

# POSTAL INDICIA INFORMATION



There are four main types of indicia commonly used. The four types are First Class, Presort First Class, Presort Standard and Non Profit Organization.

First Class indicia is used for mailing items at full rate, instead of applying stamps or metering. This option is not used often. Customers may use their own permit number or mail under the FCP permit. No list certification is needed. Minimum piece count is 500.

Presort First Class indicia is used to mail items first class but at a reduced postage rate. The postage is calculated by the piece size, weight, zip codes on the mailing list. Customers may use their own permit number or mail under the FCP permit. This requires the list to be CASS certified and NCOA certified. Minimum piece count is 500.

Presort Standard (often referred to as bulk mail) is used for mailing items at the lowest rate possible. The postage is calculated by the piece size, weight, and zip codes on the mailing list. Customers may use their own permit number or mail under the FCP permit. This requires the list to be CASS certified. Minimum piece count is 200.

Non Profit is used only for customers who are operating as a not-for-profit business and have filed the appropriate non profit paperwork with the post office. Customers may use their own permit number or mail under the FCP permit. This requires the list to be CASS certified. Minimum piece count is 200.

## INDICIA GUIDELINES

Indicia should be in the upper right corner of the mail piece.

Indicia size should be at least 3/4" x 3/4" with at least a 3/8" clear around the indicia. The indicia box needs to be square in shape. Box outline needs to be .5" rule.

**FCP permit number is 6783**

## ADDRESS GUIDELINES

The area for address imprinting needs to be 2" x 4" minimum. This means there can be no printing, varnish, or coatings within this area, even if the address itself does not take up the entire area. Also, for automated mailing there should ideally be no printing on the piece below and to the right of the addressing area

The standard font used for addressing will be an all cap Arial style font unless otherwise requested by the client. TrueType fonts can be used, but not all fonts are acceptable for fully the discounted postage rate.

## RETURN ADDRESS GUIDELINES

If the customer is using their own permit number, the return address on the piece needs to match the address on file with the permit. This is especially critical for non-profit mailings and the return address must be the same address on file with the non-profit paperwork at the post office. If we are using the FCP permit number, the return address would be our customer's address. All pieces must have a return address, regardless of which indicia or postal class is selected.

**First-Class Indicia:**

This is used when the customer is paying full rate. We do not use this indicia regularly. For example, we would use this indicia to eliminate the cost of applying stamps by hand.

No list certification is needed.

Minimum piece count is 500.

FIRST CLASS MAIL  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 6783

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**Presort First Class Indicia:**

This is used when the customer wants to mail First Class but at a reduced postage rate.

This requires the list to be CASS certified and NCOA certified.

Minimum piece count is 500.

PRESORT  
FIRST CLASS  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 6783

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**Presort Standard Indicia:**

This is only used when the customer wants to mail standard with the best rate option.

This requires the list to be CASS certified.

Minimum piece count is 200.

PRESORT STD  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 6783

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**Non Profit Organization Indicia:**

This can only be used by a non profit organization when paperwork has been filed with the post office.

This requires the list to be CASS certified.

Minimum piece count is 200.

NON-PROFIT ORG.  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 6783

## **CERTIFICATION OF LISTS**

In order to get the best possible postage rates, the post office mandates that lists be certified. There are two different certifications. Coding Accuracy Support System (CASS) certification and National Change Of Address (NCOA) certification. FCP does CASS certification in-house. CASS certification confirms the address provided is legitimate and adds the extra 4 digits to the zip code. CASS certification is done on all mailing lists and takes about 1 hour to complete. NCOA certification is done by a national company licensed with the post office to certify the list and takes 24 hours to have processed. NCOA certification updates address correction or forwarding address information only. NCOA certification is only required for presort First Class mailings, but may be done on any list where address corrections are desired.

## **TABBING PIECES**

Folded self mailers smaller than 6-1/8 x 11-1/2 usually require a tab (sometimes called a wafer seal) to seal them shut to qualify for full postal rate discounts. The ideal format calls for the folded edge at the bottom of the piece and a single wafer seal at the top. If the piece is oriented with the opening at the bottom, then two wafer seals are required.

## **MAILING LIST**

Mailing lists can be received in several different formats, most commonly as MS Excel or MS Access in tab or comma delimited format. The list can be emailed or delivered to our FTP site.

Customers can either provide their own lists, or we can purchase lists for them.

