

# Mailing Labels

by VCS

© Copyright 1994

# For Lack of a Label . . .

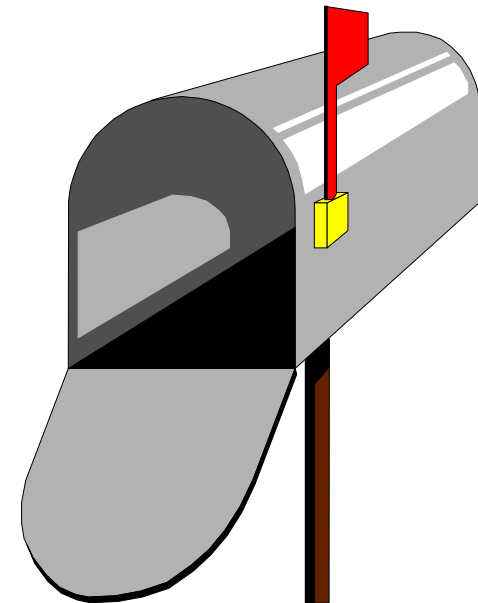
Mailing labels are a part of everyday life for all of us. They appear in our mailboxes on magazines and catalogs, on newsletters and flyers, these days even on bills and Christmas cards. But getting exactly the right label on the right piece can make all the difference in the world between a successful and an unsuccessful mailing.

There is nothing in the world quite so worthless as a piece of political mail that arrives the day after the election. How many times have you worried over a key mail drop when the labels don't arrive? With VCS you can forget those worries. The best thing about VCS labels is that you can have complete confidence that they will arrive when we say they will and that they will be exactly as you ordered them. Our Fast, Reliable Service has been the keystone of our business for over 25 years.

It is important that the mail goes to the right voters, where it will do the most good. VCS provides a superb targeting system and array of file enhancements to allow you to reach the best voters for your mailings. Targeting exactly the right voters can make a mailing both cheaper and more effective. VCS is always there to help you with counts and targeting reports to help find those right voters.

But there are many other things about mailing labels that dramatically affect the cost and effectiveness of the mailing. The cost of the label generally makes up less than 5% of the cost of the mailing. This is not the place to save money on political mail; be sure you have the right label for the right job!

The next page, **L1) LABELS IN GEOGRAPHIC SEQUENCE**, shows some typical four-up labels sorted in Geographic Sequence. These labels are shown with the **INDIVIDUAL LABEL** option, where a single label is produced for each voter. This option is not used frequently, but is useful where it is important that an individual piece go to every voter.



# L1) LABELS IN GEOGRAPHIC SEQUENCE

These "four-up" labels are printed in "Geographic Sequence" - within precinct they are sorted first by street, then by street number.

Pleasanton,  
California

With the INDIVIDUAL LABEL option, every label has three lines; and there is one label produced for every voter. This means more than one copy of each piece would go to any household with more than one voter. This is wasteful and not often done; but sometimes it is necessary, for instance for some Absentee Ballot applications.

LOUISE A MAGHONEY  
4010 ALVARADO ST  
PLEASANTON, CA 94566

MRS LINDA H LUNA  
4022 ALVARADO ST  
PLEASANTON, CA 94566

MISS PELLE C LUNA  
4022 ALVARADO ST  
PLEASANTON, CA 94566

MS KATHERINE N EDWARDS  
4034 ALVARADO ST  
PLEASANTON, CA 94566

MS BRANDI L JENNER  
4046 ALVARADO ST  
PLEASANTON, CA 94566

DENNIS L THOMSON  
4046 ALVARADO ST  
PLEASANTON, CA 94566

KATHLEEN M THOMSON  
4046 ALVARADO ST  
PLEASANTON, CA 94566

SANDRA A DUNN  
4055 ALVARADO ST  
PLEASANTON, CA 94566

MRS GABRIELLE M SEYMOUR  
4058 ALVARADO ST  
PLEASANTON, CA 94566

WARREN F SEYMOUR  
4058 ALVARADO ST  
PLEASANTON, CA 94566

JOHN R ESTES  
4067 ALVARADO ST  
PLEASANTON, CA 94566

MRS MARLYNNE J ESTES  
4067 ALVARADO ST  
PLEASANTON, CA 94566

MISS STEFANIE J ESTES  
4067 ALVARADO ST  
PLEASANTON, CA 94566

TERESA J ESTES  
4067 ALVARADO ST  
PLEASANTON, CA 94566

MS LOUISE P PEELE  
4070 ALVARADO ST  
PLEASANTON, CA 94566

MRS THERESA M DAVIS  
4079 ALVARADO ST  
PLEASANTON, CA 94566

# All Cheshires Are Not Cats . . .

All labels aren't Cheshires, either, but most of them are.

Once you get the labels you need to complete your mailing, then it will be necessary to attach them to the pieces to be mailed. There are two common methods for doing this: you can have them attached by a "mail house" with a Cheshire machine; or you can have them stuck on by people, using the adhesive that comes on the back of the label. The labels that are intended for application by a Cheshire machine are generally called Cheshire Labels. Labels with adhesive on the back are generally called Avery or Gummed or Stick-on Labels.

VCS produces both, of course, and every option that we offer on Cheshire Labels is available on Gummed Labels. In fact the spacing of our Gummed and Cheshire Labels is identical both vertically and horizontally.

In addition, VCS gives you an extra plus because our Gummed Label stock can be applied by a Cheshire machine. Most Gummed Labels come on a wax carrier, or backing, to hold them in place. This wax carrier is slick, and won't always stick to the glue that a Cheshire machine applies to hold the labels in place. But the Gummed Label stock that VCS uses does not use a wax carrier, and so the Cheshire glue will hold them. Most of the time you wouldn't want to do that; Gummed Labels cost several more dollars per thousand, but sometimes it is very important. Using Gummed Labels in this way allows the person who receives your mail to pull the label off and stick it back on a response piece. The most common place you have probably seen this is on your 1040 form from the IRS; you peel off the label and stick it on your return. This feature can prove useful in a variety of other applications.

