

Bulk Mail — Getting Started

To take advantage of the capabilities of PostNet!, you should be in a position where you do bulk mailings and you have a database from which you manage your mail list. Depending on the size and frequency of your mailings, PostNet! will save you hundreds or even thousands of dollars each year (contact the Bulk Mail Division of your post office to get the latest information about postal rates).

There are a number of things you need to do before getting involved with PostNet!:

You should be familiar with font installation on a Macintosh computer.

You need access to a printer that can print directly on the cards, envelopes, mailers or labels you plan to use. Since you will be printing in bulk quantities, you will want a printer that has an automatic feeder. Make sure the automatic feeder works with the mail pieces you plan to use.

You need to obtain an annual bulk mail permit from the USPS.

You need to have your mailing list updated and standardized to ZIP+4 format through a CASS certified mail list service (Computer Freelance provides this service). This must be done at least one time every 12 months.

You must be familiar with USPS bulk mail regulations and addressing standards. The USPS holds free seminars which cover these topics. Contact your local USPS Business Center or account representative for more information.

Read the section titled “Important Resources” and obtain the free, recommended USPS publications.

You need to be familiar with the database program you use to maintain your mailing list. You will use your database program to automatically calculate the bar code sequence for each of your mailing addresses. If you use Claris FileMaker Pro, these calculations are provided in the file called FileMaker Pro Example.