

MAILERS+4[®]

March '10
Vol. 16 No. 8

INSIGHT

MAILERS+4 SPOTLIGHT

MAILERS+4 Monthly Updates Now Available at No Extra Cost

We've recently enhanced your subscription to monthly updates instead of bimonthly, at no extra cost! This means you will now receive monthly downloads of MAILERS+4, which will give you access to the freshest data from the USPS[®]. Customers will receive an email when the update is available for download.

You will also continue to receive your bimonthly DVD update by mail. If you have any questions, please call your sales rep.



Latest GeoCoder Update Now Available

The spring quarterly update of GeoCoder is now available. GeoCoder – an add-on to MAILERS+4 – appends lat/long coordinates, census tract and block numbers, FIPS codes and county names to the records in your mailing list to the ZIP + 4[®], ZIP[®]+2, or 5-digit ZIP Code[™] level. This data can be used with:



- » A mapping program
- » Census demographics to plot customer locations geographically and identify demographic patterns in your list.

The information will help you target your market more effectively, resulting in higher response rates and increased sales. For more information, please contact your sales rep or go to:

<http://www.melissadata.com/products/mp4-add-on-components.htm>

POSTAL UPDATE

Mailers Get Crash Course on Move Update

Keynote speaker Scott Jones, manager of Business Mail Entry Unit of the USPS® in Santa Ana, Calif., led industry leaders through the most current information available on Move Update standards at a Southern California Postal Community Council (PCC) conference in Anaheim, Calif. He reminded mailers that more than 45 million Americans move every year and said it's critical for mailers to perform Move Update processing to reduce the number of mailpieces that are forwarded or returned.

Jones detailed six ways a mailer can perform a Move Update. The four pre-approved methods include the use of ancillary service endorsements, the ACS™ and OneCode ACS™ programs, NCOA^{Link}®, and the use of the *FASTforward*® Multi-line Optical Character Reader. The two methods that require separate approval include the legal restraint method and the 99 percent accuracy method.



The Postal Service™ delivers to 149 million addresses and adds more than 1.8 million new delivery points each year.

To read the complete story on Move Update, please go to:

<http://www.melissadata.com/mp4/articles/move-update.htm>



In case you didn't know, MAILERS+4 offers unlimited access to NCOA^{Link} Move Update processing and performs monthly updates at no extra charge. For more information and pricing, please call your sales rep or visit:

<http://www.melissadata.com/mp4/smartmover-unlimited-for-mailers.htm>

MELISSA DATA UPDATE

Melissa Data to Attend National Postal Forum

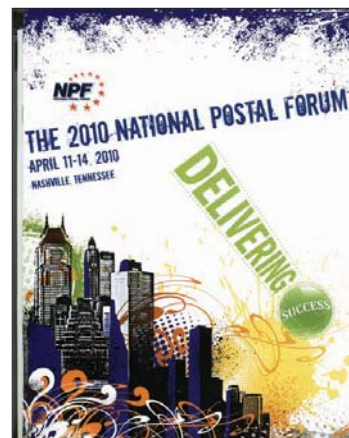
Registration for the 2010 National Postal Forum is now open! The NPF is the premier educational event/experience and tradeshow available to mailing professionals today. If your business or profession has anything to do with using mail, or any of the products and services available through the U.S. Postal Service®... then this is the place you need to be. Melissa Data will be there. Come see us at Booth # 565.

When: April 11-14th

Where: Nashville, TN

What: A complete education in the "Business of Mail."

We've got free exhibit hall only passes, request yours here:
<https://conference-events.org/npf2009/>



MAILERS+4 FAQs

Q: How can I export my mailing list in presorted order?

A: From the **List** menu of the MAILERS+4 Main Menu screen, highlight **Presort**, and then select the Results sub-menu. Click on **Next** until you arrive at the **Presort Reports** screen. Select **Export**, the File Export screen will appear. Give your presorted list a file name and choose the directory you want to save your list to. Select **Save**.

Q: How do I qualify for “In County” rates for my periodical mailings?

A: The first step is to format the FIPS field. This is a five character field that contains the Federal Information Processing Standard and is populated by MAILERS+4 during Address Check. The first two digits of this field is the state code and the last three digits is the county code. Then select the “Use In-County” check box to receive the In-County discount for mail delivered within your county of mailing. The FIPS code of qualifying records must match your post office FIPS code.

Q: What payment options and rate types does MAILERS+4 support?

A: There are 3 payment options to choose from.

Meter – Indicates that you will use a postage meter to pay for your mailing.

Imprint – Indicates that you will use a permit imprint to pay for your mailing

Stamp – Indicates that you will use pre-cancelled stamps to pay for your mailing. You can enter the stamp value in the field provided on the Postage Statement information screen.

MAILERS+4 supports the following rate types.

Profit: Applies to regular mail outside the nonprofit category

Nonprofit: The processing of Nonprofit Mail is exactly like Standard Mail® (A). The difference is in the rates that are charged. USPS Nonprofit rate authorization is required prior to mailing.

Classroom: A special periodical rate available to educational, scientific, or religious publications that are used for scholastic or religious instruction.

Science of Agriculture: A special periodical rate for agrarian publications (70% of the subscribers must be rural residents).

Exclusive MAILERS+4 Free Co-Op Advertising

Ask us how you can get New Business Sales Leads FREE!

Exposure to thousands of Web visitors daily

- » Special links throughout our Web site promoting our Co-Op members
- » Totally free ... no fees or further obligation

Sign up now. No other software vendor can make you this offer. Call your sales rep for more details.

Useful Mailing Links

Industry Insights – Catch the latest news on the postal industry, USPS, and direct marketing hot topics.
<http://www.melissadata.com/postal/postal-links.htm>

USPS RIBBS Web Site – Get access to USPS products and services for business mailers. <http://ribbs.usps.gov>

Melissa Data Resources – Links to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, data management initiatives.
<http://www.melissadata.com/resources>

Discussion Forums – Ask questions, talk product and get fast answers in our discussion forums.
<http://forum.melissadata.com>

Contact Information**Melissa Data Software Product Manager:**

Ken Brashears
ken@melissadata.com
1-800-635-4772 x107

Melissa Data Technical Support:

tech@melissadata.com
1-800-635-4772 x4 (6 am to 5 pm PST)