Politics deals with voters, and one of the most basic elements of a political label is to combine the individual voters into households. How many voters live in one household? Sometimes as many as 10 or 12, but most households have only one or two. If there are one or two voters in the household, then we print both names. If there are more than two, we print "THE SMITH FAMILY". This reduces mailing costs by as much as 50%, and makes a better impression on voters than having multiple copies of the same piece arriving at the same household. The next page, **L2) FAMILY LABELS IN GEOGRAPHIC SEQUENCE**, shows some typical labels compressed by household.



Cat

THE BANNICK FAMILY  
214 BLUFF ST, A  
OREGON CITY, OR 97045

LABEL

# L2) FAMILY LABELS IN GEOGRAPHIC SEQUENCE

These four-up labels are printed in Geographic Sequence with "family option" - only one label for each last name at the same address.

Oregon City,  
Oregon

When more than two voters reside in the household, THE "LAST NAME" FAMILY is printed; and the label is 3 lines.

BOBBY J DAARUD  
JOAN M DAARUD  
209 APPERSON ST  
OREGON CITY, OR 97045

THE BANNICK FAMILY  
214 BLUFF ST, A  
OREGON CITY, OR 97045

SALLI J DOBBINS  
216 BLUFF ST  
OREGON CITY, OR 97045

PAMELA J PERKINS  
PO BOX 493  
OREGON CITY, OR 97045

When two voters reside in the household, both names are printed; and the label is 4 lines.

AUGUST F GUENTHER  
EVA S GUENTHER  
302 BLANCHARD ST  
OREGON CITY, OR 97045

BRADLEY J BART  
214 BLUFF ST, A  
OREGON CITY, OR 97045

BARBARA A AMARAL  
PO BOX 907  
OREGON CITY, OR 97045

NOVA L PILAND  
806 BUCHANAN ST  
OREGON CITY, OR 97045

DENNIS J MEYERS  
210 BLUFF ST  
OREGON CITY, OR 97045

JAMES E JACKSON JR  
214 BLUFF ST, B  
OREGON CITY, OR 97045

ALIDA CREECH  
PAUL A CREECH  
306 BLUFF ST  
OREGON CITY, OR 97045

DONALD L FOWLER  
MICHAELLE I FOWLER  
808 BUCHANAN ST  
OREGON CITY, OR 97045

When only one voter resides in the household, their name is printed and the label is 3 lines.

BILLY J RICHMOND  
210 BLUFF ST  
OREGON CITY, OR 97045

ELIZABETH A PERRINS  
214 BLUFF ST, C  
OREGON CITY, OR 97045

DIANA HAWKINS  
406 BLUFF ST  
OREGON CITY, OR 97045

NIKKI R KEY  
809 BUCHANAN ST  
OREGON CITY, OR 97045

# Effective Direct Mail Starts With a Mail Plan

The most important ingredient in a successful direct mail campaign is a good mail plan. This provides a strategic guideline for what voters should be targeted and when. It will be changed as unexpected events occur during the course of the campaign, but it will remain the basis of planning and execution.

Accurate household counts of various target groups are essential for a realistic mail plan. You need them to budget and to relate your mail plan to your strategic goal of getting at least 51% of the vote. VCS can provide the needed counts immediately, while you are developing your plan.

The exact information on a voter file varies a lot from place to place. VCS has developed its National Political Data Base in order to make it quick and easy to understand what is available on the voter file in your district. A set of Voter File Information reports gives a quick reference on what data is available for every voter file in the VCS system. The **VCS Web Site** on **VCSNET** can provide detailed counts on your various target groups. This information is immediately available 24 hours a day, seven days a week, at [The First Place for Voter Files, http://bbs.vcsnet.com](http://bbs.vcsnet.com).

Targeting is only possible to the extent various demographic information is available on the voter file, and VCS enhances its voter files as much as possible. Voter files frequently contain gender, birth date, registration date and lower level jurisdictions. VCS may add these, as well as ethnic code, homeowner coding and past absentee voter coding. Voter History, indicating which voters have voted in past elections, has become widely recognized as a key targeting variable for many campaign activities. VCS has a strong system for capturing and recording past voting behavior and has it available on voter files in many areas.



# Sorting Saves Money \$\$\$

One of the biggest tasks for the U. S. Post Office is sorting the mail. Simply put, if you will help the Post Office by sorting the mail before you mail it, they will reduce your postage costs accordingly. And generally they will reduce it by quite a lot-- frequently your postage savings are greater than the total cost of the labels.

Don't be intimidated by the difficulty of sorting thousands of pieces of mail, VCS will take care of it all for you automatically. At VCS we have been preparing sorted mail since 1980, when the Post Office first introduced the Carrier Route Sort program of postal discounts. In July 1996, the Post Office did a major Reclassification of mail, drastically changing the rules and rates for mailings. The good news about this is that it gives you lots more opportunities to save money on postage. It is somewhat more complicated than it used to be so you need to understand a lot more about the postal rules than you used to, but VCS is here to help out. This document briefly outlines some of the things you need to know. If you have further questions, please let us know by sending e-mail to one of our representatives listed on our Web site, <http://bbs.vcsnet.com>.

Before we go any further, let's just define a few old Postal terms and some that got introduced with the 1996 Reclassification. The next page is some definitions of postal terms, and the page after that is an excerpt of postal rates from the June 8th, 1997, Domestic Mail Manual. This will give you an idea of the different mailing costs for different types of mailings.



# Some Definitions

**STANDARD MAIL (A)** - This is the class of mail that used to be called Third-Class or Bulk Mail. Most political mail is sent under this class.

**AUTOMATED** - Any time the Post Office uses the term AUTOMATED, it means that the label bears a DELIVERY POINT BAR CODE.

**DELIVERY POINT BAR CODE** - You have seen Delivery Point Bar Codes on your mail; it is that row of uneven lines at the top or bottom of the address -- this barcode represents your 9-digit zip code plus the last two digits of your primary street address or Post Office Box number.

**ENHANCED CARRIER ROUTE (ECR)** - This is what takes the place of Carrier Routed mail. Enhanced Carrier Routed mail differs from the old Carrier Route mail in that it has to be sorted in what is called "LINE OF TRAVEL" sequence within each Carrier Route.

