

# KSRE Bookstore and Mail Center

Mandy Wilson  
Bookstore Manager  
mandyw@ksu.edu  
(785) 532-1146

# USPS Mail “Classes”

- **Single-piece**
  - Full Postage Price
  - Common stamped envelopes
  - Small amounts of similar mail
- Many mailers use **single-piece** because it requires less preparation when they could use **bulk** to save time and money overall.

# USPS Mail “Classes”

- **Bulk Mail**
  - Reduced postage rate
  - Makes handling mail easier for USPS
  - Mailer does the work of sorting and labelling
  - The KSRE Bookstore and Mail Center can help!

# Steps for Bulk Mail

1. Obtain a mailing permit
2. Choose Rate: Standard, First Class, or Nonprofit Std.
3. Obtain a permit account number
4. Obtain USPS mailing supplies
5. Get Mailing List in database software
6. USPS “Pave-approved” sorting software
7. Meet minimum quantity requirements
8. Comply with USPS “move update” rules

# Obtain a Mailing Permit

- Fill out application at local post office or online at <http://www.usps.com>
- Annual fee of \$190, unlimited use
- Different types of permits available

# Choose Rate

- Standard Class
  - Most advertising, newsletters, etc.
  - Pieces must be essentially identical (form letters)
  - No personalized note on any pieces
  - Cannot use for invoices, statements, etc.
  - Mail may not be delivered as quickly as First Class (use presorted First Class to get fast delivery with discounted rates)

# Choose Rate

- First Class
  - May contain personalized information
  - Bills, statements, etc.
  - Nonprofit mailers do not get additional discount
  - Mail must fall within certain weight limits for First Class rates

# Choose Rate

- First Class Weight Limits
  - Non-barcoded, machinable – no more than 3.3oz
  - Non-barcoded flats – no more than 13oz
  - Barcoded letters – no more than 3.5oz
  - Barcoded flats – no more than 13oz



# Choose Rate

- First Class Size Definitions

- Machinable:

larger than	3 1/2" H	5" L	.007" T
but no larger than	6 1/8" H	11.5" L	1/4" T

- Flat:

larger than	6 1/8" H	12" L	1/4" T
but no larger than	11 1/2" H	15" L	3/4" T

# Choose Rate

- Nonprofit Standard
  - 2 Financial Conditions must be met:
    - Not for profit organization
    - None of the net income benefits an individual or stock holder
  - Must also be one of the following types:

Religious	Educational	Scientific
Philanthropic	Agricultural	Labor
Veterans	Fraternal	

# Other Items to Obtain

- Permit Account Number
  - Allows you to print bulk price postage box (called an “indicia”) on your mail instead of a stamp
  - Used to deposit postage payments before mailing
- Mailing Supplies
  - Includes Mail Trays, Mail Sacks, and other supplies
  - Provided by USPS at no charge

# Mailing List in Database Software

- Manage your mailing list using a standard database format.
- Common Database/Spreadsheet Software:
  - Microsoft Access
  - Microsoft Excel
- Mailing List software such as SmartSoft Smart Addresser 5

# “Pave-approved” Sorting Software

- Software like SmartSoft’s Smart Addresser
- Sorts your mail in the correct way and produces reports needed.
- Verifies that each address is formatted correctly, is current and valid
- Helps you follow all the rules and regulations for Bulk Mail

# Minimum Quantity Requirements

- 500 pieces for First Class Mail
- 200 pieces (or 50lb) for Standard Mail
- 50 Pieces for Parcel Select
- 300 Pieces for Presorted or Route Bound Printed Matter
- 300 Pieces for Library Mail
- 300 Pieces for Media Mail (formerly “book rate”)

# Comply with “Move Update” Rules

- All bulk mailings must ensure:
  - each recipient hasn’t moved, or
  - give permission to deliver the piece regardless of whether the name is correct
- Easiest way: include “OR CURRENT RESIDENT” under the name of the recipient.

# Rates

- Typical 1oz letter (card, tri-fold, etc.)
  - 22.2¢ to 22.8¢ using standard class
  - 45¢ for regular First Class Mail!
- Greater discounts if you are nonprofit
  - 11.3¢ to 17.2¢ for nonprofits



# Rates

- Actual postage rate will vary
  - Number of pieces of mail
  - Locations being mailed to
- The closer they are to each other, the better the savings will be for you

# KSRE Bookstore and Mail Center

- We can help with all 8 steps of bulk mailing
- It will save your office time and money!
- (We can even help with designing and printing your mailings in our department!)
- Contact us at **(785) 532-1146** for more information or to get started!