## **MERGE / DE-DUPE (PURGE)**

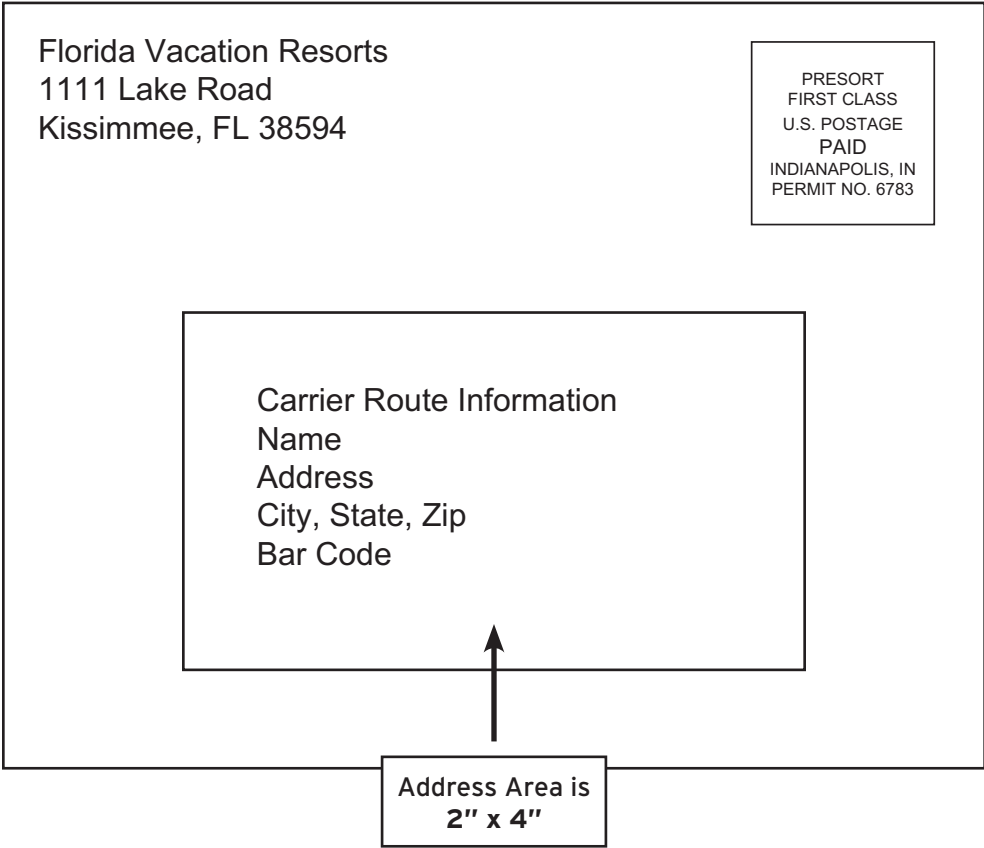
If there is more than one data file we normally merge all the files into one mailing list to create one single mailing and to get the lowest postage rate possible.

We normally do not de-dupe client data unless specifically instructed to do so. Some customers want their files de-duped to eliminate sending duplicate mailings, but this can be tricky. There are several options when de-duping – by name, address, company, or any combination. We can also “suppress” one file against another to eliminate records with a specific attribute.