**LINE OF TRAVEL (LOT)** - Enhanced Carrier Routed mail must be sorted in Line of Travel sequence which is approximately the sequence in which it is delivered. VCS has the proper LOT sequence for all the Carrier Routes in the country and can sort your labels in the correct order.

**AUTOMATED ENHANCED CARRIER ROUTE** - This is a new classification introduced with the Reclassification. It has a Carrier Route and is sorted in LOT sequence just like ENHANCED CARRIER ROUTE, but it also has a Delivery Point Bar Code on the label.

**SECTIONAL CENTER FACILITY (SCF)** - Certain Postal facilities serve as processing and distribution centers for Post Offices in a designated geographic area. If you enter your mail at the SCF that covers most of your mailing, you will receive discounts on your postage.

# Postal Rates

From USPS Standard Mail (A) Ratefold June 8, 1997

This is for plain Bulk Rate, with no barcode and no sort.

This is for plain unsorted Barcoded Bulk Rate mail. There are sorts on basic and barcoded mail which can reduce your postage costs. VCS will sort it to get you the best postal rate.

	Regular			Enhanced Carrier Route (ECR)	
	Entry Discount	Basic	Barcoded	Basic (No Barcode)	Barcoded
<b>Letter Size</b>	none	\$0.256	\$0.183	\$0.150	\$0.146
	SCF	\$0.238	\$0.165	\$0.132	\$0.128
<b>Non-Letter Size</b>	none	\$0.306	\$0.277	\$0.155	n/a
	SCF	\$0.288	\$0.259	\$0.137	n/a
<b>Letter Size</b>	Nonprofit		Nonprofit ECR		
	Entry Discount	Basic	Barcoded	Basic (No Barcode)	Barcoded
<b>Letter Size</b>	none	\$0.132	\$0.099	\$0.087	\$0.079
	SCF	\$0.114	\$0.086	\$0.069	\$0.061
<b>Non-Letter Size</b>	none	\$0.195	\$0.171	\$0.107	n/a
	SCF	\$0.177	\$0.153	\$0.089	n/a

The Post Office does not allow for barcoded ECR on non-letter size pieces.

If you enter your mail at a Post Office that is designated a Sectional Center Facility, you may get an additional discount. There will be more about this later.

# Choosing the Right Label

There are several types of labels that you can order from VCS; each has its advantages and disadvantages.

Your choice really depends on several issues:

## **Will your mailing be carried out by a Mail House, or will you have volunteers do the mailing?**

If you are using a Mail House they may tell you which options to order, but not always. If you are not using a Mail House, then you will need to consider a number of details about the mailing and the postal classification that will work best for you.

## **What does your mail piece look like? Is it letter size or not?**

There can be a big difference in the cost of your mailing and in which specific options you should order depending on whether it qualifies as a "letter" or not. If you are not sure how to tell, you might consider obtaining the excellent Post Office publication "Designing Letter Size Mail". You can get this publication on the Postal Web site (<http://www.usps.gov>). If you haven't designed your piece yet, you might want to consider the differences before you choose the size and details.

## **Should you order postal Bar Codes or Carrier Routed labels?**

There are significantly reduced postal rates for both Barcoded and Carrier Routed mailings, and even for the classification that requires both. Exactly which one to use depends on a lot of details about the coverage of your mailing, who will process it, etc. Some of the considerations are covered on the next page.



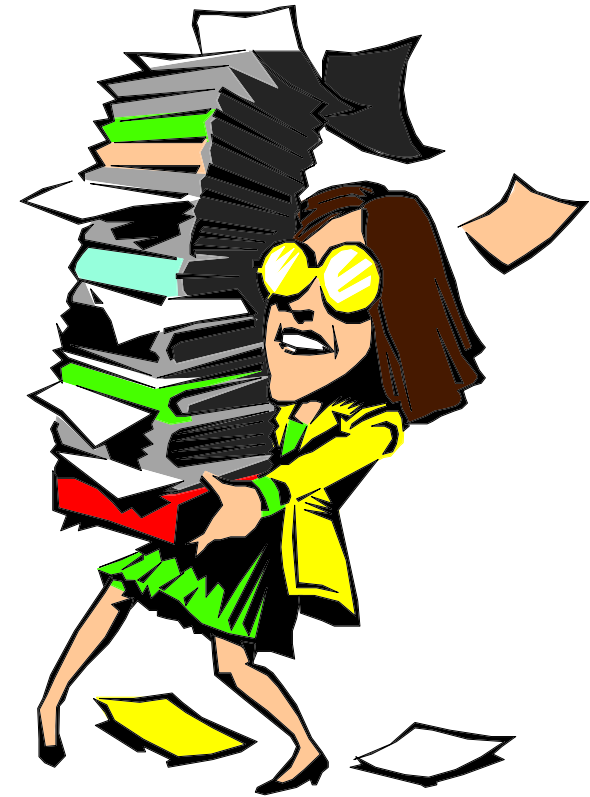
# To Carrier Route or Bar Code?

Are the addresses in your mailing clustered fairly closely? For example, if you are mailing to all Republicans or Democrats in a district, you will have fairly clustered addresses. On the other hand, if you are mailing to a sample of 5000 Independents scattered across the state of California, your addresses will not be clustered. **If the mailing is not to more than 10% of the total households in the area, barcoded labels are likely to produce bigger savings than Carrier Route, because there must be at least 10 addresses within each Carrier Route to qualify.**

If you are planning to order gummed labels and have volunteers put them on your mail, you may want to consider ordering barcoded labels. Carrier Routed postage is less than barcoded, so why not order Carrier Routed labels? The answer is a logistical one. Carrier routed labels must be presented to the Post Office in what is called "Line of Travel" sequence. This sequence does not appear on the label. VCS will produce the labels in the correct order, but you must keep the mailing in the EXACT order that the labels are printed in order to get the Carrier Route discount. With most volunteer mailings, this is very difficult to do. **If the labels are to be applied by volunteers, barcoded labels will be a lot easier than Carrier Routed.**

**Another consideration is the Post Office requirement that a folded piece must be tabbed if it is to be a barcoded mailing. The cost and trouble of tabbing needs to be traded off against the potential saving in postage.**

On the next pages L3) BAR CODED LABELS, L4) ENHANCED CARRIER ROUTED LABELS, and L5) BARCODED ENHANCED CARRIER ROUTED LABELS, you will see examples of the various types of labels you can obtain from VCS.



