

## list services

The final manufacturing process is the mailing operation. We have included information regarding list services, label specifications, mailing materials, the U.S. Postal Service, postage, and equipment.

ULI uses mail preparation software by First Logic, Inc., formerly POSTALSOFT, INC. This software, which has been CASS- and PAVE-certified by the USPS, is recognized as the leader in the field. Using ULI's list services gives you the ability to coordinate the production of your mailing materials with the printing and binding schedule. Please provide your data to ULI with your completed materials on day one of your schedule.

### software products used

**ACE:** This address standardization and coding software is used to standardize all address information to USPS-recommended standards. It has the ability to determine address deliverability, code by carrier route, correct zip codes and attach the ZIP+4 information for bar-coded automation discounts.

**Presort:** This software applies the latest USPS sorting regulations to achieve the maximum postal discounts allowed by the USPS to reduce your costs.

**Merge/Purge:** This product enables file matching, record selection and duplicate record detection.

**Label:** This product permits the formatting of the address information on pressure-sensitive or plain white Cheshire paper labels. It also allows us to create the inkjet data sets for any of our inkjet production machines.

**Custom programming:** ULI has the in-house expertise to create software solutions for your specific needs.

### guidelines

- New clients should send a test disk that represents their file. This could be “live” data or the last issue's files. Please send a file that has a format, count, and

demographic and geographic representation that is consistent with the file we will ultimately receive.

- United Litho can accept the following file structures: ASCII Fixed Length Text, ASCII Comma Delimited Text, ASCII Tab Delimited Text, Microsoft Access Database, FoxPro or other .dbf structures. Other file types may be accepted but have to be authorized in advance of production in order to minimize production delays.
- Please supply your data files via:
  - e-mail to mailprep@unitedlitho.com
  - the United Litho FTP site (please contact your AM for access codes and setup information)
  - CD or diskette
  - other media, if authorized in advance of production to minimize production delays.
- All supplied data should be in ASCII. EBCDIC may be acceptable, but must be authorized in advance to minimize production delays.
- Please include all address data represented in discreet fields (for example, name, secondary address, primary address, city, state and zip, rather than address lines 1, 2, 3 and 4).
- All supplied data sets must be supplied with the file name, record length, client and publication name, record count and issue date.
- Provide ULI with a record layout that maps the length, characteristics and field-coding contents of the individual record that will be provided for processing each file supplied.
- Provide ULI with label layout information—that is, what gets printed where. Samples of previously mailed pieces are helpful.
- Copies of previous mailing statements help us determine exactly what you have done in the past. They also provide us with your expectations and give us

the opportunity to notice any improvements that might be available.

## supplied-label specifications

Cheshire and pressure-sensitive labels should

- be in a 4-up configuration
- be printed on white 20# bond paper (minimum)
- measure 1" from the top of the label to the top of the next label
- measure 3.4" from the left-most edge of the label to the left-most edge of the next label.
- have a printed image of no more than .875" centered from top to bottom.
- have a printed image of no more than 3.2" centered from left to right.

Please provide your labels to ULI by the fourth day of your schedule. Supplied-label lists should have at least two blank leader and trailer pages on each list. These pages are required to load the labels into the mailing machines.

Supplied-label lists must have a valid USPS Optional Endorsement on the label. The package number and the sack number must appear on the label and be in a consistent location from label to label. ULI employs a scanning device that allows for automatic sorting and packaging, which requires that the last label in each package contain a "sort mark." This mark must be in a "clear channel" on the right side of each label. The sort mark may either be a solid box, the pound sign (#), or the asterisk. A clear channel is defined as a vertical "channel" of space where no printed data exists from the top to the bottom of the page, except for the sort marks. The scanning equipment looks for the absence of reflected light (i.e., the mark does not allow the scan to be reflected), to determine the end of package. An additional mark is required on the last book to be placed in each container. This mark may appear adjacent to the end of package mark. In order to ensure that the packages will be placed in the correct bag, the bag tag label should include:

- the bag number;
- the number of packages in the bag; and
- the title and issue date of the book.

Should any of these data elements be missing, the labels may be rejected or slow-down charges will apply.

## supplied mailing materials

Along with the mailing labels, the following mailing materials will be required for processing mail.

- Appropriate bag tags that will be attached to each bag of mail. Besides the required USPS information, the sack number, the number of packages, and the copy count need to be on the bag tag. USPS maximum weight for a mail bag is 70 pounds, but in order to protect its workers from stresses and strains ULI requires that the maximum weight for a mail bag be no more than 45 pounds.
- If the mail is palletized, appropriate pallet ID tags (5 each) will need to be supplied that will be attached to each pallet of mail. Besides the required USPS information, the pallet number, the number of packages, the number of pieces and weight of the pallet need to be on the pallet tag. USPS maximum weight for a pallet is 2,200 pounds. ULI requires that no pallet be formed with a weight greater than 1,800 pounds. USPS minimum weight for a pallet is 250 pounds. ULI requires that no pallet be formed that weighs less than 350 pounds.
- USPS mailing statements, either 3602 or 3541 as appropriate, need to be supplied.
- The USPS mail qualification statement and a package-based mail sort listing.

If this minimum set of documents is not supplied and/or the size and information requirements are not adhered to, rejection of the mailing or slowdown charges may apply.