Optimize Your Mailing Service

Bobby Kumar

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

- Concept
- Design
- Print
- Process & Mail
- Mail Delivery
- Event Deadline

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.
  44352 S. Grimmer Blvd.
  Fremont, CA 94538

• Contact Persons
  Anita Daver / Bobby Kumar
  Telephone: (510) 490-5297
  Fax: (510) 490-5986
  Email: anita@roadrunnermailing.com
  bobby@roadrunnermailing.com

• Hours of Operations
  Monday through Friday
  8:00 am to 4:30 pm
  Closed on weekends and holidays