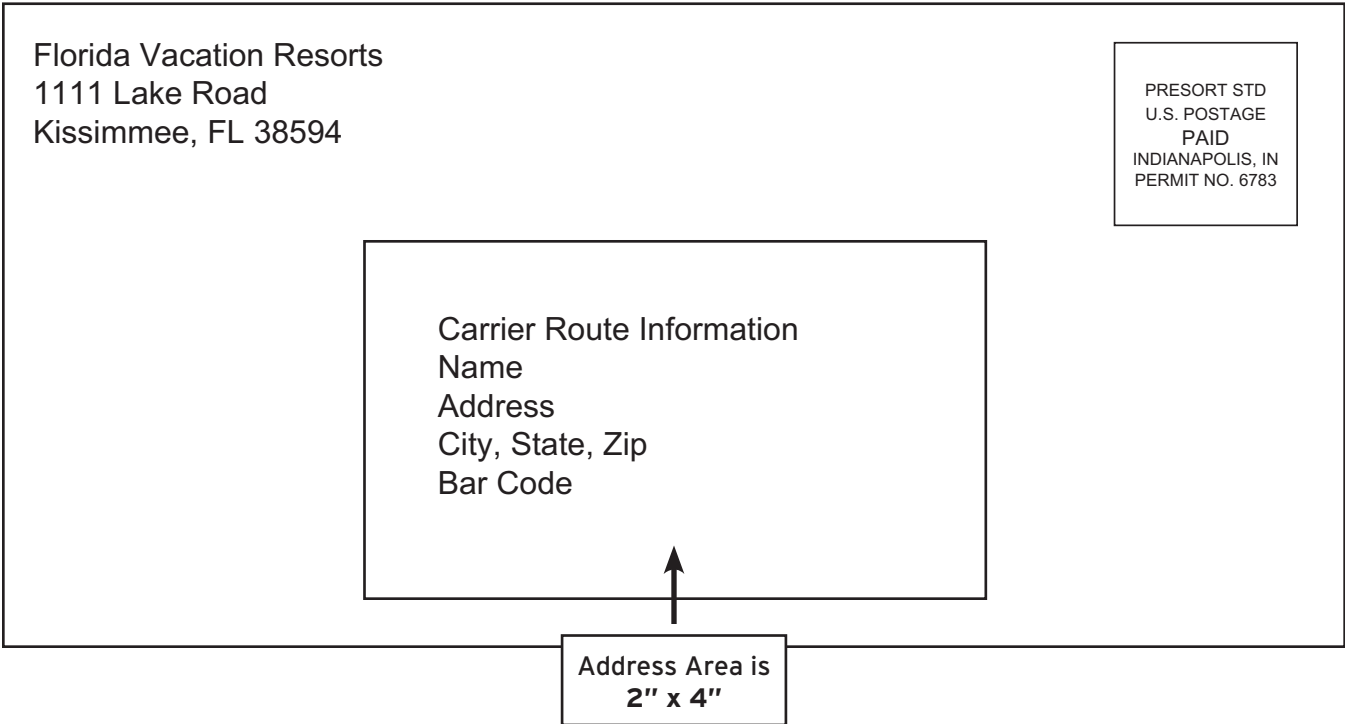
## **SAMPLES OF THE PRINTED PIECE**

We need 10 samples of the printed pieces or 10 mock-up samples of the printed piece. Mock-up samples need to be made with the stock the job is being printed on. For monthly or reoccurring mailings we can use samples from the previous job as long as there has been no changes in stock, page count, or size, etc. We require 10 samples to calculate the postage and ensure that the layout qualifies for the best automation discounts.

Postcard: Minimum size is 3-1/2" x 5". Maximum size of 4-1/4" x 6"



Letter: Minimum size is 3-1/2" x 5". Maximum size of 6-1/8" x 11-1/2"



Flat: Minimum size is 6-1/8" x 11-1/2". Maximum size of 12" x 15"

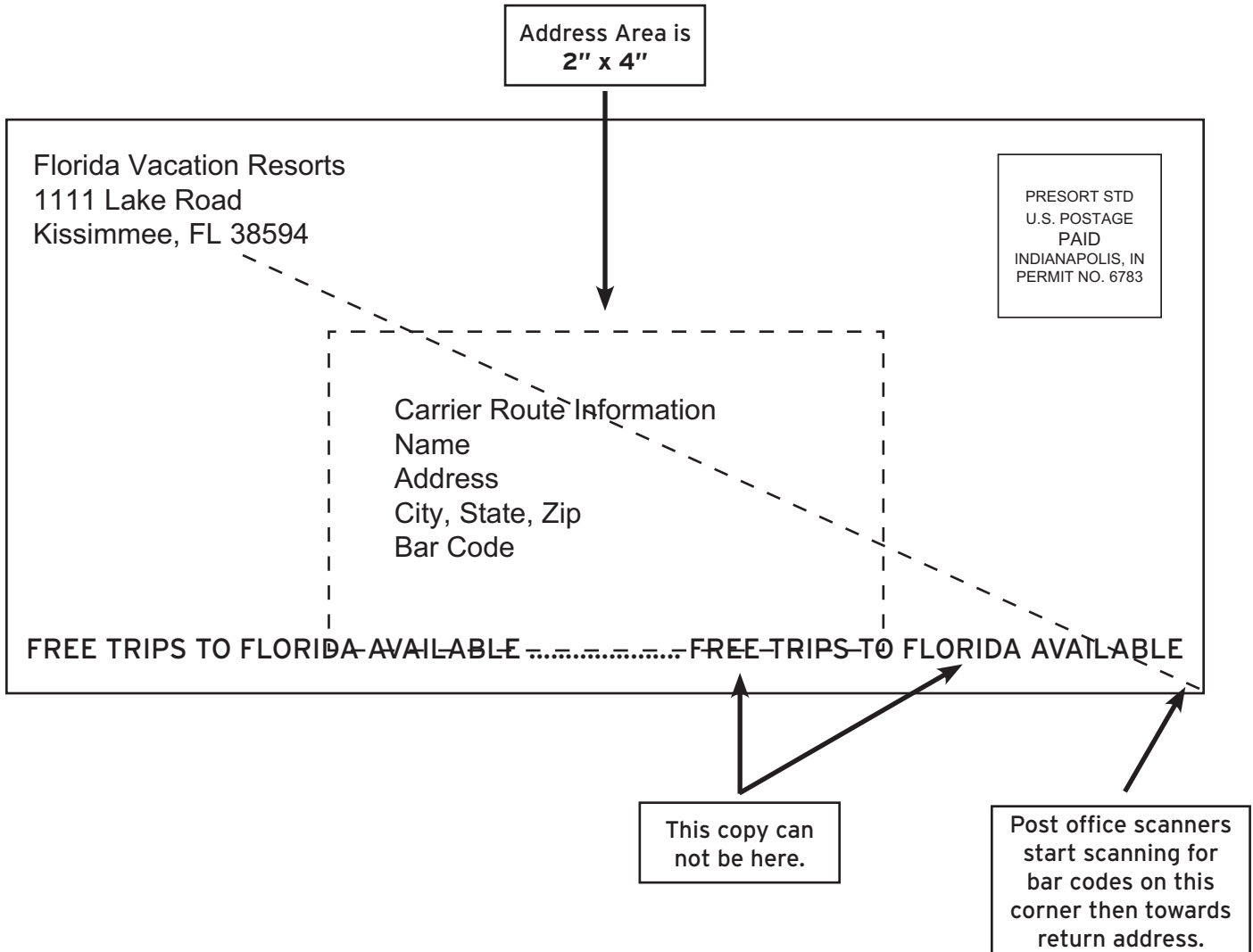
Florida Vacation Resorts  
1111 Lake Road  
Kissimmee, FL 38594

