

# MAIL MANAGEMENT GROUP, INC.

409 Vernon Way • El Cajon, CA 92020-1932 • 619-593-9121



## 6 Tips for Automation Compatible Mail

*Points to consider when planning your next mailing.*

### 1) FORMAT MAILING LISTS

If you are supplying us with mailing lists, use a standard format with all fields clearly separated with a file layout showing field descriptions (some format examples below):

- Access
- Excel
- ASCII- Comma or Tab delimited
- DBF
- Contact us for other format options

If you are looking for mailing lists, please contact us at MMG!

We are certified list brokers with 20 years of experience providing quality lists.

### 2) IMPRINT MMG PERMIT (The Indicia)

You are welcome to use our #700 Permit Imprint (indicia) on your art for any mailings that we handle for you. The postage money will then go through our #700 Permit Account at the San Diego Main Post Office.

Below are some examples showing the text to use. Position it above & to the right of the mailing address. It does not require borders or centering / Can be upper or lower case.

<b>NONPROFIT</b>	<b>STANDARD CLASS</b> <i>(Bulk Rate)</i>	<b>"PRESORTED" FIRST CLASS</b> <i>MAIL AND/OR POSTCARDS</i>
<p>NONPROFIT U S POSTAGE <b>PAID</b> SAN DIEGO CA PERMIT NO 700</p>	<p>PRSRT STD U S POSTAGE PAID SAN DIEGO CA PERMIT NO 700</p>	<p>PRESORTED FIRST-CLASS MAIL U S POSTAGE <b>PAID</b> SAN DIEGO CA PERMIT NO 700</p>
<p>NONPROFIT U S POSTAGE <b>PAID</b> SAN DIEGO CA PERMIT NO 700</p>	<p>Presorted Standard U S Postage <b>PAID</b> San Diego CA Permit No 700</p>	<p>PRSRT FIRST-CLASS MAIL U S POSTAGE <b>PAID</b> SAN DIEGO CA PERMIT NO 700</p>

### 3) MEASURE AUTOMATION COMPATIBLE "LETTER SIZE" MAIL

3 1/2" X 5" minimum up to 6 X 10 1/2" maximum

Must be rectangular (aspect ratio applies\*\*)

Must be more than 9 Pt thick / Less than 1/4" thick

Weight can be 3.5 oz before lb/piece rates will apply

## 4) SUPPLY STOCK SAMPLES

In order to begin Presort processing, we need an actual sample of the stock that will be used for the mailing piece. This can be a blank unprinted stock sample, but it should be trimmed and folded to the actual final size that will be used for the mailing.

Have your printer supply this sample to us, so we can begin processing while your printer completes the offset printing. This will save 3 days later on, and streamline our turn-a-round time for final Post Office delivery.

It will also allow us to verify the thickness and ink jet compatibility of the paper surface.

Avoid using a high gloss UV coating on both sides. Some types of UV coating are not Ink Jet compatible due to the very slippery finish. An aqueous coating on the mailing panel side would be fine, or a spot UV allowing us a clear open space for the bar-coded address.

## 5) THE BARCODE ADDRESS AREA

Try to allow an area 4" by 2" of clear open space for the bar-coded address area whenever possible.

There should be no more than a 10% screen tint behind the addressing area.

Because the Postal barcode scanners read from the bottom up, right to left, try to design the mail piece so that no other address or numbers will print lower than the mailing address.

There is a possibility that the barcode scanners at the Post Office may try to read a phone number as a zip code, or a return address may get confused with the mailing address if it is in the "Barcode Read Area". Art for automated mail is more flexible since we put the barcode on the mail piece before it goes to the Post Office.

## 6) VERIFY POSTAL REQUIREMENTS

We encourage you to fax or email the final art to us before printing. We will verify that postal requirements are met to streamline delivery & qualify for the best rates available.

*Email artwork to:* [Rachel@mailmgmtgroup.com](mailto:Rachel@mailmgmtgroup.com)

*Fax artwork to:* 619-593-1193

*Mail stock samples to:*

Rachel L Murany  
Mail Management Group, Inc.  
409 Vernon Way  
El Cajon, CA 92020-1932

*Please contact us with any questions. Tel: 619-593-9121 x102*

***We Appreciate Your Business!***

