

# Optimize Your Mailing Service

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Roadrunner Mailing Service, Inc.



# Agenda

- Introductions
- Types of Mail
- Basic Requirements for Bulk Mail
- Time Line Considerations
- Do's and Don'ts
- Other services provided by Roadrunner
- Contact information
- Q&A's



# Mission Statement

Roadrunner Mailing Service is committed to team up with its clients to enable the delivery of their mail-pieces to their audience; on time, error free, and cost effectively.

# Types of Mail

- **First Class Mail**
  - Regular mail that every one sends
  - 39¢ up to 1 oz.
  - Size and weight restrictions apply
  - Delivered normally within 3 business days
  - For any first class mail, DO NOT PRINT NON-PROFIT PERMIT # 95
- **Presorted First Class**
  - Minimum 500 pieces required for this class
  - Use when you want faster delivery time
  - Cheaper than regular First Class Mail
  - Move Update or Endorsement is required
- **Presorted / Non-profit Standard Mail**
  - Preprocessed mail delivered in bulk to main Fremont post office
  - Varied levels of Discounted postage
  - Higher discounts than for commerce, e.g. Ohlone college is a non-profit organization and qualifies for this category
    - Ohlone College Mailing permit is 95.
  - Size, weight, and other restrictions apply
  - Longer delivery time than First Class Mail (it may take up to 1½ weeks)



# Types of Mail

- **International Mail**
  - Cannot be mixed with domestic mail
  - Three main mail categories: Letter post, Parcel Post, and EMS (Express Mail Service)
  - Two main delivery routes – By Air or Surface Mail
  - Size limits for each mail category
  - Customs Requirements
- **Media Mail**
  - Generally used for books (at least eight pages), film, printed music, printed test materials, sound recordings, play scripts, printed educational charts, loose-leaf pages and binders consisting of medical information, and computer-readable media
  - Advertising restrictions
  - Presorted rates available for bulk quantities
  - Minimum Quantity is 300 pieces.
  - Discount available for barcoded addresses
- **Library Mail**
  - Used by qualifying institutions like libraries, universities, zoos, and research institutions to mail educational and research material.
  - Presorted rates available for bulk quantities of Library Mail
  - Minimum quantity is 300 pieces
  - Discount available for barcoded addresses