**Well, they were in order before they were dropped!**

# L3) BARCODED LABELS

Putting a barcode on these addresses will reduce your postage by at least \$.07 per piece over plain addresses in geographic sequence!

Santa Clara,  
California

VCS will sort these labels to get you the best postage rate possible.

ELFREN R MELANIO  
2050 EISENHOWER DR, 3  
SANTA CLARA, CA 95054



ALEJANDRO S DELROSARIO  
ESTANISLAO A DELROSARIO  
2050 EISENHOWER DR, 4  
SANTA CLARA, CA 95054



SUSAN J PALO  
2050 EISENHOWER DR, 4  
SANTA CLARA, CA 95054



MARCELA BUENAGUA  
2006 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



MARCELA F DULLAY  
2006 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



MRS ELPIDIA B BARRERA  
MR RAYMOND B BARRERA  
2016 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



VICTOR E CABREROS  
2036 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



MRS FELISA N RADAM  
2036 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



MISS MICHELLE S GUERRERO  
MR RENIE GUERRERO  
2046 FAIRWAY GLEN DR  
SANTA CLARA, CA 95054



There is a unique postnet barcode for every address, called a delivery point barcode. These barcodes are derived from the USPS databases, and must adhere to strict standards in form and legibility.

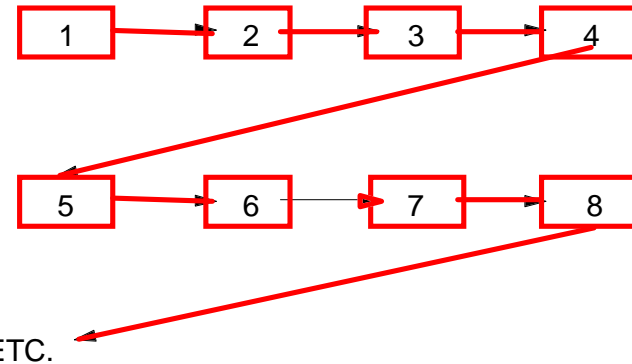
**BEWARE!** There must be some white space below the barcode or the Post Office scanners cannot read it properly, so be sure to design your piece with this in mind. If your piece is dark, provide a white space a bit larger than the label on which to affix the label.

# L4) ENHANCED CARRIER ROUTED LABELS

Enhanced Carrier Route is the best postage rate for non-letter size mail.

New York,  
New York

Remember that you must keep the labels in order to get the Enhanced Carrier Route rate. This is the order of the labels as they are printed by VCS. They must be applied to the mail in this EXACT order:



The designation **\*\*\*ECRLOT\*\*** must appear on each label. This indicates Enhanced Carrier Route in Line of Travel sequence.

C032 indicates that this address is delivered by City Carrier 32 in Zip Code 10017.

\*\*\*ECRLOT\*\*C032  
FRANCOISE M KENMORE  
309 E 49TH ST  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
LOUIS A MUCELLI  
309 E 49TH ST,14D  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
MANFRED KOPELMAN  
309 E 49TH ST, 12F  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
BARBARA J HOWARD  
309 E 49TH ST, 12D  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
OEDWARD T GALETT  
309 E 49TH ST, 12A  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
MALCOLM A HOFFMANN  
309 E 49TH ST, 11D  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
ROBERT R PEGG  
309 E 49TH ST, 10B  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
RALPH A WELLER  
309 E 49TH ST, 10A  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
DORIS R LINDSEY  
JOHN M LINDSEY  
309 E 49TH ST, 9D  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
DAVID MOSS  
JOYCE L MOSS  
309 E 49TH ST, 9D  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
BLANCHE HAUSMAN  
LEO HAUSMAN  
309 E 49TH ST, 6E  
NEW YORK, NY 10017

\*\*\*ECRLOT\*\*C032  
LOY H HARRIS  
309 E 49TH ST, 9E  
NEW YORK, NY 10017

# L5) BARCODED ENHANCED CARRIER ROUTE LABELS

Santa Clara,  
California

Barcoded Enhanced Carrier Route is the best rate for letter size pieces. This rate classification is not available for non-letter size pieces.

Like the non-barcoded Enhanced Carrier Route labels, these must be kept in the EXACT sequence in which they are produced.

The designation \*\*\*AUTOOCR\*\* must appear on each label, followed by the Carrier Route number indicating the particular carrier within the delivery zip code that will carry this mail.

\*\*\*\*AUTOOCR\*\*C003  
SUSAN J PALO  
2050 EISENHOWER DR, 4  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003

DAVID A HAY  
4571 LAFAYETTE ST, 16  
SANTA CLARA, CA 95054

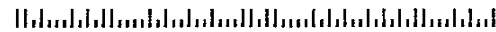


\*\*\*\*AUTOOCR\*\*C003

DIANA K ANDERSON  
4561 LAFAYETTE ST, 22  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003  
ALEJANDRO S DELROSARIO  
ESTANISLAO A DELROSARIO  
2050 EISENHOWER DR, 4  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003

MS DONNA C WHEELER  
4571 LAFAYETTE ST, 14  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003

MRS LUCIA V NGUYEN  
MR PAUL H NGUYEN  
4561 LAFAYETTE ST, 18  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003  
MRS THO T TANG  
2050 EISENHOWER DR, 5  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003

GEORGE M BEAHAN JR  
4561 LAFAYETTE ST, 20  
SANTA CLARA, CA 95054



\*\*\*\*AUTOOCR\*\*C003

JOAN E GIEVER  
4551 LAFAYETTE ST, 26  
SANTA CLARA, CA 95054



There is a unique postnet barcode for the address, called a delivery point bar code. **Not all addresses are eligible for an ECR postal rate**; however, most are and the number is increasing all the time as the USPS upgrades equipment in local Post Offices all over the country.

