL OFFICE
Phone: (123)456-7890



COPAYMENTS:
Office Visits: \$5/15
ER: \$70
Specialists: \$25/25
RX: \$14/28/56
COINS: 20%/50%

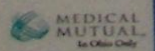
www.upmchealthplan.com



UPMC HEALTH PLAN

Where you belong.

SAMPLE PPO
JANE SAMPLE
ID #: 12345678901
EMP ID #: 123456-D99
PCP: SAMPLE MEDICAL OFFICE
Phone: (123)456-7890



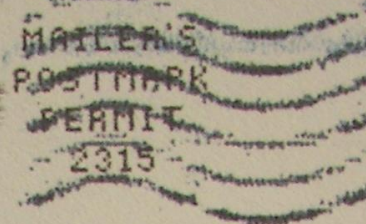
COPAYMENTS:

MAKE-A-WISH®



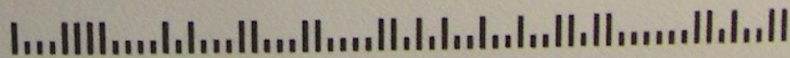
Here's a
Special Gift
Just for You!

We're pleased to send you this eye-catching zipper pull, to thank you in advance for helping to grant the wishes of children with life-threatening medical conditions. Wherever you choose to attach this handy zipper pull, it will be a gratifying reminder of how you bring hope, strength and joy to brave, deserving kids.



Mr. Stuart Wilders
Chief Financial Officer
Manhattan Capital Incorporated
1 Bridge Street
Irvington, New York
10533 - 1543

Auto



YOUR STATEMENT ENCLOSED



YOUR STATEMENT ENCLOSED

VISAGOLD

P.O. Box 799
Center City, GA 54300

Like Hidden Treasures?

We've Got One For You

PULL HERE

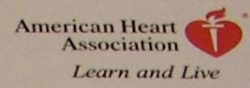


For Your Courtesy Easy Open Tab

Learn and Live
2009 SUPPORTER CARD
MR GARY L GRABOW
Donor Number: 02114145B 0085725
Proud Direct Mail Supporter Since: 1999

against heart disease and stroke - America's No. 1 and No. 2 killers.
Thank you for being part of this great American effort.
Please make checks payable to: American Heart Association. Your donation is tax-deductible to the extent the law allows and is credited to your local American Heart Association office.
Please return the slip above with your check in the envelope provided. Thank you.

Mr. Gary L. Grabow
257 Castro St.
San Francisco, CA 94114-1527



Dear Mr. Grabow,

Your dedication to the cause of reducing disability and death from heart disease and stroke is helping save thousands of American lives each year, including loved ones, friends and neighbors right in San Francisco.

Thank you for your past support and renewed commitment to saving lives with the American Heart Association

Each gift you send is used to fund promising research that can lead to the next lifesaving breakthroughs in preventing and treating heart disease and stroke. You also support education and community programs that can help you and those you love reduce your risk from these deadly diseases.

Your generous commitment will save lives -- perhaps even your own life or the life of someone you love. **Please send a gift of \$150 or more today.** Simply mark the amount of the donation on the attached response form and include it with your gift. Thank you!

Sincerely,

Clyde W. Yancy, MD
President and Volunteer

P.S. Mr. Grabow, attached is your American Heart Association 2009 Annual Donor Card, showing your support for our campaign to save lives.

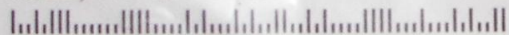


This seal signifies that the American Heart Association-National meets the BBB Wise Giving Alliance's Standards for Charity Accountability.



It's one of the most painful
and dangerous initiation
rites imaginable — and
every day more than
5,000 girls are at risk.

Cheryl B. Keedy
24107 Mercers Crossing Ct.
Aldie, VA 20105-2351



NON-PROFIT
US POSTAGE
PAID
CARE





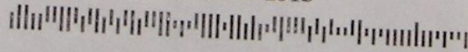
WHITMAN-WALKER CLINIC

Whitman-Walker Clinic
1701 14th St. NW
Washington, DC 20009

NONPROFIT ORG.
U.S. POSTAGE PAID
MERRIFIELD, VA
PERMIT NO. 6250

REACH INSIDE THIS BAG...
THEN REACH INSIDE YOUR HEART.

George Lizama
Mr. Angus Twombly
7023 Haycock Rd
Falls Church, VA 22043-2315



A-14316

1990
018-113603463
7P22181 \$00.28*

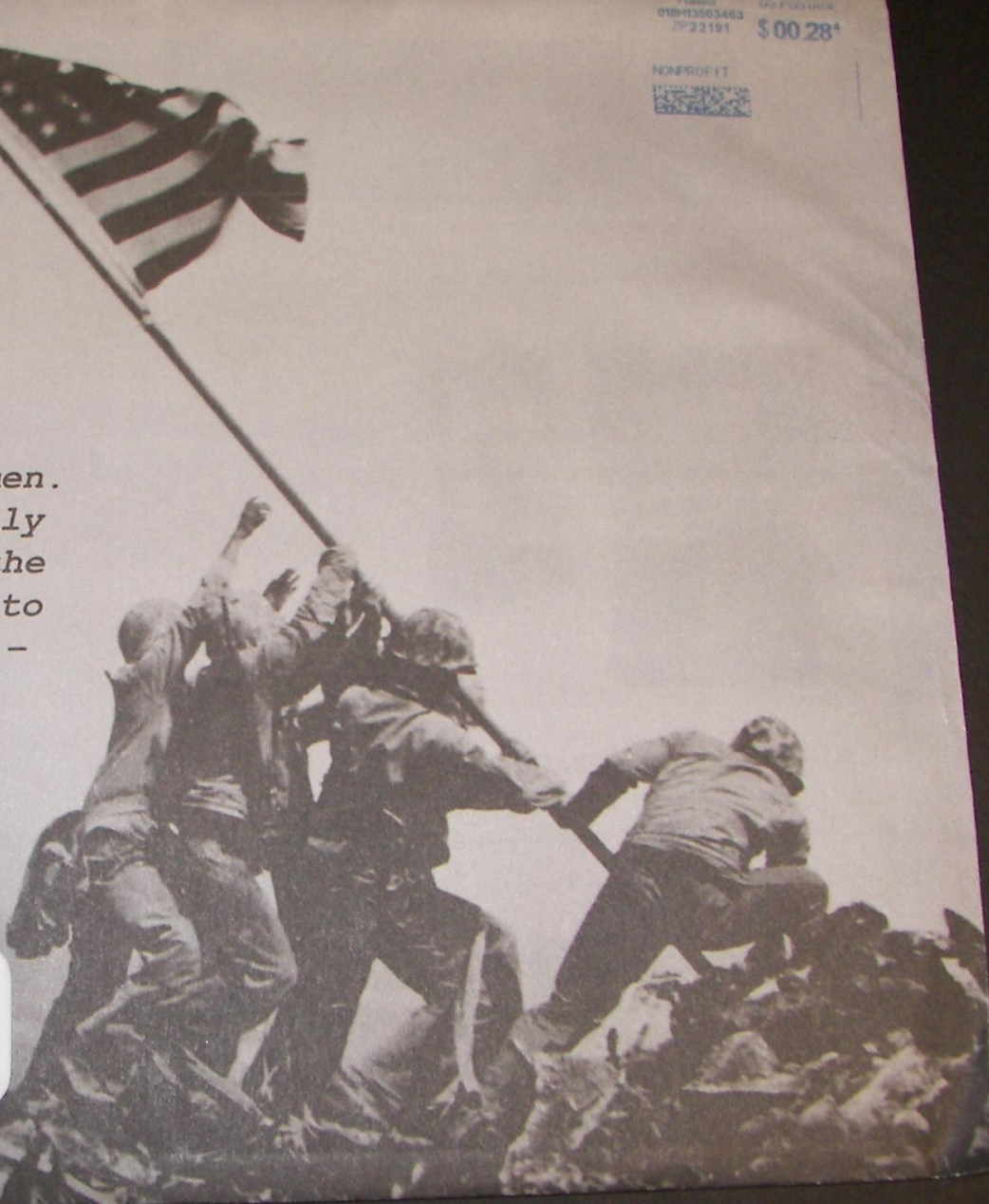
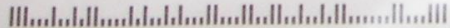
NONPROFIT



*Easy Company started with 130 men.
We suffered 75% casualties. Only
50 men boarded the ship after the
battle. Seven officers went into
battle with me. Only one - me -
walked off Iwo.*

*Captain Dave Severance,
Commander, Easy Company*

*****AUTO**SCH 3-DIGIT 080
Ms Jennifer Forte
1 Glanford King
Medford, NJ 08055-3368





Successful Production: Starts with...



