

## External Bulk Mail Preparation

Bulk mail is called "Standard Mail" by the US Postal Service (USPS), Standard has two basic rates, regular and non-profit. The non-profit rate is lower than regular rates. Non-profit mail may not contain any advertising or mention of a promotion for travel, insurance, or credit cards.

A bulk mailing requires a minimum of 200 identical pieces to qualify for bulk rates. Identical means the only difference in pieces is the address. A permit imprint showing that postage has been paid must be printed or imprinted on each piece.

The Mail Services Department maintains a permit with the USPS (Permit 133) to send regular and non-profit bulk mail. This permit is available for use by all University departments. Do not deliver your permit mail to the Post Office without the proper forms being signed. Mail prepared as bulk mailing needs the Mail Services Department signature on the 3602 USPS Form. This mailing continues with the preparer to the weigher's office downtown for submittal.

A return address is required on all pieces. The University of Cincinnati must be on the top line of the return address.

When mail is undeliverable as addressed (UAA), the Postal Service needs directions on how to treat that mail. These directions are called endorsements. With no endorsement UAA bulk mail is recycled as waste. "**Address Service Requested**" offers Forwarding and Return Service with the new address provided or the reason for non-delivery. The mail is forwarded for 12 months after the addressee moves. An address correction fee of 50 cents is charged to the mailer. Months 13-18 the mail is returned with the UAA reason attached and a fee of 2 1/2 times the cost of mailing is charged. After 18 months the UAA piece is returned with the reason attached and the fee of 2 1/2 times the cost of mailing is charged. "**Forwarding Service Requested**" offers forwarding and return of UAA pieces the same as "Address Service Requested" except you will not receive a correction notice during the first 12 months following a move. After 13 months the treatment is the same as Address Service Requested. "**Return Service Requested**" offers no forwarding. The mail is returned with the UAA reason attached. The fee charged is equal to First-Class mail rates for the piece. We recommend using "Return Service Requested" as the least expensive method of maintaining a clean mailing list.

An endorsement must be printed no smaller than 8-point type, and it must stand out clearly against its background. Brilliant colored envelopes and reverse printing are not permitted. There must be ¼-inch clear space around (above, below, and both sides) the endorsement. The endorsement may be printed below the return address, immediately above the delivery address, to the left of the postage area and below any rate marking, or below the postage area and below any rate marking.

A ZIP code is required on all addresses. All pieces must be sorted in ascending ZIP code order. Mark boxes or trays indicating the order, e.g., 1/5, 2/5, etc. if you have 5 boxes of mail.

Only pieces sent to a US address may be part of a bulk mailing. International mail does not qualify as bulk mail.

All letter-size reply cards and envelopes (business reply, courtesy reply, and metered reply mail) enclosed in a bulk mailing must bear a Facing Identification Mark (FIM) and correct delivery point barcode for the address to which the mail piece is to be returned. FIM is a series of vertical marks left of the postage block. Call the Mail Center for additional information.

Due to the complexity of preparing bulk mailings, it is recommended that you utilize UC Printing Department or UC Awarded Vendors on the current term contract.