**BEWARE!** Remember to leave enough white space around the barcode to keep from confusing the Post Office scanners.

# What is All that Paper work that Comes with my Labels?

When you order Carrier Routed or barcoded labels from VCS, you will notice that in addition to the labels you will get a couple of interesting looking reports. These are paperwork that is required by the Post Office when you drop off your mail.

The first page you will notice is titled :

## **PS FORM 3553 Coding Accuracy Support System (CASS) Report**

This report certifies that the addresses in your mailing have been standardized according to the current official Post Office Database, and that barcodes or carrier routes have been matched to the addresses from the Post Office Database also. VCS uses software from a company called Postalsoft to perform this task. Postalsoft has obtained the necessary certifications from the Post Office, and this document tells the Post Office that in an official kind of way.

You will notice that there are dates on the report -- the date your labels were processed and the date of the Post Office Database that was used. VCS will assure that an up-to-date Database was used at the time your labels were run. These dates are important because the barcode and carrier route information changes from time to time. So you should be aware that you must use these labels within 90 days of the date when they are produced. Otherwise the Post Office may refuse your mailing.

The next page shows an example of PS Form 3553.



# Postal Report 3553 -- The CASS Report

<input checked="" type="checkbox"/> Single List <input type="checkbox"/> Multiple Lists		PS FORM 3553 Coding Accuracy Support System (CASS) Report	
CASS CERTIFICATE INFORMATION			
S O F T W A R E	A1.	CASS Certified Company Name	
		Postalsoft	
	C	CASS Certified Software Name & Version	
		PWACE 5.20.01.B 09-May-97	
	A	Z4Change Certified Company Name	
R S	S	Z4Change Software Name & Version	
		Configuration	Z4Change Configuration
		STD	N/A
L I S T	B1. LIST PROCESSOR		B2. DATE LIST PROCESSED
	Voter Contact Services		MASTER FILE: 25-Sep-97
			Z4CHANGE:
			B3. DATE OF ZIP+4 DATA
			ZIP+4 FILE: 08/97
			Z4CHANGE:
O U T P U T	B4. ADDRESS LIST NAME		B5. NUMBER OF LISTS
	gh054		1
			B6. TOTAL ADDRESSES
			464
CASS OUTPUT RATING		TOTAL CODED	PERCENT OF TOTAL ADDRESSES
C 1 P U T	C1. RECORDS ZIP+4 CODED		464
	C2. RECORDS DPBC CODED		464
	C3. RECORDS 5-DIGIT CODED		464
	C4. RECORDS CR RT CODED		464
	C5. RECORDS Z4CHANGE CODED		0
			100.00 %
			100.00 %
			100.00 %
			100.00 %
			0.00 %
M A I L E R	D1. SIGNATURE OF MAILER		D2. NAME & ADDRESS OF MAILER
	-----		
	I certify that the mailing submitted with this form has been ZIP+4 coded (as indicated above) using CASS certified software meeting all requirements of Domestic Mail Manual A950.		D3. DATE SIGNED

The date these labels were produced. Use labels within 90 days of this date.

The date of the USPS database that was used to assign carrier routes and standardize the addresses.

Percentage of addresses in this order for which there is a Carrier Route assigned by the USPS database.

# What About Addresses that Have No Carrier Route? Won't Barcode?

On the previous page, the CASS report showed that label order had 100% Carrier Route. This means that all the addresses had legitimate Carrier Routes in the Post Office Database. This is not true for all addresses, however. Also there is a rule that **there must be 10 addresses in each Route to qualify for Carrier Route rates.** So in any label order there may be addresses that either do not have enough other addresses in their route to qualify, or that do not have a Carrier Route in the Post Office Database; these addresses are called **Residuals.**

When you order labels from VCS you will have several choices about what to do with **Residuals.** You have these choices about **Residuals:**

- barcode
- print as is (basic)
- discard

If you are doing a barcoded Carrier Routed mailing, you will probably want to barcode your **Residuals.** If you are doing a plain Carrier Routed mailing, you may want to barcode your **Residuals;** but there is another rule you need to keep in mind. Barcoded and non-barcoded mail cannot be mixed. So your **Residuals** will become a separate mailing. And **to qualify as a Standard Mail (A) mailing, you must have 200 pieces -- so you need to have at least 200 Residuals.**

Also some addresses do not have a legitimate barcode. VCS gives you the following choices about these:

- print as is (basic)
- discard

# Packaging is Important

When you take your mailing to the Post Office to get Standard Mail (A) rates, the Post Office will want it not only to be sorted correctly, but to be packaged also. If you are mailing letters, they must be placed in Post Office Letter Trays. If you are mailing flats, they must be placed in Post Office sacks. The rules for just how the mail goes into these containers are fairly complex; but not to worry, VCS will give you a report that shows how to place the mail in containers. This is the report that you will find right behind the PS Form 3553 that you saw on the previous page.

This report is called the **USPS Qualification Report**; its format and content are specified by the Post Office. A typical Qualification Report looks like this:



Report: USPS Qualification Report      Mailer:      Page: 1  
 Entry:      Mailer ID:  
 Sort: Standard Mail: DMM M810      Date:      Job: gh054

Tray #	Tray Size	Tray Lvl	Tray ZIP	Group Dest	CB	5B	3B	BB	Running Total
1	2	CRD	95054	C003	304				304
2	1	CRD	95054	C022	150				454
3	1	CR5	95054	C022	10				464
TOTALS					464				464

Rate Summary      Pieces  
 Automation Carrier Route (CB)      464  
 Automation 5-Digit (5B)  
 Automation 3-Digit (3B)  
 Automation Basic (BB)  
 -----  
 TOTAL Automated      464

# And the Packages Need To Be Labeled

Once you have packaged your mail in the approved Post Office containers, the next thing you will need to do is label the containers. The Post Office has specified a barcoded tag for trays and sacks. VCS can provide the necessary tags for your mailing.