Design – Feasibility Discussion

- If it's a test - new concept – discuss the 'end product' in great detail
- Using the tools of the trade – paper samples, color, folded 'dummies' to help interpret the desired outcome
- If it's a control – what are the opportunities for improvement

Design and the USPS - Compatibility

□ Each Classification has specific guidelines:

- Letter
- Postcards and Double Postcards
- Flat
- Non Flat Machinable
- Periodicals
- Catalog

□ Types of Postage

Stamp – Philatelic Options

Meter – Can be Customized

Indicia – Can be Customized

Helpful website: <http://pe.usps.gov> to reference the DMM

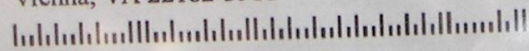
NOV 5 - 2009

NOV 5 - 2009

First Class Mail



Mrs. Cheryl Keedy
1953 Gallows Road
Suite 600
Vienna, VA 22182-3988



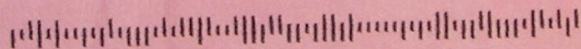
9-DAK3A

P.O. Box 14301
Cincinnati, OH 45250-0301

Electronic Service Requested

Non-Profit
US Postage
PAID
Disabled American
Veterans

DO NOT BEND



46 2589 409179
Ms. Marie E. Bagay
45823 Dominick Ter.
Sterling VA 20166-2420

0379378340

34394



Our severely wounded troops and their families desperately need your help this Memorial Day



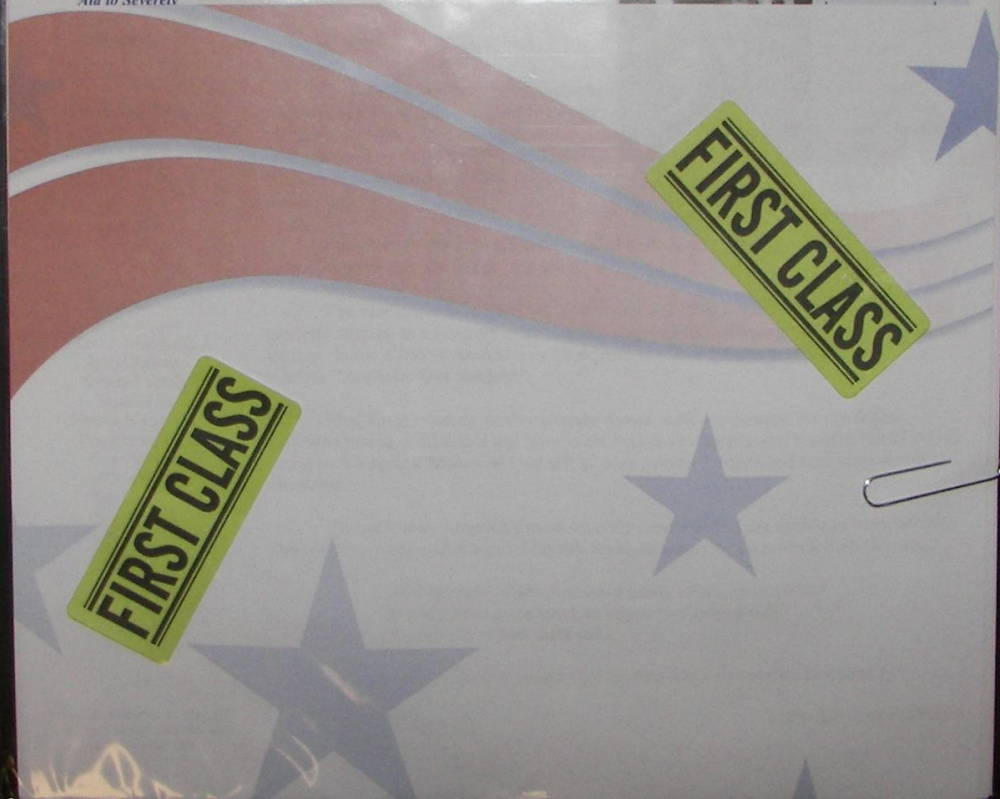
Coalition to Salute America's Heroes
PO Box 96440
Washington, DC 20090-6440
salute-heroes.org/MemorialDay

Mrs. Gene King
105 Crestline St.
Evergreen, AL 36401



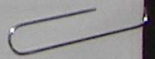
After Mark Moody was disabled in Iraq, he and wife Rosalia were evicted from their apartment. Now they fear it could

Providing Emergency Aid to Severely



FIRST CLASS

FIRST CLASS



Design Compatibility

ASPECT RATIO

- In order to qualify for automation rates, cards and letters (think envelopes and self mailers) must be rectangular
- Pieces that do not meet aspect ratio can mail, but not at automation rates
- To determine aspect ratio compatibility, divide length by the height:
 - Minimum is 1.3"
 - Maximum is 2.5"

Open Here

Join our Grand Opening Celebration!

Come in for food and refreshments
at our new location.

Agency Name
Address
City, State, ZIP

Saturday, March 13th
3 pm - 6 pm

We look forward
to seeing you!

NIW0-04-999999



Nationwide®
On Your Side

Nationwide Insurance Company of America

Nationwide® Insurance Company of America

now in your **neighborhood.**



Nationwide®
On Your Side



Shay Hulett

13402 West Ave.
Suite 108
San Antonio, TX 78216
(210) 821-5190

Business Hours

Mon-Fri: 8:30am-5:30pm
Saturday: by appt. only

30704

Available for your insurance needs.