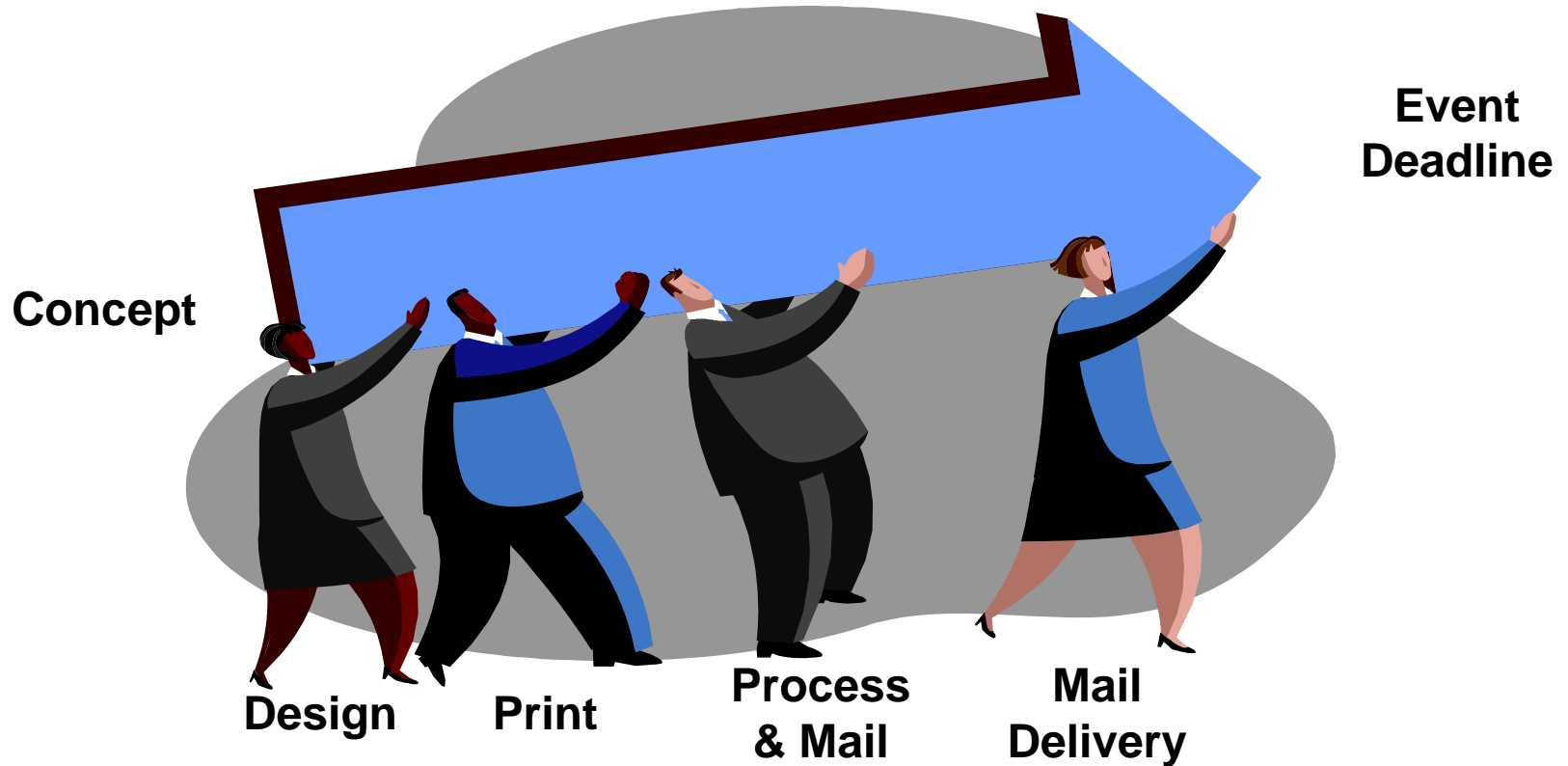


# Basic Requirements for Bulk Mail

- Understand the lead time
  - Design
  - Print
  - Process & Mail
  - Transit Time
- Design
  - All pieces have to be alike
    - Same content
    - Same size
    - Weight
  - Space for addressing
  - Mail Piece Orientation
    - Flyer
    - Postcard
    - Flat
    - Three-Panel Brochure
  - Placement of Mailing Permit



# Time Line Considerations



← Consider time line BACKWARDS from Event Deadline →

# Do's and Don'ts

- Make sure that you have a “Blue” authorization form from the mail room before dropping off mail at Roadrunner.
  - Roadrunner will not process mail without authorization
- Use light color paper, when possible, it helps when metering the mail or printing addresses.
  - For example: Dark red color paper will require manual addressing and stamping and will cost more.
- Use a minimum of 28 lb. paper.
- Leave appropriate space for addressing so that barcode can be printed, it may help reduce postage.
- Leave appropriate space for metering when the mail has to be metered.
- If you choose to place labels yourself, make sure they are straight. If crooked, post office may return them to you or may not even deliver.
- Flag mail as Domestic or International.
- Don't wait until last minute.
- Plan ahead, plan ahead, plan ahead, plan ahead.



# Other Services Provided

- Folding
- Inserting flyers or printed material into envelopes
- Tabbing mail pieces
- Addressing
  - Hand labeling
  - Direct Impression
- Metering
- Computer Services
  - Combine mailing lists
  - Merge/Purge Mailing lists
    - Combine list and take duplicates out
  - Move update
  - Data Entry
- All kinds of mailing lists
  - Area mapping
- Notary Service



# Contact Information

- Roadrunner Mailing Service, Inc.  
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- Contact Persons  
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- Hours of Operations  
Monday through Friday  
8:00 am to 4:30 pm  
Closed on weekends and holidays