You have to provide quite a bit of information on your tags. You will need to know the zip code of the Post Office where you plan to drop your mail (called the **Entry Zip Code**). If you plan to have your mail verified at one Post Office, then shipped to another Post Office for mailing, you need to know the zip code of the verifying Post Office also (called the **Origin Zip Code**).

It used to be allowable to pencil some of this information on the tags after they were printed; however, since July, 1997, it is not permissible to write on the container tags, so you need to know all the information when you place your label order with VCS so we can print everything you need on the tags.

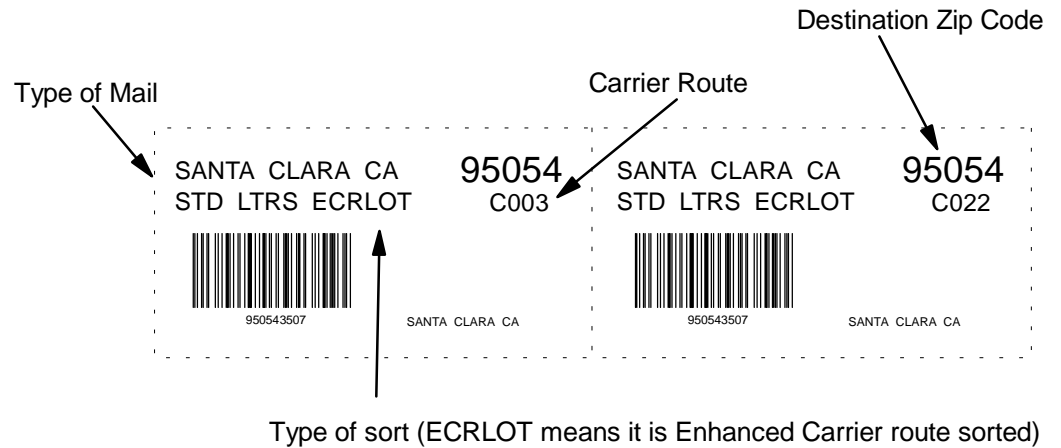
The next page shows examples of tray tags (for letters) and sack tags (for non-letters or flats).



**Postal Containers: Letter Trays and Sacks for Flats**

# Container Labels

The Post Office requires Standard Mail (A) letters to be put into trays. The Qualification Report shows how the mail goes into the trays. Each tray must have a label which shows the destination zip code, the carrier route code, if applicable, the type of mail, the type of sort, and a barcode which assists in the routing of the trays.



If the mailing is automated (that is, the addresses have a barcode), then the Post Office requires a second bar code on the container tag, called a zebra code.



Sack tags have much the same information, but they are smaller and the format is slightly different.



**VCS can provide the tags you need for your mailing**



# SCF Discounts Save You \$\$\$

If you can drop your mail at a Sectional Center Facility (SCF), you will receive a discount. If you are using a Mail House, they will usually be able to advise you about where to drop your mail. If the area you are mailing into has more than one SCF, you may not know which one you should choose. When you are planning your mailing, you may want VCS to do a special run to obtain counts and to get the Mail Distribution Report. This will tell you what your postage costs are going to be and what SCF you should choose.

09/29/97                      VCS Mail Distribution Report                      JOB: gh052

---

AUTOMATION RATE SCF TOTALS:

SCF 945	5
SCF 950	494

SCF 945 entry point 94615 includes ZIPs for 945, 946, 947, 948  
SCF 950 entry point 95101 includes ZIPs for 950, 951

ENTRY POINT ZIP SPECIFIED: 95101

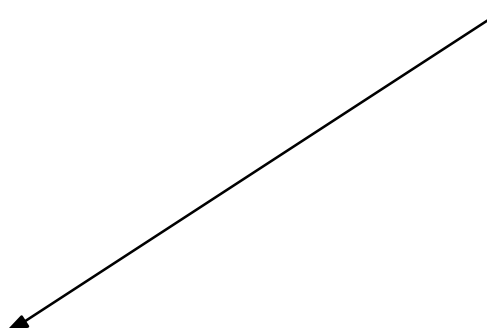
(NONPROFIT)

PART A: AUTOMATION

NONE	5DG LTRS	.082 x	pcs. = \$	
	3DG LTRS	.095 x	pcs. = \$	
	BB LTRS	.099 x	5 pcs. = \$	.495
	3/5 FLATS	.125 x	pcs. = \$	
	BB FLATS	.171 x	pcs. = \$	
DBMC	5DG LTRS	.069 x	pcs. = \$	
	3DG LTRS	.082 x	pcs. = \$	
	BB LTRS	.086 x	pcs. = \$	
	3/5 FLATS	.112 x	pcs. = \$	
	BB FLATS	.158 x	pcs. = \$	
DSCF	5DG LTRS	.064 x	487 pcs. = \$	31.168
	3DG LTRS	.077 x	pcs. = \$	
	BB LTRS	.081 x	7 pcs. = \$	.567
	3/5 FLATS	.107 x	pcs. = \$	
	BB FLATS	.153 x	pcs. = \$	
TOTAL PART A:		499	\$	32.230

NUMBER OF CONTAINERS:	1-Ft MM Trays	3
	2-Ft MM Trays	2
	Total Trays	5

This is another run of the same mailing that was illustrated on the previous page. This is what the postage would have been if it had been mailed from the SCF at 95101.



# What Do I Have to Know?

Clearly, with the new postal rules, there is more to consider than there used to be. Before you can place an order for labels, you need to know a great deal about **what your mail piece is going to look like, where you are going to be mailing, and what type of mailing will best fit your circumstances.**

We have talked about these things throughout, but it is hard to keep it all in mind, when what you really want to concentrate on is targetting and crafting your message.

So maybe a **check list** would help. The next page is a kind of check list that can be used to cover all these mail technicalities.