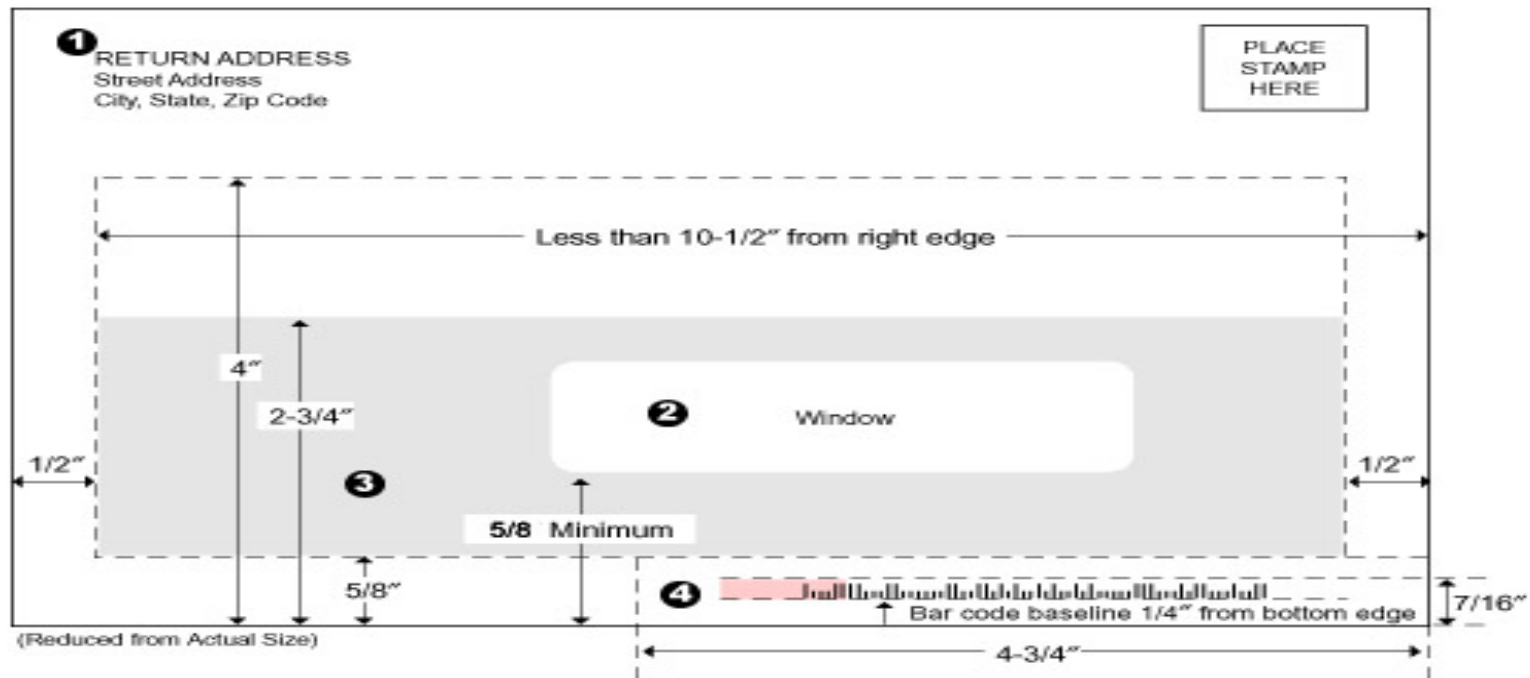
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for over 80 years.*

* Nationwide Insurance Company of America is a member of the Nationwide Mutual Insurance Company family of insurers that has been serving customers for over 80 years.



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USPS Design Standards



Return Address - Must not extend to the right more than half the length of the piece. The bottom edge of the address must not extend down more than one third of the height of the piece.

Address Window - address within the window must be 1/8" from all edges of the window

Scheduling



Schedules – From art release to delivery

- ❑ **Start at the 'end' and work backwards to define the starting point**
- ❑ **The Budget will help to define the schedule**
- ❑ **Define expectations - early, on schedule, late, before noon!**
- ❑ **Identify the 'elephant in the room' – special paper order? Union only? Die requirement?**
- ❑ **Rush, standard, airfreight – from 24 hours to 90 days – anything is possible**



Ocean
Conservancy

Start a Sea Change.

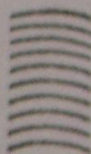


TRASH

Mrs. Cheryl Keedy,
trash kills marine wildlife like sea turtles and seals every day.
Some of the most beautiful and magnificent animals on earth
are in serious danger because of what falls from our hands
and flows into the ocean. I'm sending you this oversized poster
so you can post it in a public place to alert others to this crisis today.
And I believe you are someone who cares about protecting our ocean—
and who will want to help stop this rising tide of needless deaths.
Please see inside ...

Please display this poster as a reminder of the terrible toll that trash and debris can have on ocean wildlife.

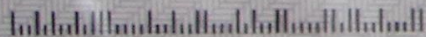
PRE-APPROVED
FOR PREMIER LEVEL



PRESORTED
STANDARD
U.S. POSTAGE
PAID
DFS

PERSONAL I.D. CARD ISSUED TO

George G. Lizama, Jr. 000192
Apt. H
7023 Haycock Rd.
Falls Church, VA 22043-2316





Season's Greetings & Best Wishes
for a Happy New Year!

Mike Pratt

GLS Integrated Communication SolutionsSM

Scheduling

Production Scheduling Tips

- Production days = business days
- Increased information reduces misinterpretation (details matter)
- Seasonal Flux – quality, cost, timeliness, August through December - all hands on deck



Budgets and Supplier Selection



Supplier Selection



- **Identify the most important attribute(s)**
- **The Budget will help to define the selection of service partners**
- **Bidding – a process for identifying ‘fair’ market value**
- **Room to Negotiate?**
- **F.O.B – Beware the acronym - ask questions!**
- **Proven Partnerships**



Check/money order

 Total \$ _____ Exp. Date

Card #

Signature (required) _____
 Sample A. Sample
 123 Any Street
 Anytown, US 12345-6789

CID# # * the last three numbers in the signature box on the back of your credit card
 999999 99999 9999999999 99

CHRISTMAS RESPONSE FORM

Fr. Studer, enclosed is my Christmas donation in support of the Oblates' mission ministry around the world.

\$10
 \$15
 \$20
 \$ _____

My Christmas donation is \$25 or more, please light a Christmas Candle at the National Shrine of Our Lady of the Snows for me or for _____ #325

My Christmas donation is \$50 or more, please light a Nativity Christmas Candle at the Church of the Nativity in Bethlehem for me or for _____ #2693

Send me e-mail updates at: _____

Make check or money order payable to:
MISSIONARY OBLATES
 9480 N. De Mazenod Drive
 Belleville IL 62223-1160
 www.oblatesusa.org/apl/christmas
 Donate Now Toll Free At:
 1-888-330-6264

Sample A. Sample
 123 Any Street
 Anytown, US 12345-6789

999999 99999 9999999999 99

If you are having a Christmas Candle lit for another person, please insert the appropriate Candle Remembrance Card in their Christmas Card.

Printing



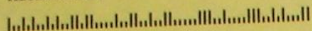
Printing

Traditional

- Most Efficient – Roll or sheets; quantity supports choice
- Good to great print quality; cost effective
- 'Make ready' increases spoilage
- Versions can be costly
- Full Range of PMS colors + 4cp

 **American
Water Resources***
P.O. Box 577, Alton, IL 62002-0577
Lic. No. 54-0912221

*****AUTO**5-DIGIT 22304
Benjamin Harris
4918 Kilburn St Apt L185
Alexandria, VA 22304-8618



Dear Benjamin Harris:

It has come to our attention that the water and sewer lines that run through your property are currently unprotected by the **Water and Sewer Line Insurance Policy**.

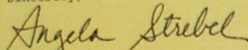
Since you own these service lines (see diagram enclosed), that oversight could cost you thousands of dollars if normal wear and tear or overgrown tree roots cause sudden leaks or breaks in your water line or damaging clogs or blockages in your sewer line. We urge you to enroll in both the **Water and Sewer Line Insurance Policies** to protect you from these unexpected worries and costs.

- **SAVE up to \$15,000*** in costly repairs for just \$11.99 a month.
- **Enjoy peace-of-mind protection from the largest investor-owned water company in the country.**
- **Eliminate the hassles of searching for a qualified, reliable repair contractor.**

American Water Resources*, a subsidiary of American Water, is pleased to introduce the **Water and Sewer Line Insurance Policy** to cover these unexpected costs and provide the peace-of-mind you deserve, while delivering the quality service you depend on.

Enroll today by mailing the enclosed Immediate Action Form or by calling 1-888-207-5795, and you will be protected from the expense and worry that a leaking water line or a blocked sewer line can cause.

Sincerely,



Angela Strebler
Customer Service Manager

P.S. Benjamin Harris, you could save thousands of dollars and countless hours of worry.

Enroll Now!

*The \$15,000 maximum is comprised of three separate and distinct maximum limitations. They are: (1) up to \$5,000 for water line repairs, (2) up to \$5,000 for sewer line repairs, and (3) up to an additional \$5,000 to open, excavate and repair a public road or sidewalk for sewer line repairs. \$50 service fee applies to sewer line program when a contractor is dispatched to your home.

