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Greater Madison Area Postal Customer Council

NATIONAL PCC DAY – SEPTEMBER 16, 2009

This year the Greater Madison Area Postal Customer Council is hosting National PCC Day at the Monona Terrace. Postmaster General Jack Potter will speak via satellite broadcast. Melissa Anunson, Marketing Campaign Coordinator of UW Executive Education; Brenda Fisher, USPS Sales Specialist-Package Services; and Dave Budnik, USPS Manager Shipping & Mailing Solutions will lead the educational workshops. Don't miss this opportunity to network with fellow mailing industry experts, learn what's coming, and discover solutions. Attendees will be presented with a *Mailing and Shipping Services Professional Certificate* for attending the educational workshops.

Package Services - Explore all the shipping options the USPS has available and find out about savings opportunities like volume and commercial discounts, customized agreements and other key opportunities that will enable your business to reduce costs. See why the USPS is not only a great value domestically but should be your only choice for international shipments.

Results Driven Marketing - Marketers from various industries are feeling the pinch of belt-tightening with their budgets. Learn how many companies are using Advertising Mail as a cost-effective means to target current customers and prospects -- even in a down economy. Hear about recession spending in action, a look back in history; survival guidelines for marketing in an economic downturn; results driven marketing and direct mail success stories from some very well known companies.

Registration fee is \$60 for this full day event – 8:15 am - 3:15 pm. This includes continental breakfast and lunch overlooking beautiful Lake Monona. Online registration will be available soon at www.madisonpcc.com. Watch your mailbox for more information.



**MONONA
TERRACE**

**MADISON, WISCONSIN
SEPTEMBER 16, 2009**

Visit our website! www.madisonpcc.com

New Ruling for Self-Mailers & Booklets - Tabbing Pays Big!

For the last few years there has not been much financial incentive for “Self-Mailers” to Tab. They could mail at the “Non Automation” (Machinable) rate and pay \$.003 more. Effective May 11, Self-Mailers that don’t tab or otherwise seal their pieces must mail at the “Non-Machinable” rate and the difference is \$.238 (based upon AADC sort) for EACH piece! The Nonprofit savings/penalty is the same. (If your mailing list is not concentrated to a particular area, Mixed AADC, the savings are even greater.) Given the substantial savings for capturing machineable rates it merits investigating in-house tabbing and/or postal discounting software which can be obtained at a minimal cost investment. Mailers sending as few as 1100 pieces per month may be able to justify the investment. Check with your mail services provider on tabbing costs.

The new Tabbing requirements for Booklets are effective Sept 8, 2009. The main difference between a Booklet and a Self-Mailer is that a Booklet is “Perfect Bound” or “Stapled”. Please see the link to the new requirements at the end of this article.

Here is the ruling that was recently released via the DMM Advisory:

May 11 Pricing Change – **First-Class Mail and Standard Mail Machinable Letters**

We are changing the mail preparation standards for First-Class Mail and Standard Mail machinable letters as published in the January 29 Federal Register. Beginning May 11, machinable letters must meet all of the standards for automation letters, except for the barcode requirement. This change will enable us to process more machinable mail on automated letter sorting machines, especially unenveloped pieces like booklets and folded self-mailers. When these pieces lack adequate tabs or seals they frequently become damaged or jam the letter-sorting equipment.

Our changes include the following:

All folded self-mailers and booklets mailed at the machinable prices must be sealed with tabs, tape, glue spots, or glue lines. Follow the tabbing instructions in [Quick Service Guide 201b](#), Using Tabs, Wafer Seals, and Glue Spots. The maximum weight for machinable and automation letter-size booklets and folded self-mailers is 3 ounces. Letters closed with staples and letters without closures are nonmachinable and eligible only for the nonmachinable prices.

On September 8, 2009, new tabbing and construction standards for machinable and automation letter-size booklets become effective. To learn more about the new standards, visit Postal Explorer(www.pe.usps.com) and click on “[Federal Register Notices](#).” Scroll down to the notice titled, “New Standards for Letter-Sized Booklets.”

Submitted by: Crystal May, VP Postal Affairs-Midwest Region
Postal Source, Inc.


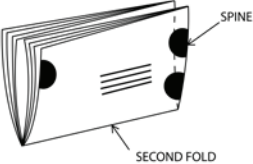
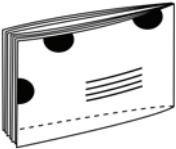
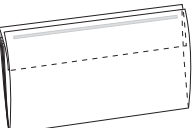
LUNCH BUNCH

UPCOMING EDUCATIONAL OPPORTUNITIES

The Madison PCC has been sponsoring small group classes every month to help our members get their mailing questions answered and to learn about new opportunities. Attendees bring lunch and join the PCC on the 3rd Thursday of each month from 11:00 A.M. to 12:30 P.M. at the Milwaukee Street Post Office in Madison. To register online go to www.madisonpcc.com. No Lunch Bunch Classes have been scheduled for July. Enjoy your summer! The next session is Thursday, August 21 – Booklets and Self Mailers - Mailpiece Design - This fast paced session will cover mailpiece design with a special emphasis on booklets and self mailers. Be ready for the new requirements in September. Bring samples of your mailings for review. A great session for beginners or those who want to reinforce their postal knowledge.

Mailpiece Quality Control (MQC) Certification - This is a self-study course designed to train mailers to develop mailpieces that meet the USPS goal of 100 percent automation compatibility. The program, which is currently being updated, is normally offered online for self-study and online testing. The GMAPCC is planning to offer special classroom sessions in October 2009 for test preparation for the MQC exam. If you are interested in participating in this program, please send an email to karen.j.cronin@usps.gov. In order to best schedule the classes to meet your needs, we will be contacting you when the new course materials are available.

Exhibit 3.15.4 Booklet Design

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
 <p>Spine or fold on the bottom (longer) edge</p>	<p>5" to 9" long</p> <p>Over 9", up to 10.5" long</p>	<p>50-pound</p> <p>60-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
 <p>Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge</p>	<p>5" to 10.5" long</p>	<p>40-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Folded Booklet Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
 <p>Spine on the leading (shorter) edge</p>	<p>5" to 9" long</p> <p>Over 9", up to 10.5" long</p>	<p>60-pound</p> <p>70-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.</p>
 <p>Spine on bottom (longer) edge, non-perforated inner flap on top (upper) edge</p>	<p>5" to 9.5" long</p>	<p>80-pound</p>	<p>Continuous glue line or glue spots</p>	<p>Perfect bound or saddle stitched with a continuous glue line along flap preferred, minimum 1 inch glue spots acceptable if placed within 3/4 inch of right and left edges.</p>

Madison Plant Manager Chuck Sciorba and Operation Support Specialist Tim Schultz gave tours of the Processing & Distribution Center on June 9 and 11. Several customers attended. Photo: Chuck Sciorba shows customers the PARS (Postal Automated Redirection System) and explains how it expedites the forwarding of mail.





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FIRST CLASS MAIL
POSTAGE
PAID
USPS
PERMIT NO. G-10

ADDRESS SERVICE REQUESTED

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