



Mailing Terms

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- ▶ **Address Service Requested** – One of several processes offered by the USPS to provide change-of-address information to mailers. Months 1 through 12, the mail piece is forwarded at no charge, a separate notice of the new address is provided and an address correction fee is charged. Months 13 through 18, the mail piece is returned with the new address attached at no charge. After month 18 or if undeliverable, the mail piece is returned with reason for non-delivery attached at no charge.
- ▶ **Aspect Ratio** – The dimension of a mail piece expressed as a ratio of length (the direction parallel to the address) divided by height. An aspect ratio between 1.3 and 2.5, inclusive, is required for automation compatibility.
- ▶ **Automation Compatible Mail** – Mail that can be scanned and processed by automated mail processing equipment such as an optical reader or barcode scanner.
- ▶ **Barcode** – A string of vertical bars that represent numeric information. Barcodes are used by the USPS to automate mail handling thereby reducing cost, speeding delivery, and improving accuracy.
- ▶ **Barcode Clear Zone** – A rectangular area in the lower right part of a letter size mail piece that must be kept free of printing and symbols, except the barcode itself.
- ▶ **Business Reply Mail (BRM)** – Reply mail that uses a Business Reply Permit to return mail at no charge to the addressee. Widely used for surveys, product registration cards, and inquiry requests as examples. Reply mail has very specific layout requirements that normally require pre-approval by the USPS.
- ▶ **Bulk Mail** – A type of third class mail which needs a minimum quantity of 200 identical pieces per mailing. Mailers who sort their mail by zip code and tie and bag it according to USPS Regulations are eligible to mail Third Class Bulk, often referred to as business class mail. See Standard (A) Mail.
- ▶ **Business List** – Any list of individuals or companies based upon a business-associated interest, inquiry, membership, subscription or purchase.
- ▶ **Business Response Card (BRC)** – A return card, often with respondent's name and address information printed or affixed on it, which is included in the package to facilitate responding to an offer. Postage is paid for by the advertiser.



- ▶ **Business Reply Envelope (BRE)** – A return envelope supplied by the advertiser to the recipient for use as a ready response device.
- ▶ **Carrier Route Presort** – A process by which the carrier route # can be attached to street addresses within the 5-digit Zip Code. This facilitates delivery of the mail, and mailers who use carrier route presort can get a discounted mail rate.
- ▶ **CASS Certify** – The Coding Accuracy Support System, or CASS™, is a system designed to improve the accuracy of the address and ZIP Code™ that appears on each item in a bulk mailing. Mailings that are CASS Certified™ are eligible for certain bulk mail postage discounts. In order to become CASS Certified, the mailing list must be run through a software program approved by the USPS®.
- ▶ **Change Service Requested** – An ancillary service offered by the USPS. A separate notice of new address or reason for non-delivery is returned to the sender. The mail piece is disposed of by the USPS and a fee is charged per piece.
- ▶ **Consumer List** – A list of people who have bought merchandise, subscriptions, services, etc, geared towards the consumer.
- ▶ **Courtesy Reply Mail (CRM)** – A type of mail in which a business sends pre-printed, self-addressed envelopes or postcards to customers, who then affix postage stamps to the envelopes or postcards and mail them back to the business. Alternatively, the business can disseminate the envelopes or postcards with stamps already affixed, similarly to metered reply mail. Courtesy reply mail differs from business reply mail in the manner of payment of postage, namely, by stamp when the mail is sent, rather than by the permit holder when the mail is received. Courtesy reply mail is typically used when a response is practically guaranteed, e.g., bill payments.
- ▶ **Demographics** – Statistics and information on the subscribers/members/buyers such as age, income, presence of children, etc.
- ▶ **Direct Mail** – Another name for advertising mail sent to targeted prospects or markets. Direct mail can be sent via any postage rate but is usually sent Standard (A).
- ▶ **Direct Mail Advertising** – Any promotional effort which uses the USPS or another direct delivery service for the distribution of the printed advertising piece.
- ▶ **Direct Response Advertising** – Advertising through any medium, designed to evoke a measurable response from a potential consumer.