Please check your homeowner's policy to determine if repairs are covered. Insurance policy provided by Virginia Surety Company, Inc. Please refer to the enclosed Policy for coverage details including conditions, limits, as well as what is not covered. If you live in a dwelling such as a condo, duplex or townhome, please contact your local homeowners association to determine if you are responsible for your water and sewer lines, as in some states you would not have ownership of the water line or sewer line.

00002551

IMPORTANT!

Your signature is needed to
enroll in **Water Line and
Sewer Line Protection** that could
save you thousands of dollars.

Customer No. 112920
Status: Currently Unprotected

Peace of mind. Enroll me in the:

IMMEDIATE ACTION FORM:

	PREMIUM FEE:
BEST VALUE!	\$11.99
	\$4.99
	\$8.99

MAILING ADDRESS:

118 Kilburn St Apt L185
Alexandria VA 22304-8618

**LY TO MY VIRGINIA
AN WATER BILL**

**ive to be added to my monthly
months.**

VA12019Y
ANL185-07

By signing this enrollment form you agree to all of the enclosed Terms and Conditions of the **WATER AND SEWER LINE INSURANCE POLICY**. Confirmation of enrollment will be sent to the above mailing address. Coverage begins 30 days after enrollment form is received and confirmed by American Water Resources. All policies are underwritten by Virginia Surety Company, Inc.

X Signature: _____

Date: _____

By providing American Water Resources ("AWR") your e-mail address, you agree to receive e-mail from AWR including account updates and other information about AWR programs. To unsubscribe from being contacted by AWR via e-mail, contact us at 1-888-207-5795 or awrnews@amwater.com. Virginia law requires us to inform you that the purchase of this policy is not mandatory and may be waived. The enclosed terms and conditions are for the Water and Sewer Line Insurance Policy. If you choose to enroll in the Water Line Insurance Policy or Sewer Line Insurance Policy only, a copy of the policy terms and conditions will be mailed to you with your confirmation package or you may call 1-888-207-5795.

Lic. No. 54-0912221

If The Water Line Leaks Or
Sewer Line Clogs On Your Property,
**YOU ARE RESPONSIBLE FOR
THE REPAIRS.**

ENROLL NOW!

Add payments to your water bill
or pay by check or credit card.

**CALL TOLL-FREE
1-888-207-5795**

PLEASE RESPOND BY:

4/30/09



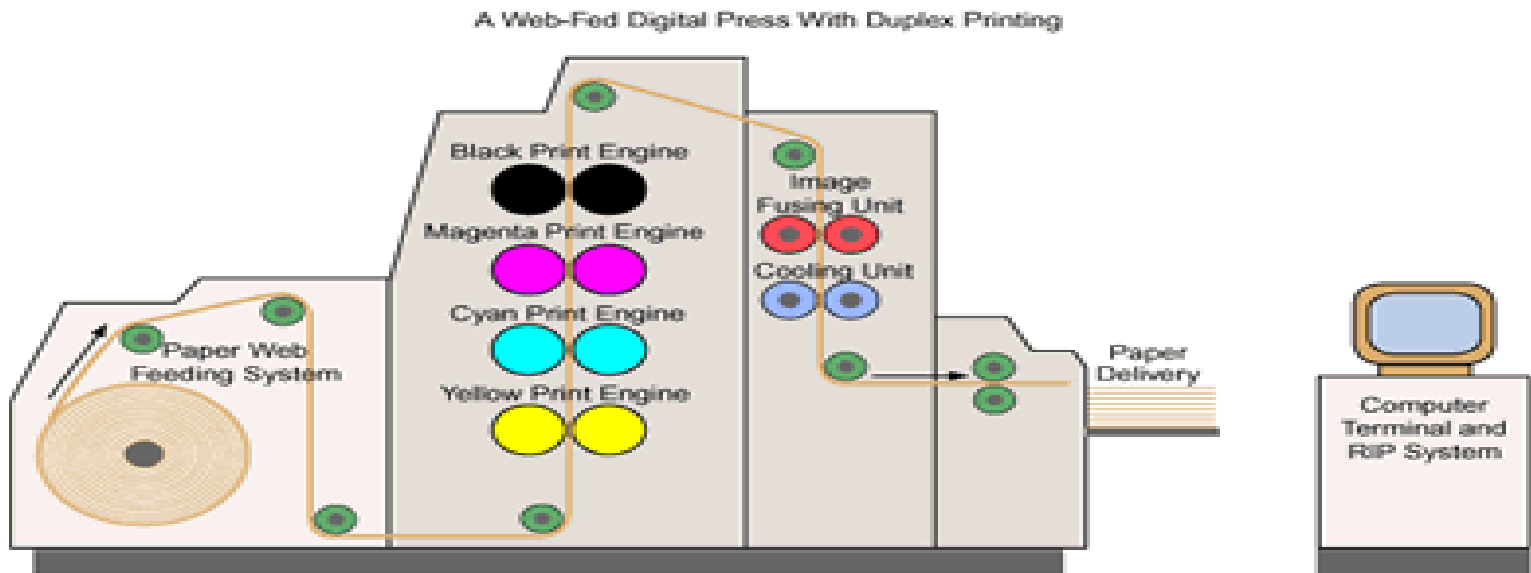
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IMPORTANT SERVICE LINE INFORMATION • IMPORTANT SERVICE LINE INFORMATION • IMPORTANT SERVICE LINE INFORMATION

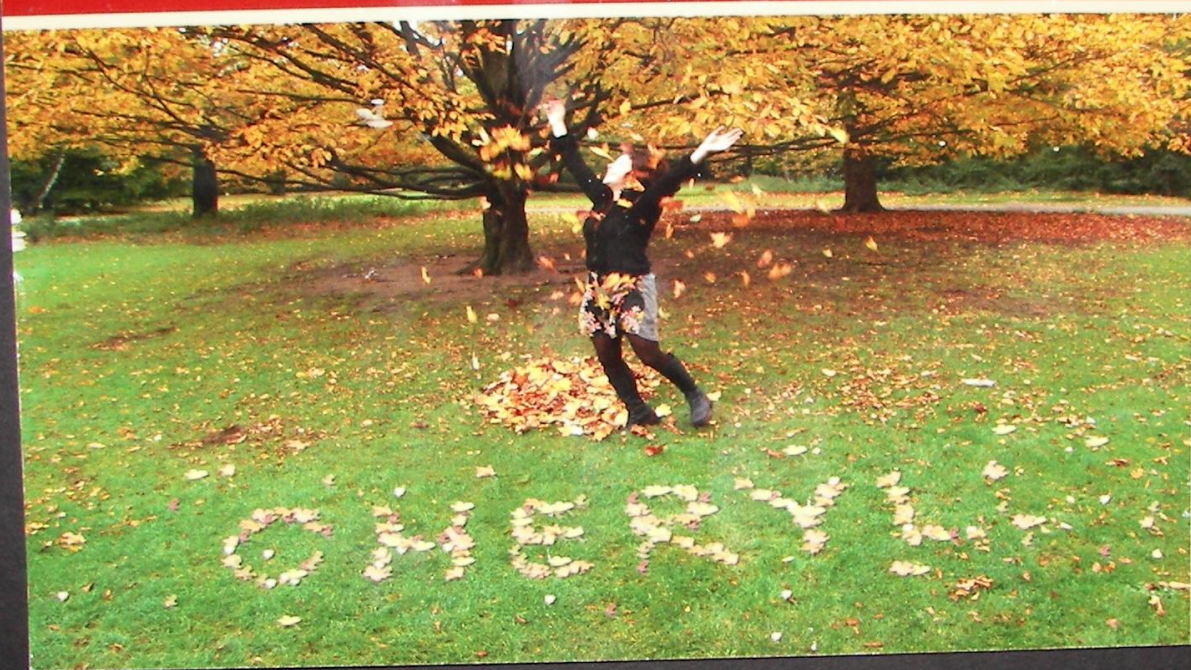
Printing

Digital or Variable Data Printing (VDP)

- Efficient
- High Quality
- **Customized targeted marketing for a 1-1 approach; 100% variable copy and images**
- Perfect for print under 10m
- Minimizes inventory, cash flow management, outdated copy
- Toner-based, eco-friendly



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business.



