

There are many advantages to using bulk 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.

How much can you save in postage costs by using Bulk Mail?

Consider this. You can mail Simplified Addressing format (e.g., "Postal Customer") for only 13.7 cents per piece if you mail to all addresses on a rural delivery route. The size of the mailpiece can range from as small as 3 ½ x 5 to as large as 6 1/8 x 11 ½. Not only is this method economical, it is also easy. There are no lists to purchase, each piece is simply addressed to: Postal Customer ECRWSS! Currently in the Fort Myers / Cape Coral area we have 257 rural routes as opposed to only 160 city delivery routes with the growth areas falling within the rural route territories.

An alternative to doing 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. You can find these businesses by doing a Web search or by looking in the phone book under letter shops, mailing services or printing. 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. Local providers are available from www.swflapcc.com.

Not Sure If Mail Is the Right Way to Reach your Customers?

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 (sometimes called a "bulk mailing fee"). This fee is separate from any other application fees or account deposits. The annual mailing fee is \$180. You can pay via cash or check at the Post Office or Business Mail Entry Unit, 14080 Jetport Loop Rd, Ft Myers, 10-2, Mon – Fri.

Choosing a Postage Payment Method

Postage for discount mail can be paid in four ways. Some methods require special equipment and all require you to fill out a postage statement.

Metered Postage

You can use a postage meter to affix postage to discount mail with special markings.

Permit Imprint

A permit imprint uses a printed or hand stamped imprint to indicate that postage has been paid. All pieces in your mailing must weigh the same amount unless authorized by the Postal Service. There is a one time fee to set up your account for permit imprint postage.

Precanceled Stamps

You affix a stamp to each piece of mail you are sending. Precanceled stamps are available from the Post Office or you can order them from www.usps.com.

PC Postage Technology

PC Postage allows you to print postage from your computer. To find out more and to see a list of authorized providers, visit www.usps.com/postagesolutions. To use PC Postage Technology you must obtain a license.

For more information on Direct Mail, visit us at www.usps.com – create direct mail