Swift helps you get **RESULTS** out of your mailings!

1. By giving you **INFORMED OPTIONS**
2. By **helping** make sure your addresses are deliverable and up-to-date.

*Direct mail falls into 3 classes: **First Class Mail**, **Standard Mail**, and **Non-Profit Mail**.*

The differences between them are explained below, and the range of prices reflect the discount levels based on how "clustered" or close together the mail pieces are to each other. If your mailing is all in one zip code, you will most likely see the lower range.

FIRST-CLASS MAIL: The advantage of First-Class Mail over standard is that the post office has to process it quickly, and they have to attempt delivery if at all possible or return it to you. It is best used for time-sensitive, or must deliver mailings. If you mail First-Class your non-deliverable pieces will also be returned to you at no additional cost. **Estimated delivery time: 2-3 days for First-Class / 3-5 days for First-Class Presort**

If your mailing qualifies for **automated rates** (**500 minimum pieces**) you can save off of the $0.44 first class rate as follows:

Letters: $0.34 to $0.38 per piece (6.125" x 11.5" max)
Post Cards: $0.21 to $0.23 per piece (6" x 4.25" max)
Flats: $0.38 to $0.73 per piece (12" x 15" max, over-sized envelopes or postcards)

STANDARD MAIL: Standard rate mail can save you significant money! The trade off is that the post office will give priority to delivering First-Class mail and standard can sit up to a week before processing (it usually doesn't). Standard mail is good for general marketing materials, but not time sensitive things like statements or invitations. **Estimated delivery time: 6-14 days • 200 minimum good addresses required**

The post office also does not have to attempt delivery, and if a piece is mangled in equipment it can be thrown away. If your recipient is not found, these pieces do not get returned to you either – unless you specify "Return Service Requested." You will pay hefty charges for these pieces that are returned to you!

Regardless, the savings are significant and most marketing direct mail goes Standard. The rates are as follows:

Letters: $0.23 to $0.27 per piece (6.125" x 11.5" max)
Post Cards: Not available for Standard Rate Mail
Flats: $0.35 to $0.50 per piece (12" x 15" max, over-sized envelopes or postcards)

NON-PROFIT MAIL: If you qualify for non-profit rates, you can save a great deal! However, non-profit mailers must pre-qualify with the post office before a mailer can send a mailing at the non-profit rate for you. **Estimated delivery time: 6-14 days • 200 minimum good addresses required**

The rates are as follows:

Letters: $0.13 to $0.17 per piece (6.125" x 11.5" max)
Post Cards: Not available for Non-Profit
Flats: $0.21 to $0.36 per piece (12" x 15" max, over-sized envelopes or postcards)

WATCH YOUR PROPORTIONS: Please note that in order to receive the rates listed above, your mail piece will need to abide by the aspect ratio requirements set forth by the post office. Hold your mail piece upright as you would need to in order to read the recipient address from left to right. Now measure the width and height of your mail piece and calculate: **WIDTH ÷ HEIGHT**
If your answer does not fall within the **1.3 to 2.5** range, then your piece does not meet the proper aspect ratio.

For further questions, solutions and answers call Swift!

At Swift we use industry-standard mailing software to verify addresses and sort lists according to postal regulation.

That means you have the ability to omit any addresses the post office doesn't recognize before ever paying postage!

What is NCOA? National Change of Address is the post office registry that helps you keep your lists up-to-date. With our postal software we can run your entire list through this database for a comparison check. If it is found that any of your recipients have moved within the last 18 months we can automatically have that address changed. If you like, we can also give you a report showing all of the NCOA changes for your list.

What is a "BAD" ADDRESS? When we run your list through the mail sort process there is also a step wherein "bad" addresses are recognized. At this time you have the choice to mail your "bad" addresses anyway, or remove them from the mailing (to reduce postage cost). A few of these "bad" addresses may actually be deliverable in the end, but many will not.

Here are some tips to help ensure your list will be most effective... AKA: least costly

1. Be very careful what you put in your delivery address column!

All delivery/street addresses need to be within the same field (or column) of your database!

In the example below, the addresses highlighted in yellow would be considered invalid...