- ▶ **Domestic Mail Manual (DMM)** – The USPS manual that contains the basic regulations governing domestic mail services; descriptions of the mail classes and services and conditions controlling their uses; and standards for rate eligibility and mail preparation. Domestic mail is classified by size, weight, content, service, and other factors.
- ▶ **Endorsement** – An authorized marking on a mail piece that shows handling instructions, a service, or a request for an ancillary service.
- ▶ **First-Class Mail (FCM)** – A class of mail that includes all matter wholly or partly in writing or typewriting, all actual and personal correspondence, all bills and statements of account, and all matter sealed or otherwise closed against inspection.
- ▶ **Flat** – The general term for flat sized mail. In Standard (A) mail a flat is a mail piece that is larger than 11 1/2" length and 6 1/8" width. The rate schedule also varies based on the weight of the mail piece.
- ▶ **Fulfillment** – The storing of a customer's materials until that customer requests delivery to itself or to a third party. Also, the fulfilling by a vendor of a request received from a customer by phone, by mail, or by electronic means. Also known as "pick and pack."
- ▶ **Geographics** – A subdivision of a list based on geographic subdivisions such as states, SCF's, Zip Codes, et al.
- ▶ **Indicia** – Imprinted designation on mail that denotes postage payment. The indicia must contain the Class of postage (i.e. First Class, Presorted Std), the words US Postage, & Paid, the post office city where the permit is held, and the number of the permit. The indicia should be placed where a stamp would normally be placed.
- ▶ **Irregular Parcel** – A mail processing category for a parcel that does not meet the dimensions of a machinable parcel.
- ▶ **Letter Mail Piece** – In Standard (A), a mail piece that is less than 6 1/8" x 11 1/2" in size, less than 1/4" thick, and weighs less than 3.5 oz. Letter piece must also have an aspect ratio of 1.3 to 2.5 inclusive. See Aspect Ratio.
- ▶ **Merge/Purge** – The process of combining separate address lists and removing duplicate records, also known as de-duping.
- ▶ **Move Update** – Processing your list through an approved NCOA correction service. This process updates your address list with the NCOA addresses to ensure that your list is as current as possible. As of July 1, 2010 move update must be done 95 days prior to the mailing date. See NCOA.



- ▶ **National Change of Address (NCOA)** – An address correction service that the USPS provides to mailers through USPS licensees. The licensees match mailing lists submitted to them against change-of-address information for the entire country from all Computerized Forwarding System units. This process allows a mailer to maintain the accuracy of a list used for repeat mailings over time.
- ▶ **Non-Profit Standard Mail** – A class of Standard Mail available to organizations that have been approved by the USPS for nonprofit mailings. To be approved for nonprofit mailing an organization must go to the USPS office in their city and complete a PS Form 3624 and provide necessary documentation. The organization will receive a letter in 10-14 days from USPS Memphis approving or denying their nonprofit status.
- ▶ **Periodicals** – A class of mail (formerly called second-class) consisting of magazines, newspapers, or other publications formed of printed sheets that are issued at least four times a year at regular, specified intervals (frequency) from a “known office of publication.” Periodicals usually must have a list of subscribers and/or requesters, as appropriate.
- ▶ **Psychographics/Lifestyle** – Information in addition to demographics which can be overlaid to give further information on the subscribers/members/buyers quality of life and beliefs/philosophy.
- ▶ **Record Layout** – Layout record usually the first record in the file, indicating the data in each column.
- ▶ **Return Service Requested** – An endorsement that requests the USPS to return an undelivered mail piece with the new address or the reason for non-delivery.
- ▶ **Rental** – Mailing Lists are made available for a one-time or multiple use.
- ▶ **Sectional Center Facility (SCF)** – A postal facility that serves as the processing and distribution center (P&DC) for post offices in a designated geographic area as defined by the first three digits of the ZIP Codes of those offices. Some SCF's serve more than one 3-digit ZIP Code range.
- ▶ **Self Mailer** – A direct mail piece which requires no envelope for mailing, provided that the paper stock is heavy enough to meet USPS requirements.
- ▶ **Standard Mail (A)** – Standard Mail matter that weighs less than 16 ozs. It comprises the subclasses of Regular & Nonprofit Standard Mail, and Enhanced Carrier Route mail. Standard (A) may be sent at presorted rates and automation rates. See Bulk Mail.