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2009
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http://Cheryl_Keedy.printco.info/WIN

**CPD Solutions that
Connect You with Faster Production**

Ricoh delivers affordable printing solutions for quick and more efficient color work, offering the speed and efficiency usually only available with offset print. Ricoh Print 09 offers you printers, Connect You with Faster Production solutions, complete with our print production management software and online tools to help you up with your changing volume and on-demand needs.



Visit ricohprint09.com/george.lizama
for a preview of what Ricoh has in store for you at the show!

**In-Plant Solutions that
Connect You with Savings**

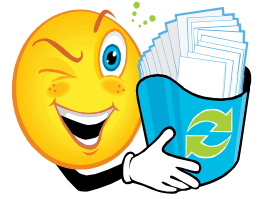
Ricoh understands the requirement to deliver value that meets your needs and provides solutions that help in plants keep and print on to show you the savings and reducing costs. These solutions and savings to organizations who need it are ready at hand. Contact us today to learn more about our in-plant solutions.

**Quick Print Solutions that
Connect You with On-Demand**

Ricoh makes it easy to make the transition from a print provider to a profitable marketing services provider. At Print 09 we'll show you how easy-to-use color solutions, coupled with new color software solutions, will open doors to delivering a tremendous variety of services. We'll show you how to integrate our software solutions with your existing systems.

Printing

Sustainable Focus: More with Less



- ❑ **Reduce – Reuse – Recycle**
- ❑ **Variables: Recycled, recyclable, sustainable, compostable, biodegradable**
- ❑ **Post -Consumer Waste; Chain of Custody Certified (COC) paper AND printers – FSC, SFI**
- ❑ **Vegetable based inks**
- ❑ **Out - Non recyclable plastic, metallic inks and laminates**
- ❑ **In – Recycled and recyclable plastic; ‘Windows’ made from wood or corn**
- ❑ **Location – Location! Print location and final destination makes a difference; reducing the carbon footprint**
- ❑ **Windpower as an alternative energy source**



your everyday green routine seminar

Bring special guests:

Derek Smith - Derek Smith & Associates
Curtin - RIS Paper

January 29, 2009

10am-noon

Art & Negative Training Center

101 Boston Way, Suite B

Beltsville, MD 20706

410.459.8911

ART
JAN 29

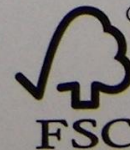
Check out and join us to learn more about the following topics:

- What does green mean to you in your marketing plans?
- FSC, SFI, and PEFC certifications; What they mean to you and how they are used.
- How does your carbon footprint affect the environment?
- How can a green marketing campaign stay within your budget?
- What is recycled fiber?

Sign up for this seminar please visit the following url:

www.artneg.com/greenseminar

Check out our new web site: www.artneg.com



Mixed Sources

Product group from well-managed forests, controlled sources and recycled wood or fiber

www.fsc.org Cert no. BV-COC-080915
© 1996 Forest Stewardship Council



Green Paper: Printed on FSC-certified paper manufactured with electricity in the form of renewable energy (wind, hydro, and biogas), and includes a minimum of 20% post-consumer recovered fiber. (The FSC trademark identifies products which contain fiber from well-managed forests certified by in accordance with the rules of the Forest Stewardship Council. Art & Negative's FSC CoC certificate number is BV-CoC-080915.

Paper – Weight, Grade, Finish

“Paper costs CAN account 50% of the cost per component – consider...”

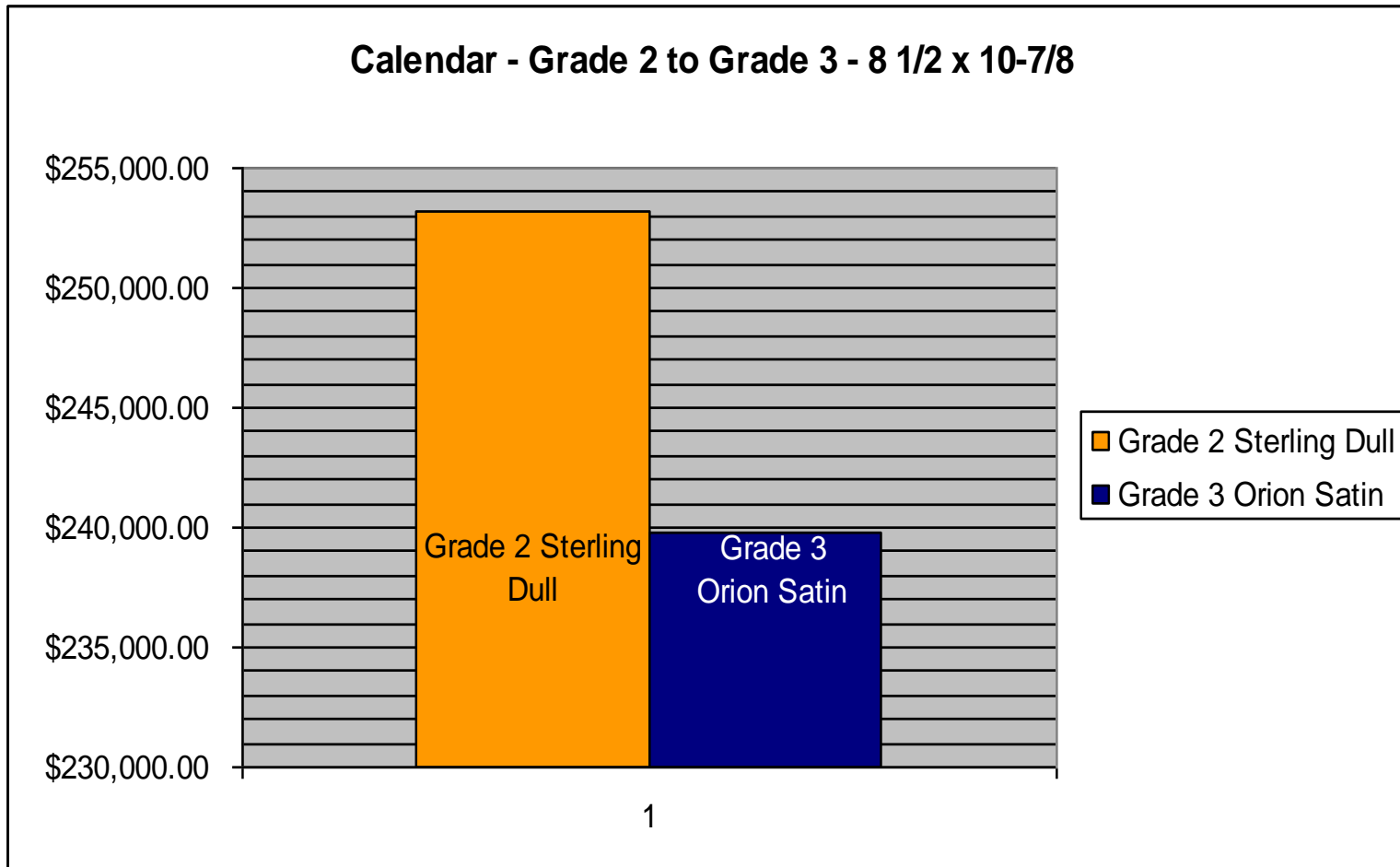
- Reducing the paper weight and grade
- Tinted stock vs. specialty color stock
- Identifying opportunities to gang purchase/print



Paper

Grade Choices Can Reduce Costs – Grade Example

Savings to print on Grade 2 vs. Grade 3 at 1.185MM - \$13,426.00 in savings



Data



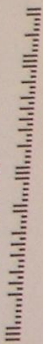
Programming & Data Processing



- **Interpreting the data segmentation - mail plan**
- **Selecting data segments; application of 'in/out' quality control checks**
- **Merging pre-print with personalized content – name, address, giving history**
- **Understanding USPS requirements for the class of mail and address hygiene**

A Special Gift for You

T1 P1 1 *****AUTO**3-DIGIT 024
Ms Donna Jones
140 Weston St
Waltham MA 02453-1725



COVENANT HOUSE
346 West 17th Street
New York, NY 10011-5002
www.covenanthouse.org

Donna Jones
Envelope Seals
A Message from
Sister Mary Rose

Dear Friend,

I wish I could give every kid in America a Guardian Angel to protect them every day & collection of Angels.