# Check List for Label Orders

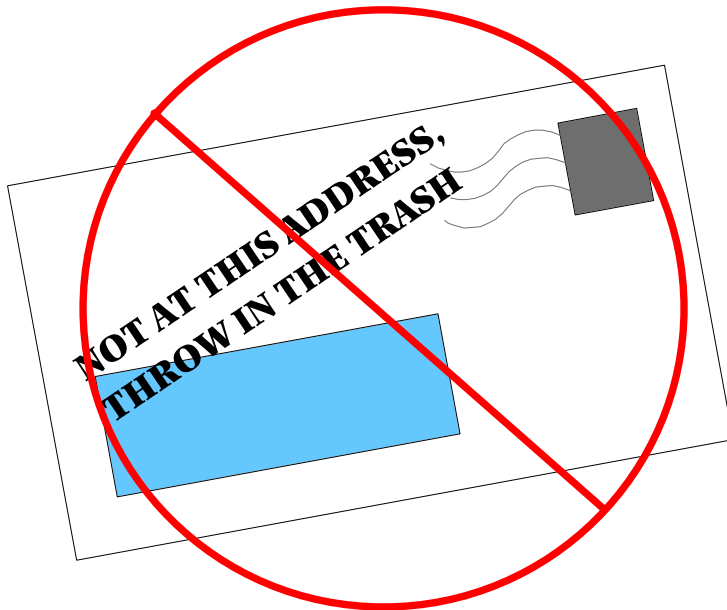
1. Letters ( ) or Flats ( )
2. Carrier Routed ( )
3. Barcoded ( )
4. If letters, Number of pieces that will fit in a 21 inch postal tray ( )
5. If flats, Weight per piece ( ) ozs.
6. Container Labels ( )
7. Residuals should be Barcoded ( ) or Basic ( ) or Discarded ( )
8. Discard addresses that won't Barcode ( )
9. 3602 Worksheet needed ( ) Non - Profit ( ) Permit Mailing ( )
10. Entry Zip Code ( ) [Zip Code where mail will be dropped]
11. Origin Zip Code ( ) [Zip Code where mail will be verified, if different from Entry zip]

# Some Voters Move Around a Lot

When you get labels from VCS, you know you are getting the official government file of registered voters. These are the people who are eligible to vote and the addresses where they must vote. But we all know that voters do move around; is there anything that can be done to help with this problem?

One approach is to make sure that each piece of mail is delivered, even if the people to whom it is addressed have moved. This can be accomplished by printing "OR CURRENT RESIDENT" as the second line of every label. That way the Mail Carrier will deliver the mail to the dwelling unit at the address, rather than discarding it if the residents are no longer at that address.

This makes the label a little less personal, but it is very effective if the rate of moving is known to be high -- in student areas, for instance, or when there has not been a purge or update of the voter file in a long while. The next page, **L6) LABELS WITH "OR CURRENT RESIDENT"**, shows how this option appears on the actual labels.



Another approach is to utilize the U. S. Post Office National Change of Address System (**NCOA**). The Post Office gathers together all those little Change of Address cards that we fill out when we move and assembles them into the National Change of Address file.

This file is not generally available; but is released to a select set of vendors, who pay the Post Office a large license fee for the use of the data. VCS must send one of its voter files to one of these vendors, and they match it against their NCOA file of all those who have moved. This allows them to correct a number of addresses -- generally about 5% -- and flag other voters as "not at this address".

Unfortunately this is a fairly expensive process, and VCS does not choose to do it for its entire file. It is possible that we have done it in your area, if not we can look into doing a special NCOA run on your district if it is appropriate.

# L6) LABELS WITH "OR CURRENT RESIDENT"

These are regular Enhanced Carrier Route sorted labels with the "OR CURRENT RESIDENT" option. Any household with more than one voter becomes a Family label.

Ashland,  
Oregon

There will be more Family labels because the "OR CURRENT RESIDENT" uses up one line.

The "OR CURRENT RESIDENT" appears on every label. This assures that the mail piece will be delivered, even if the voters have moved.

\*\*\*\*ECRLOT\*\*C005  
DONNA J BAIZE  
OR CURRENT RESIDENT  
460 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
THE BAIZE FAMILY  
OR CURRENT RESIDENT  
462 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
CYNTHIA M WALLACE  
OR CURRENT RESIDENT  
480 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
BRUCE R REINSTEDT  
OR CURRENT RESIDENT  
480 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
JONI G WALTERS  
OR CURRENT RESIDENT  
405 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
THE STERLING FAMILY  
OR CURRENT RESIDENT  
419 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
DIANE S SODER  
OR CURRENT RESIDENT  
425 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
ERIC B WARREN  
OR CURRENT RESIDENT  
431 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\* ECRLOT\*\*C005  
THE BROWN FAMILY  
OR CURRENT RESIDENT  
443 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
MARIE LJENNINGS  
OR CURRENT RESIDENT  
455 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
THE BEATON FAMILY  
OR CURRENT RESIDENT  
455 LIBERTY ST  
ASHLAND, OR 97520

\*\*\*\*ECRLOT\*\*C005  
CYNTHIA M SKINNER  
OR CURRENT RESIDENT  
471 LIBERTY ST  
ASHLAND, OR 97520

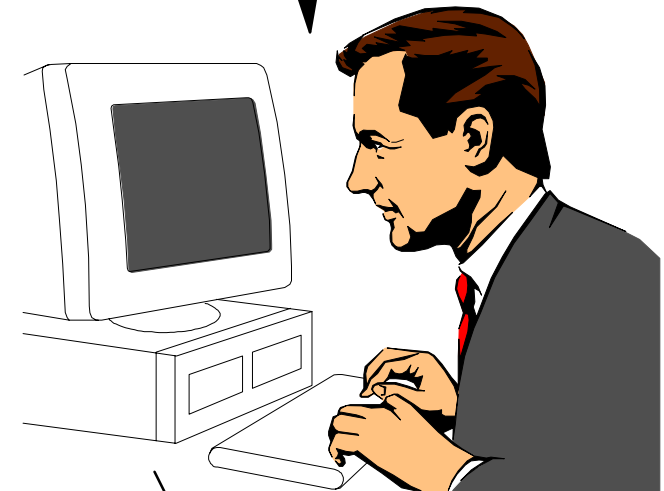
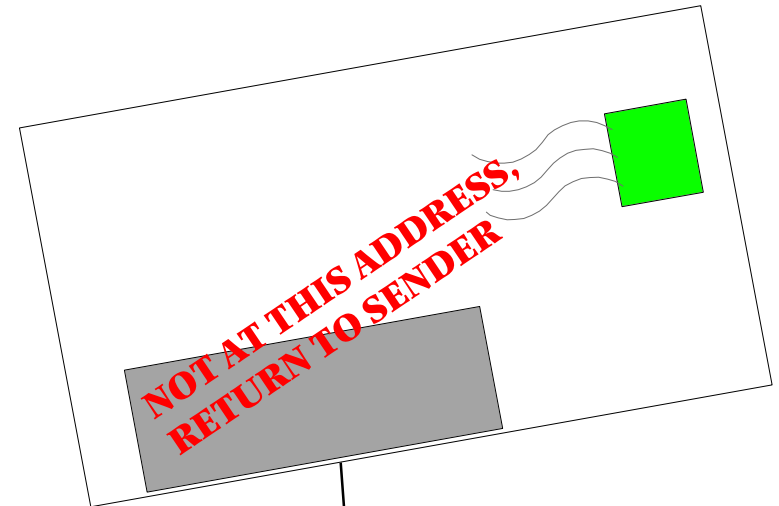
# Build Your Own Local NCOA