PRESORT STD  
U.S. POSTAGE  
PAID  
INDIANAPOLIS, IN  
PERMIT NO. 6783

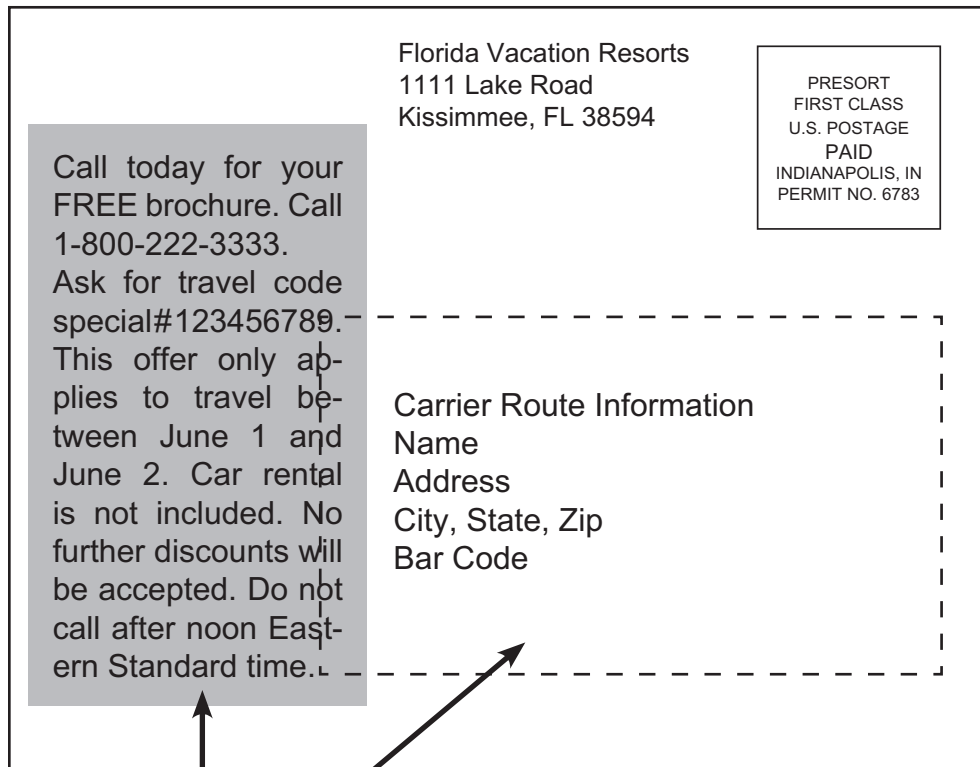
Carrier Route Information  
Name  
Address  
City, State, Zip  
Bar Code

Address Area is  
2" x 4"

Example of a **WRONG** envelope



## Example of a **WRONG** envelope



This copy can not be here. It is too close. It does not allow for the **2" x 4"** minimum space.

Example of a **QUESTIONABLE** envelope