I hope every child is reminded of God of His special Gift.

And that when you are there, alongside me, I can comfort you.

And I'm sure I can help. I hope it will comfort the frightened, lonely.

My name is Sister Mary Rose and girls called me "Sister" because I was a nun. I need your help to provide food, clothing, and shelter for the homeless kids.

FEDZNT 9415



COVENANT HOUSE
JAF BOX 2
NEW YORK, NY 10011-5002

ATTN: Sister Mary Rose

Donna Jones
Address Labels

A Reply from
Donna Jones

My Guardian Angel Gift to Covenant House

Yes! I want to be a Guardian Angel to a cold, hungry lonely kid. Here's my gift to help make sure Covenant House is always there to help homeless kids:

- \$15 \$20 \$25 \$50 \$100 Other \$ _____

927129511 BN2NNT

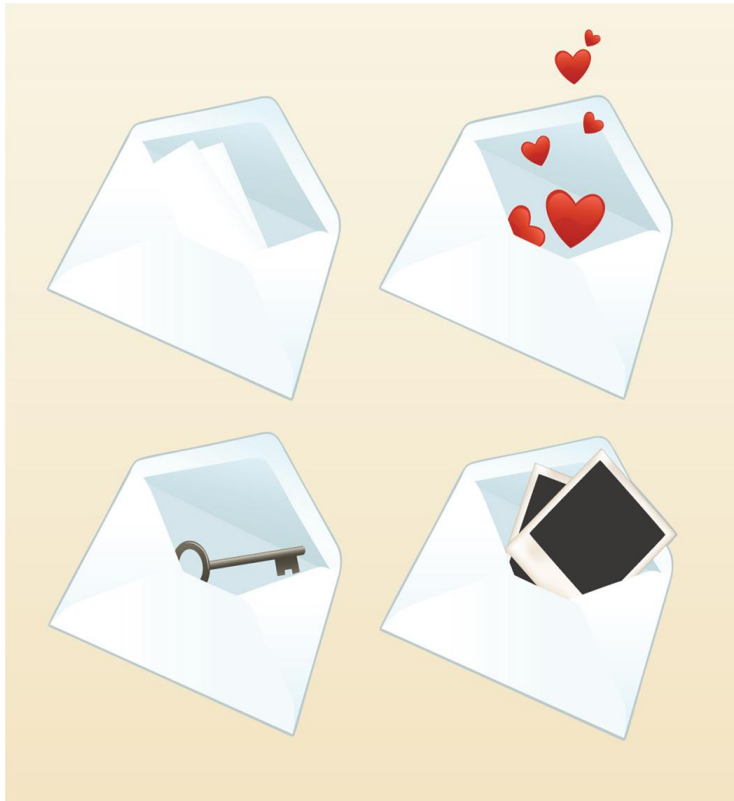
Ms Donna Jones
140 Weston St
Waltham MA 02453-1725

You're an Angel
to the Kids at
Covenant House!



Data Processing

Presort Instruction Requirements

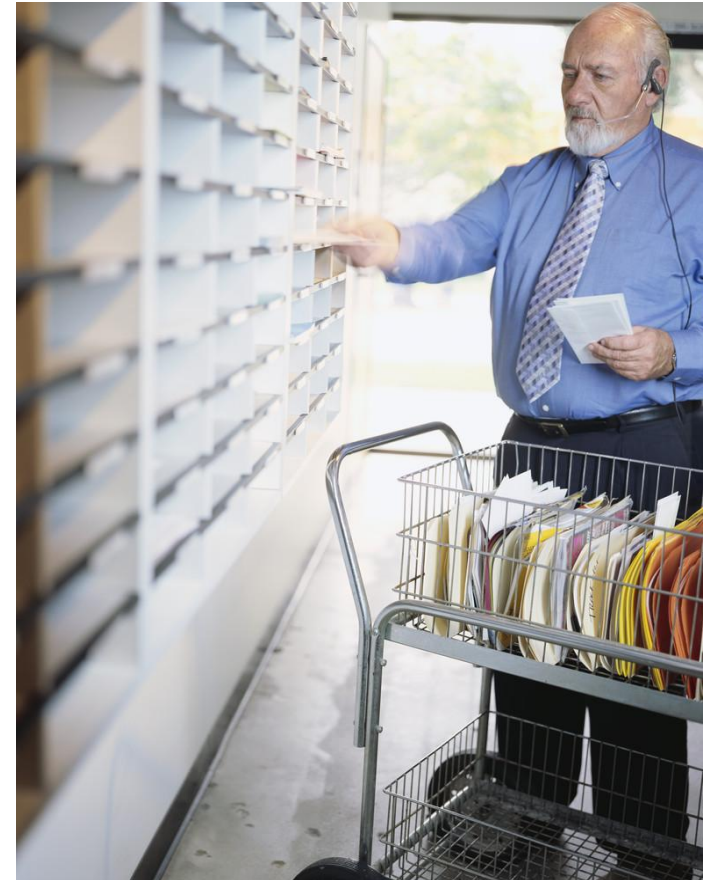


- ❑ Mail Classifications – Letter, flat, parcel, NFM, postcard, periodical
- ❑ Piece weight and thickness for each unique mail segment/package
- ❑ Postage rate – standard, first, auto, presort, periodical
- ❑ Postage Type – stamp, meter, indicia
- ❑ Mail Tracking – Add 'seeds', append an IMB (Intelligent Mail Barcode)

Data Processing

Data Hygiene – Reducing Undeliverable Mail

- The USPS 2010 Goal - Reduce UAA mail by 50%
- 2 million new addresses are added each year
- Over 41 million residential changes of address changes are filed each year; over 50mm moves
- In 2008, the USPS handled 8 Billion pieces of UAA mail = 5% of all mail delivered - 60% attributed to Standard Mail – cost \$1.979 Billion

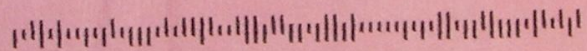


P.O. Box 14301
Cincinnati, OH 45250-0301

Electronic Service Requested

Non-Profit
US Postage
PAID
Disabled American
Veterans

DO NOT BEND



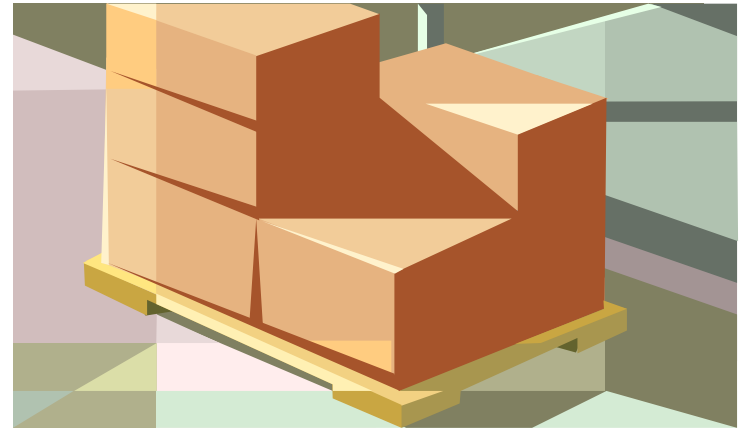
46 2589 409179
Ms. Marie E. Bagay
45823 Dominick Ter.
Sterling VA 20166-2420

