

What Can Business Mail Do For You?

There are many advantages to using bulk business mail. The most important advantage is that bulk postage rates are significantly lower than single-piece rates. That can save you a lot of money. Mailing in bulk requires a permit and there is a 200-piece minimum per mailing.

Consider this. You can mail Simplified Addressing format (e.g., "Postal Customer") for only 13.9 cents per piece if you mail to all delivery points on certain delivery routes or all Post Office boxes at any Post Office. The majority of delivery routes in Lee, Charlotte and Collier counties qualify for this type of mailing. The size of the mailpiece can range from as small as 3 1/2 x 5 to as large as 6 1/8 x 11 1/2. Not only is this method economical, it is also easy. There are no address lists to purchase; each piece is simply addressed to Postal Customer ECRWSS.

An alternative to completing the preparation yourself is to use a mail service provider, which is a company that specializes in creating and preparing mail. Some of these businesses will do the entire mail process for you, from printing your mailpiece to depositing it at the Post Office. These businesses mail in bulk consolidating mail for several customers, enabling you to take advantage of reduced postage rates. You can also design your direct mail on usps.com, select business (top left), step 1 – click on direct mail. A local website, www.swflapcc.com provides local sources for help with direct mail.

There's a world of difference between mail and "traditional" advertising. The thing to remember about TV, radio, and other mass media is that, while it reaches an audience of millions, you really have no way of knowing if you're speaking to people who are interested in, receptive to, or even appropriate for your product or service. What's more, speaking to an audience this huge usually comes with an equally hefty price tag. With direct mail, however, you can be incredibly targeted, especially when you take advantage of today's sophisticated demographic management techniques. These let you customize messages for potential customers. That's the beauty, and efficiency, of direct mail.

To mail in bulk, you must pay an annual mailing fee. This fee is separate from any other application fees or account deposits. The annual mailing fee is \$185.

For more information about purchasing stamps, stamps by mail, postal regulations, a free subscription to USA Philatelic magazine, Post Office events, the location of the nearest postal store or contract unit, or for answers to your specific Postal Service questions, contact USPS at 1-800-275-8777, or visit www.usps.com. To schedule a presentation for your community, club or group on how the Postal Service brings the Post Office to your home or office computer, call 239-573-9638.