Many campaigns find it most effective to simply process their return mail and turn it into a special local "NCOA" for their district. The key to this process is that you will be doing a number of pieces of mail to your district over a period of months. Voters who are no longer at their registered addresses are tagged in the voter file and left out of your future mailings.

This can be accomplished a number of ways, the following is the most straightforward. First VCS will establish a "sub-file" of all voters in your district that you intend to mail to over the course of the campaign. This may be all voters, or it may not, depending on your mail plan. Next you send a mailing to everyone in that sub-file, asking the Post Office to return any piece of mail where the names on the label are not at the address shown. When those are received back from the Post Office you give the information to VCS, and we tag those people in the file. Next time you order labels we will omit everyone who has been tagged. There are some costs associated with this process, but it doesn't take many pieces of mail to recover the costs and come out ahead.

The next page, **L7) LABELS WITH VOTER ID-NUMBER ON LABEL**, shows a label format where a Voter ID-Number is printed on every label. When the pieces come back from the Post Office, it is easy to key in those ID-Numbers to post to the sub-file. There are a wide variety of ways to run this kind of a program. Some involve VCS, but others can be run manually in the campaign headquarters. The following page, **L8) LABELS WITH PRECINCT ON LABEL**, shows a label format where the Precinct Number is printed on every label.

These two label formats are also useful for appending canvass information back to the voter file, either manually or on the computer. VCS also has an extensive set of Label Products that are specifically designed for various canvass systems. Those label formats are not covered here, but we'll be glad to send you more information if you are interested.



\$\$\$ \$

# L7) LABELS WITH VOTER ID-NUMBER ON LABEL

These are regular Enhanced Carrier Route sorted labels with the Voter ID-Number printed on the label. If there is more than one voter in the household, only the ID-Number of one of the voters is printed. This option can also be used for updating canvass returns.

Denver, Colorado

If there are two or more voters in the household, then only one of the voter's ID-Numbers will print.

If there is one voter in the household, then that voter's ID-Number will print on the label.

\*\*\*\*ECRLOT\*\*C026  
THE GALLEGOS FAMILY 97127726  
1861 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
TODD T VACHA 97033036  
1865 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
STEVEN P KELLY 97009467  
1867 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
FAUSTINO MARTINEZ 97135979  
1867 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
DOROTHY F VIGIL 97137949  
1896 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
JOSEPHINE PONCE-MART 97166017  
1867 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
MARVIN VIGIL 97226131  
1877 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
NORMA A RODRIGUEZ 97123151  
1896 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
AUGUSTINE J GARCIA 97188198  
1876 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
ALARCON G MARQUEZ 97218338  
1886 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
THE ALARCON FAMILY 97176396  
1886 S CANOSA CT  
DENVER, CO 80219

\*\*\*\*ECRLOT\*\*C026  
THE TORRES FAMILY 97201210  
1880 S CANOSA CT  
DENVER, CO 80219

# L8) LABELS WITH PRECINCT ON LABEL

These are regular Enhanced Carrier Route sorted labels with the Precinct Number printed on the label. County Number is not included, but City Number is included if it is part of the Precinct Number.

Berea, Ohio

In every other way these are regular Enhanced Carrier Route Sorted labels. They can also be used to locate voters within a precinct file.

Precinct Number will print on every label. The first "05" is the City Number for Berea, which is a part of the Precinct Number in Cuyahoga County, Ohio.

\*\*\*\*ECRLOT\*\*C002  
PRISCILLA G SCHLEA 05 1 C  
ROBERT R SCHLEA  
132 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
CHARLES H VOGT 05 1 C  
DOROTHY B VOGT  
120 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
THE JOHNCOCK FAMILY 05 1 C  
136 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
HELEN M KASPER 05 1 C  
136 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
ELAINE M MYERS 05 1 C  
ROBERT L MYERS  
330 ORCHARD GRV  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
ILEANA M SCHUFF 05 1 C  
STEPHEN D SCHUFF  
329 ORCHARD GRV  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
THE COLEMAN FAMILY 05 1 C  
110 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
LOUISE P FISCHER 05 1 C  
110 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
ANN E THURSTON 05 1 C  
KENT A THURSTON  
113 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
JOHN P WHITE 05 1 C  
NANCY H WHITE  
119 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
KEITH M DEMMERLE 05 1 C  
101 E 5TH AVE  
BEREA, OH 44017

\*\*\*\*ECRLOT\*\*C002  
THE FULCHIRON FAMILY 05 1 C  
105 E 5TH AVE  
BEREA, OH 44017

# Because of the Right Label . . .

A good direct mail campaign can make the difference between a winning and a losing effort. When the campaign is over, the amount of money spent for labels will be a very small portion of the entire campaign budget.



**Smith Wins Big!**

**Experts Credit**

**His Direct Mail**

At VCS we don't just sell simple labels, we'll help you get the right ingredients for a winning Direct Mail Campaign! Get the Right Labels and win!