0379378340

Data Processing

Prepping mail for finer 'sorts' will reduce costs –

- Drop Shipment
- Commingling
- Co-palletizing
- Local Entry

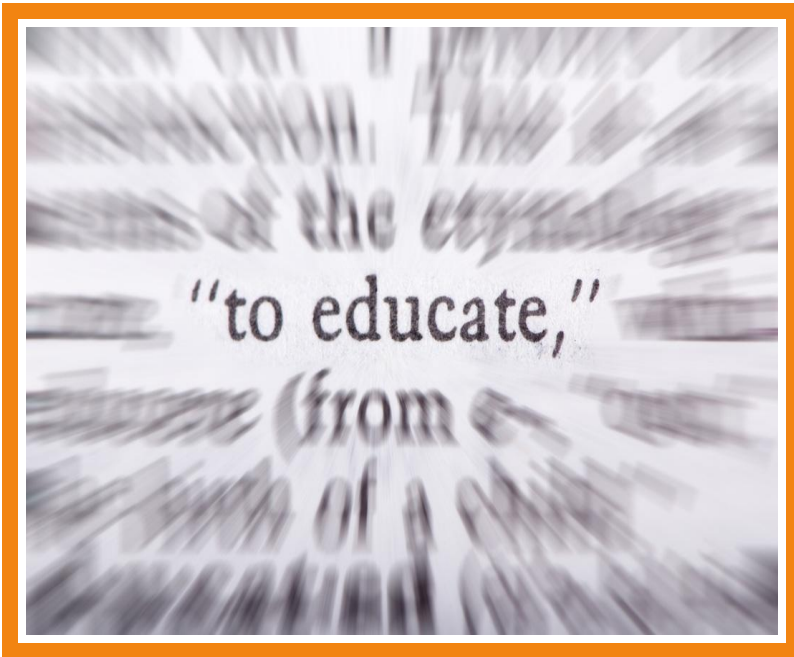


Personalization

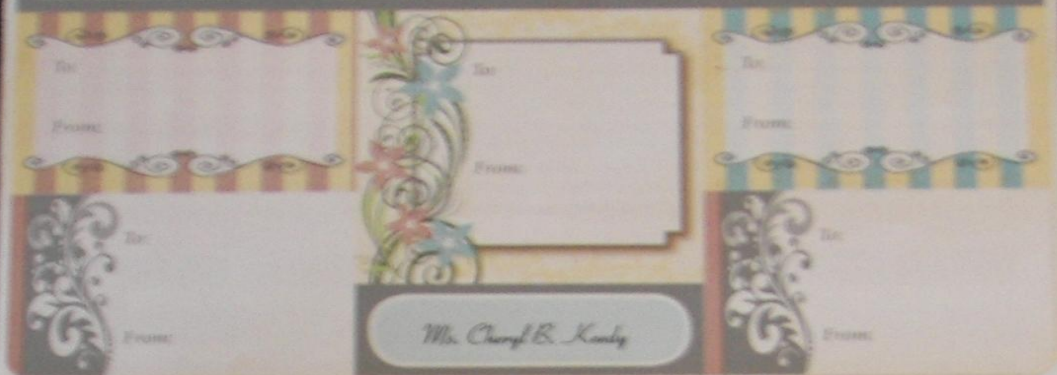


Personalization

Most Common Methods



- Cut sheet laser – cost per sheet
- Continuous form or roll laser – cost per inch
- Inkjet – cost per inkjet head




Ms. Cheryl B. Keedy



Ms. Cheryl B. Keedy *Ms. Cheryl B. Keedy* *Ms. Cheryl B. Keedy*



 American Diabetes Association.

Certificate of Appreciation

The Board of Directors of the American Diabetes Association
is proud to honor

MS. CHERYL B. KEEDY

in recognition of your generous support and commitment
to improving the lives of almost 24 million American children
and adults who are living with diabetes.

Dear Coalition to Salute America's Heroes,

After I lost my right leg to an anti-tank mine in Afghanistan, I didn't know how I was going to provide for three great kids Jorge Jr., Amanda



and my long recovery at Walter Reed. I don't have a lot of time to worry about making much other, "How are we going to pay for our expenses? How are we going to feed

From the Desk of...

BRIGADIER GENERAL
U.S. AIR FORCE

\$100,000 Matching Aid for Wounded

Coalition to Salute America's Heroes

From: A. Miller
The Clement Group
211 E. Ontario St. Ste. 1600
Chicago, IL 60611

Dear General Diehl,

I'm glad to hear that a generous friend has provided a **dollar up to \$100,000**. That means vital gift - which is especially important during the holidays.

I know that many severely wounded are struggling right now just to keep their bills from skyrocketing. Plus rising gas prices are also pouring on the pressure on our troops in wrenching financial circumstances with the next 60 days a critical time for our veterans. Coalition's "Emergency Financial Aid" can help.

- Prevent evictions from homes
- Keep their cars - no more
- Avoid electricity, water, and gas
- Provide baby food

I've given \$500 before to match yours since this is an emergency, I'll

- \$500, which becomes yours and their families.
- \$750, which becomes yours and their families.
- \$1,000, which becomes yours and their families.
- Other?

My e-mail address is (please use it)

CSAH is a nonprofit 501(c)(3) organization and contributions are tax deductible.
CSAH is a nonprofit organization providing emergency aid to severely wounded veterans.
Coalition to Salute America's Heroes

Dear Friend,
Here's a few from wounded
been helped
Thanks so
you've done

COALITION TO SALUTE AMERICA'S HEROES
P.O. Box 96499
Washington, DC 20096-0449
www.saluteheroes.org

Page five

Brigadier General Arthur F. "Chip" Diehl
U.S. Air Force (Ret.)
A. Miller, thanks to a \$100,000 matching grant, your crucial gift can provide twice as much emergency aid for severely wounded GIs and their families this holiday season.

Page three

are I Like

Speci

turn

pay car

MILITARY FRIENDS
BRIGADIER GENERAL
JAMES H. "JIMMIE" LEATH
DSC, USA RETIRED

LIEUTENANT GENERAL
WILLIAM H. GINN, JR.
USAF RETIRED

F1

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A. Miller
The Clement Group
211 E. Ontario St. Ste. 1600
Chicago, IL 60611

Dear A. Miller,

A generous donor has just pledged to match donations dollar for dollar up to \$100,000.

This means your crucial gift to the Coalition to Salute America's Heroes will provide twice as much emergency aid for severely wounded GIs and their loved ones during the approaching holiday season.

You're one of the Coalition's most generous supporters in Chicago, Illinois. I knew I had to tell you this important news right away. As you know, the Coalition is America's leading charity dedicated to helping GIs who've been severely wounded in war in Iraq or Afghanistan. And right now, pleas for emergency financial help from severely wounded GIs and their families are skyrocketing.

