

# Bulk Mail Guidelines



# Standard Mail (BULK) Nonprofit & Presort Standard

- There are two different types of standard mail. The University qualifies for a lower nonprofit rate for certain mailings. Not all bulk mail qualify for nonprofit status. Mailings done in conjunction with entities outside the University or certain mailings containing advertising are not acceptable and must be mailed at the presort standard rate.

# Permit 190

- The University is entitled to the lowest possible standard mail rates through qualification and purchase of a special nonprofit organization permit. The use of this permit has numerous restrictions.
- Any use of this permit for organizations or individuals other than the University is illegal and may result in revocation of said permit.
- All bulk mailings should be coordinated with Bulk Mail Services to ensure compliance with regulations.
- No mail using Permit 190 may be submitted without written authorization from the Bulk Mail Services.

# Nonprofit Indicia

NONPROFIT ORG  
US POSTAGE PAID  
TUCSON AZ  
PERMIT NO.190

- Nonprofit: This imprint has special limitations on its use. Only for mailings related to the mission of the university. The University Of Arizona must be spelled out in the top line of the return address. Only the logo of the University of Arizona may be in the return address.
- The indicia should look like the example above.
- Permit 190 may only be used by The University of Arizona and only for University related business.

# Presort Standard Indicia

PRSRT STD  
US POSTAGE PAID  
TUCSON AZ  
PERMIT NO. 190

- Presort Standard may be used for mailings that do not meet the requirements for Nonprofit mail.
- These may be cooperative mailings with other companies and organizations. They may have advertising and other logos within them.

# Presorted First Class

PRESORTED  
FIRST CLASS MAIL  
US POSTAGE PAID  
TUCSON AZ  
PERMIT NO. 190

- This indicia may be used when First Class delivery service is desired.
- Must contain 500 pieces
- Mail must have barcodes to receive the presorted rate.
- The mailing list must be processed by Bulk Mail Services in order to spray the barcodes and put it in proper order.
- Must be taken to the BMEU for review and acceptance at the Post office

# Standard Mail Qualifications

- Minimum quantity of 200 pieces or 50 lbs
- Maximum weight is 1 pound
- All pieces must be identical in size, weight and number of enclosures. Postcards must be cut to identical size.
- Each piece must have a University return address and The University of Arizona must appear as the first line.
- The permit indicia must be on each piece, check with Bulk Mail Services as to which permit to use.
- Anything that is considered to be personal in nature (i.e. date of birth, social security #, account numbers, etc) cannot be mailed at standard rates.
- No personal messages, correspondence or communication is allowed
- Only US mail, no foreign mail.
- All standard mail must be taken for review and acceptance to the local BMEU at the Post Office.

# Letter Size Dimensions

## Standard Mail

	Minimum	Maximum
Length	5	11 ½ inches
Height	3 ½ inches	6 1/8 inches
Thickness	0.009	¼ inch

Maximum weight for machinable letters is 3.3 ounces

**Template available from Bulk Mail Services**



# Flat Size Dimensions

## Standard Mail

	Minimum	Maximum
Length	11 ½ inches	15 inches
Height	6 1/8 inches	12 inches
Thickness	.009 inch	¾ inch

Maximum weight for Standard mail, less than 16 ounces

# List Management

- Bulk Mail Services uses a full featured, address management software package from Satori.
- It provides the latest DPV (delivery point validation) and address quality for our lists. We can search and eliminate duplicate records.
- This improves deliverability, reduces waste and cost.

# Addressing

- Bulk Mail Services has the ability to use your database and then spray the address and barcode on each piece according to USPS regulations.
- The address space must be clear of all printing and graphics and must be at least 4 inches wide and 2.5 inches high to accommodate the barcode and 4 address lines

# Databases

- All address files should be sent to Bulk Mail Services. Email [bulkmail@email.arizona.edu](mailto:bulkmail@email.arizona.edu) Or send disk with your mailing.
- Files can be MS Excel, Access or comma delimited. No Word documents
- All fields must be consistent and if there is no information for a particular field, Such as address 2. leave blank. First and last names can be in a separate field or combined as one field. City, state and zip must be in separate fields.
- Apartment or suite information should be in the same field with street address information.
- Do not use punctuation in your fields (commas, periods, etc)

## Example

Field 1	First Name
Field 2	Last Name
Field 3	Company
Field 4	Address 1
Field 5	Address 2
Field 6	City
Field 7	State
Field 8	Zip code

# Mail labeled by Departments

- Starting November 2008, Bulk Mail Services **will no longer accept mail that is labeled by departments.**
- All standard mail will be required to be processed through Move Update or the (NCOA) National Change of Address.
- This means Bulk Mail Services will have to process and address all standard mail.

# Inserting

- Bulk Mail Services has the capability of folding and inserting up to 6 items into a (machine quality) letter size envelopes.
- Our machine can collate, fold, insert and seal most letter size jobs.
- To ensure your mailings will work contact Bulk Mail Services or bring samples by to try.
- Flats can be inserted by Bulk Mail services, This will be done by hand inserting.

# Tabbing

- Bulk Mail Services has a tabbing machine that can apply 1 or 2 tabs at a time.
- Depending on the thickness of your paper stock or the design of your mail, this will determine if you need one or two tabs.
- We have white or translucent (frosted) tabs.
- Remember that the fold should be on the bottom of mail piece and the open end that needs tabbing will be at the top.

# Campus Mailings

- Bulk Mail Services is able to address and sort your mail for campus delivery.
- You can supply us with your database or we can use some of the University databases (short 3-d's, faculty, employees, etc)



# Bulk Mail Services

- For any questions please call us at 621-9522. Fax number 628-7814
- Our hours are 7:00am till 4:00 pm M-F
- Send all database emails to [bulkmail@email.arizona.edu](mailto:bulkmail@email.arizona.edu)
- Our contact Alan Burke, Bulk Mail Mgr  
[acburke@email.arizona.edu](mailto:acburke@email.arizona.edu)
- USPS Postal Explorer link <http://pe.usps.gov/> . This is the best link for all requirements and postage rates for the USPS.
- Billing can be charged to IBF, FRS account number or even direct billing. (direct billing add 8% to total bill)