

Standard Mail Tips & Rules

(For comprehensive USPS guidelines, see <http://www.usps.com/>.)

Mail Piece Requirements

- A minimum of 200 pieces or 50 lbs. of identical mail is required.
- All mail must be destined for a U.S. address. No foreign mail may be sent in a standard mailing.
- The pieces must be of identical size, weight and content, no exceptions made.
- Each piece must weigh less than 16 oz.
- The mailing piece must be printed or duplicated material.
- Standard mail cannot contain bills, statements, or personal messages.
- Mail pieces must be rectangle in shape. The address must be placed parallel to the longer side of the mailing piece.

Addressing

- Always use your department name, UNCW return address; and always include UNCW in the body of the address. Example:

UNCW
Printing Services
601 South College Road
Wilmington, NC 28403-5610

- Use pre-printed mailing indicia. (Our standard mail permit is #444).

Mailing Lists

- Mailing list data files must be in Excel or Access database format. No other formats will be accepted. If the mailing list is not provided in a format that Seahawk Mail can use, it will be returned to you for correction.
- When creating a database for your mailing list, please follow the structure in the example below.

Sample mailing list format:

<u>Prefix</u>	<u>First Name</u>	<u>Middle Name</u>	<u>Last Name</u>	<u>Title</u>	<u>Company</u>	<u>Main Address</u>	<u>2nd Address</u>	<u>City</u>	<u>State</u>	<u>Zip</u>
Mr.	John	E	Doe			3355 South Drive		Wilmington	NC	28409
Dr.	Fran	Smith	Jones	President	ABC Inc.	PO Box 56987		Wilmington	NC	28409
Dr & Mrs	Fred		Adams			1598 Iris	Suite 258	Wilmington	NC	28465

Download sample mailing list (Excel format):

http://www.uncw.edu/ba/postal_services/mailling_list_sample.xls

(Note: Contact Seahawk Mail at 962-3734 if you wish to receive the sample mailing list via e-mail.)

Submittal of Standard Mail Project

- Submit your account number with each job submitted to Printing Services for mailing.
- For additional information on submitting requests, see [UNCW Administrative Policy 05.330](#).

Time Frames - Scheduling of Standard Mail Project

- Schedule your project at least one week in advance, and allow 6 to 14 days for the USPS to deliver.
- Typical turnaround time on your mailing pieces will be 48 to 96 hours, depending on the size of your mailing job. On large complicated mailings, please call ahead for a turnaround time.

USPS Handling of Standard Mail

- The USPS will recycle all undeliverable mail.
- The USPS can and will open standard mail pieces for content inspection.

Design is Critical

The shape, size, paper, ink, graphics, text and content of a mailing piece all play a role in the final postage cost and in determining if the piece is acceptable for mailing. Design can be as simple as a single sheet or folded self-mailer, or as complex as a multiple page, saddle-stitched booklet. However simple or complex your project might be, please consult the expert designers at Printing Services before committing to a mailing design.

Do You Need to Use an Address Change Service (ACS) Code?

- The ACS Code is an automated process that provides change of address information to mailers who maintain computerized mailing lists. The information is captured in the USPS's Computerized Forwarding System and sent to you on electronic media to eliminate manual processing of change information. There is a minimal cost for each piece returned to you.
- If you require a USPS ACS Code on your mail, you will need to contact Advancement Services for your ACS Code, which needs to be provided when you submit your mailing list.

Ancillary Service Endorsements

An ancillary service endorsement is a marking used by the mailer to request the new address of the addressee and to provide the USPS with instructions on how to handle mail that is undeliverable as addressed.

If an ancillary service endorsement is used, the correct syntax and proper placement of the endorsement are required. Use of an ancillary service endorsement obligates the mailer to pay the applicable charges.

Ancillary Service Endorsement Options for Standard Mail	
Note: For additional information and the most current rates, please visit http://www.mailservices.uwex.edu/handbook/endorsements.pdf?PHPSESSID=d99301e05f70ed0a9ca785d35c013c50	
Address Service Requested:	Months 1-12: Forwarded at no charge Notice of new address provided Address correction fee charged. Months 13-18: Mail piece returned with new address attached Weighted fee charged Months 18 + or undeliverable: Mail piece returned with reason for non-delivery Weighted fee charged
Return Service Requested:	No forwarding only returned. New address notification provided. Mail piece returned with new address or reason for non-delivery attached. Appropriate single piece First Class or Priority mail rate charged on all returned mail
Change Service Requested:	No forwarding or returning. New address notification provided. Separate notice of new address or reason for non-delivery provided; mail piece disposed of by USPS. Manual notice: \$.50 each Electronic notice: \$.25 each Automated letters: First 2 notices \$.02 each Subsequent notices \$.15 each
Forwarding Service Requested	Months 1-12: Forwarded at no charge Months 13-18: Mail piece returned with new address Weighted fee charged Months 18 + or undeliverable: Mail piece returned with reason for non-delivery. Weighted fee charged
Electronic Service Requested	In all cases: Mail piece is directed to a Computerized Forwarding System (CFS) or Postal Automated Redirection System (PARS) site for processing. "Address Service Requested" and "Change Service Requested" handling instructions and options are required to be predefined within the ACS mailer profile data. OneCode ACS mailers are also required to insert this service request through a valid service type code in an Intelligent Mail barcode. The service type code in the Intelligent Mail barcode will take precedence over the instructions in the mailer account profile.