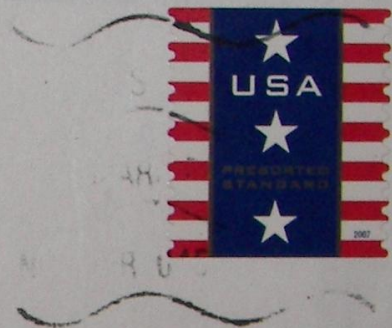
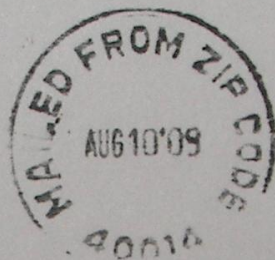
Rising gas costs, housing troubles, increasing food prices and the economy are squeezing our wounded GIs. Many of America's finest face out-wrenching financial circumstances during the next 60 critical days of the Thanksgiving and Christmas seasons.

As greater numbers of families in crisis come to us for help, we want to ensure that we can fulfill all their needs. You've given a generous \$500 before. Will you help again with a vital \$500 gift mailed today in the enclosed postage-paid USPS priority envelope? I'm counting on your generous support ... and

October 28, 2008

380

L. Hernandez



John Sample
1720 Watterson Trail
Louisville, KY 40299-2430

v

Mailshop

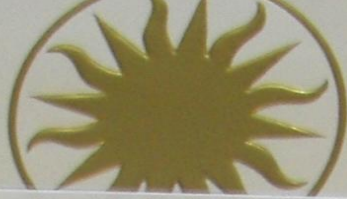


INSERTION ORDER

- Approval to insert and affix postage

LIVES

- Approval to mail
- Last opportunity to check quality and accuracy – one or two samples per segment



Smithsonian Institution

REPLY MEMORANDUM

TO: Mark Thoreson
Acting Director of Development

FROM: John Q. Sample
123 Any Street
Anytown, US 12345-6789

The Contributing Membership
Smithsonian Institution - Arts & Industries Building
900 Jefferson Drive SW, Suite 1130, MRC 410
P.O. Box 37012
Washington, DC 20013-7012

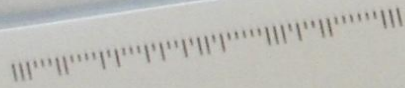
February 2005

I am...

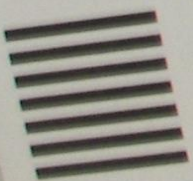


Smithsonian Institution

Mark Thoreson
Acting Director of Development



SMITHSONIAN INSTITUTION
THE CONTRIBUTING MEMBERSHIP
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PITTSFIELD MA 01202-9951



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additional contribution to the Smithsonian!

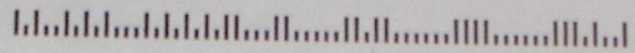
022PM



Disabled American Veterans

P.O. BOX 14301

CINCINNATI, OHIO 45250-0301



Mailshop

Avoid these common errors!

- Width of insert is exceeds width of envelope
- Insert is 'too tall' for the envelope
- **Weight exceeds one ounce- 1st class**
- **Matched components have the same name & address**

Mailshop

Reviewing postal statement accuracy

- ❑ Quantity
- ❑ Postage rate
- ❑ Maildate

United States Postal Service
Postage Statement – Nonprofit Standard Mail

Post Office: Note Mail Arrival Date & Time

Permit Holder's Name and Address and Email Address, if Any 14849 PERSISTENCE DR WOODBRIDGE, VA 22191 USPS Nonprofit Auth No.	Telephone	Name and Address of Mailing Agent, if other than permit holder 14849 PERSISTENCE DR WOODBRIDGE, VA 22191	Telephone (703) 490-5558	Name and Address of Individual or Organization for Which Mailing is Prepared, if other than permit holder GHOST #80183
Customer No.		Customer No.		Customer No.
Post Office of Mailing MERRIFIELD VA 22115	Processing Category <input checked="" type="checkbox"/> Letters <input type="checkbox"/> DM <input type="checkbox"/> Flat <input type="checkbox"/> Flat - Machine <input type="checkbox"/> Parcel - Irregular <input type="checkbox"/> Letter - Paid as 1st Cl. <input type="checkbox"/> SCR Letters - Paid as ECR Flats	Mailing Date 6/19/2008	Federal Agency Cost Code 000005050	Statement Seq. No. No. & Type of Container 000005050 _____ Sacks _____ 1 ft. Letter Tr _____ 3 ft. Letter Tr _____ EBM Letter _____ Flat Tray _____ Pallet
Type of Postage <input type="checkbox"/> Permit Imprint <input checked="" type="checkbox"/> Processed Stamp <input type="checkbox"/> Mailed	Permit # 9036	Weight of a Single Piece 0.0925 pounds	Total Weight 3,438.2500 lb	Total Postage \$5,469.70
For Mailing and Coding		For Enhanced Carrier Route Price Process, Enter Date of Address Marking and Coding		For Enhanced Carrier Route Price Process, Enter Date of Carrier Route Sequencing
Make a copy of this form <input type="checkbox"/> Auxiliary service endorsement <input type="checkbox"/> POST Forward <input type="checkbox"/> NCOA <input type="checkbox"/> ACS <input type="checkbox"/> Alternative method <input type="checkbox"/> Multiple				
Receipt Number Reference Number Master's Department/Job No. Description of Mail Distribution 9432/0244 21078 CANADIAN MUSEUMS OF PA				
Parts Completed (select all that apply) <input checked="" type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input checked="" type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> S				
Rate at Which Postage Affixed (Check one) <input type="checkbox"/> Correct <input type="checkbox"/> Lower <input checked="" type="checkbox"/> Higher NET POSTAGE DUE 55,012 pcs x \$ 0.0500 = Postage Affixed \$2,750.60				Total Postage (Add parts totals) \$5,469.70
Postage Due Paid by STAMPS & COES For USPS Use Only: Additional Postage Payment (State reason) For postage affixed add additional payments to per postage due; for permit imprint add additional payment to total postage.				Net Postage Due (Subtract postage affixed from total postage) \$2,719.10
Postmaster: Report Total Postage in (Permit Imprint Only) AIC 125				Total Adjusted Postage Affixed Total Adjusted Postage Permit Imprint
The maker's signature certifies that: (1) the mailing complies with DMM 703; (2) the income derived from the sale of any products or services advertised in the mailing is not subject to the Unrelated Business Income Tax (UBIT) and any products and services so adverted are substantially related to the nonprofit organization's authorized purpose within the meaning of 39 U.S.C. § 3626(g)(1)(B)(ii) and 39 U.S.C. § 5115(A); (3) the mailing is made by a voting registration officer as required or authorized under the National Voter Registration Act of 1993; and (4) it will agree to pay, subject to appeal, any revenue deficiencies assessed on this mailing if an agent signs this form. The agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from omissions within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mailer and the supporting documentation comply with all postal standards and that the mailing conforms to the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits material or information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.				
Signature of Mailer or Agent			Privacy Notice: For information regarding our Privacy Policy visit www.usps.com Printed Name of Mailer or Agent Signing Form Telephone (703) 490-5558	
Weight of a Single Piece 0.0925 pounds		Are postage figures at least adjusted from maker's entries? If "Yes," Reason:		
Total Pieces 55012 Total Weight 497.62		Yes <input type="checkbox"/> No <input checked="" type="checkbox"/>		
Total Postage 2469.70		Round Stamp (Permit/Post)		
Postage Verification Performed? (Check One) <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No		Date Mailer Notified Contact By (Initials) Time 6:03 AM '08		
I CERTIFY that this mailing has been inspected concerning: (1) eligibility for postage rates claimed; (2) proper preparation and present; (3) proper completion of postage statement; and (4) payment of the actual fee.		Verifying Employee's Signature Printed Verifying Employee's Name Time		

PS Form 3802-N May 2008 Facsimile

Mailshop Inventory Management



- Reconcile with each use; out with the old and in with the new
- Inventory Codes allow for quick reconciliation and easy tracking
- Common Problem – You don't have enough inventory to finish the project

Thank You!

Cheryl Keedy

ckeedy@psmail.com

703-734-4523

www.productionssolutions.com