	D	E	F	G	H	I	J	K
1	Company	Alternate 2	Alternate 1	Delivery Address	Ste_Apt_Floor_Rm	City	State	zipcode
2			MS 158-93447	54321 Industrial Drive		St. Louis	MO	63132
3	ABC Company		54321 Industrial Drive	**MS 158-93447**		St. Louis	MO	63132
4	XYZ Insurance Company	Mailstop 016-376569	PO Box 86753	4567 Corporate Parkway	Suite 120	San Diego	CA	98745-4321
5	XYZ Insurance Company	Mailstop 016-376569	PO Box 86753	4567 Corporate Parkway Suite 120		San Diego	CA	98745-4321
6	XYZ Insurance Company	Mailstop 016-376569	PO Box 86753	4567 Corporate Parkway / Suite 120		San Diego	CA	98745-4321
7	XYZ Insurance Company	PO Box 86753	4567 Corporate Parkway	**Suite 120**	**Mailstop 016-376569**	San Diego	CA	98745-4321

- Lines 3 and 7 are invalid because mailstops and Suite numbers are NOT delivery addresses as far as the USPS is concerned... nor are company names and anything else that does not indicate a street address or PO Box that belongs with the city, state and zipcode indicated on that line.
- Line 6 in invalid because of the forward slash. The post office does not want commas, slashes, dashes, etc. in their delivery address. Please use just a space like in Line 5.

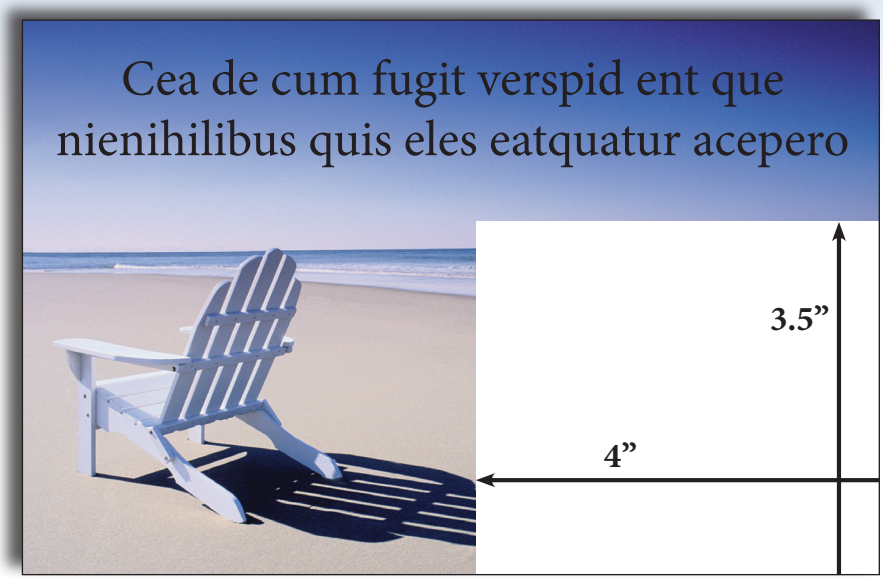
Please use the UN-highlighted rows (2, 4, 5) as reference for acceptable data entries.

- **It is okay to have a Suite #, Apartment #, Floor # or Room # behind the delivery address**, and it is also okay to have them in a separate column. On the other hand, if you have all of these numbers in a separate column, but you want them to appear behind the delivery address of your mail piece, you cannot have anything other than a Suite #, Apartment #, Floor # or Room # in that column (**no Building #'s, Department Names, Mail Stops, etc...** Example: Cell H7). If this is done, we will need to print the entries for that column on a separate line above the delivery address (which you may or may not want– it doesn't matter to the post office).

2. Make sure your state names are properly abbreviated... *state names that are spelled out will be kicked out.*

3. Do not combine your Address, City, State and Zipcode fields – they need to be separate as in the example above.

More HELPFUL INFORMATION



- Please make sure you have left enough room on your mail piece for the address block and indicia. Since there are spacing and size requirements on our mailing barcodes, you will need a minimum of **4” clear width** on the right-hand side of your piece. The clear space needed from the bottom up is somewhat relative based on the number of lines you want to use in your address block, but 3.5” will be enough in many cases.
- Pay close attention to the length of the information in your data cells... if a name, address, organization name, department, or other information used in your recipient address data is not within range it will be cut off on a mailing panel. **Please limit your line entries to about 60 characters or less.**
- It is common industry practice to get a check made out to the **POSTMASTER** for the exact postage amount.

HERE IS SOME INFORMATION TO HAVE READY WHEN YOU SEND US YOUR MAILING:

- Do you want your mailing panel information in UPPERCASE or Propercase? *(USPS prefers uppercase, but it is not necessary)*
- Do you want to mail to foreign addresses in your list?
- Do you have your own valid permit #, or will you be using Swift’s?
- If there are multiple tabs/worksheets in your database, have you indicated which one(s) we are to use?
- Do you want us to de-dupe? (by name or address?)
- If you have included extra fields/columns in your data, please let us know which ones we are using.
- How are we handling “bad” addresses?
  1. Mail to them anyways.
  2. Remove them from the list.
  3. Send the list of bad addresses back to you and await further instruction.
- We need your contact information for NCOA:
  -First and Last Name
  -Title
  -Company
  -Phone
  -Address
  -City
  -State
  -Zip