

TechLines

Technical Information Sheet

M10

©2007 • Updated March 17, 2009

CoMail – A Way to Cut Postage Costs

Co-mailing is the process of combining several different flat-size publications into one large mailing. By achieving greater presort volumes, mailers can take advantage of larger postal work-sharing discounts.

How Co-mailing Works!

Co-mailing works much like our normal mailing procedures except for a few new design guidelines and scheduling concerns. Ripon Printers processes the files as usual but instead of preparing the mailing to drop locally, files are prepared for merging into one grand mailing. These grand mailings or “pools” may consist of 30 different titles from several different mailers. After combining address files into one presort pool, mailers will see benefits of this volume-based presort and work-share discounts provided by the U.S. Postal Service (USPS).

At the CoMail facility, bound pieces are loaded into pocket feeders and titles are fed, as needed, by the machines software. Quality control procedures are taken to ensure that each address is on the proper mailpiece. All the mailpieces are presorted and physically prepared according to USPS specifications for palletization. As pallets of mail are ready for input into the mailstream, they are immediately dispersed to trailers for hauling to hundreds of Bulk Mail and Sectional Center Facilities across the United States.

Benefits from Co-mailing and Guidelines

CoMail is designed for flat-sized publications with a circulation of 20 to 75 thousand pieces (circulations of 5 to 200 thousand may also see benefits). The postage savings for these mailings can be significant – often exceeding 10 percent!

In addition to postal savings, you will see:

- Improvements to your presort.
- Optimized and shorter in-home delivery windows.
- Bag mail moving out of bags and onto pallets.
- Better care of your mailpiece as it stays palletized deeper into the mailstream.
- Tracking to postal entry points.

Other guidelines include:

- Minimum mail piece dimensions of 7.75" x 10" x .0625" thick.
- Maximum mail piece dimensions of 8.75" x 10.88" x .5625" thick.
- No inside inkjetting.
- Addressing into a pre-determined restricted area.
- Flexibility to print and mail within a specific timeframe.
- Maximum address record field length **cannot** exceed 35 characters.
- Address block may contain no more than nine lines of data including OEL line and barcode. ➤

Postage Estimating

Estimating co-mailing postage is done by using an existing mail file and an average savings calculated from the performance of previous pools. Actual postage will vary based on final pool size and presort content.

When providing an estimate, Ripon Printers will not only provide you with postal fees, but all fees involved with co-mailing. This will allow you to see the total costs when deciding if co-mailing is right for your organization.

Postage

Mailers who participate in co-mailing have two options for paying their postage. Co-mailing requires establishing a Centralized Account Processing System (CAPS) Debit account. This is a USPS program that allows mailers to pay for postage electronically. Mailers have the option to set up their own CAPS account and mailing permit or to use Ripon Printers' CAPS account.

Using Ripon's CAPS account has the advantage of allowing mail to drop from Ripon if co-mailing becomes undesirable for any reason.

Mailers not using Ripon Printers' CAPS account will need to purchase a company permit at the postal facility of the CoMailer. This requires completing PS Form 3615 as well as paying application and annual permit fees. After this permit is purchased, a CAPS Debit account must be set up with CAPS. Information on CAPS can be found at <http://caps.usps.gov/capshome.asp>. Postage would then be withdrawn directly from the mailer's bank account.

Mailers opting to use the Ripon Printers CAPS Account would make postage checks payable to Ripon Printers.

Indicia

Depending on which CAPS account is used, the indicia on the mailpiece may need to be altered. Ripon Printers will provide assistance to mailers setting up their own CAPS account.

Mailers choosing the Ripon Printers' CAPS Account may use either of the following examples. Please note: Example A is the indicia Ripon Printers advises using. Example B would mandate that the mail can only be deposited into the mailstream in Bolingbrook, IL.

Example A
PRSRT STD
US POSTAGE
PAID
RIPON PRINTERS

Example B
PRSRT STD
US POSTAGE
PAID
BOLINGBROOK IL
PERMIT 172

Design Needs

The template on the last page will assist in making sure cover artwork is designed properly to CoMail specifications. All measurements place the catalog in the upper right hand corner of the template.

Scheduling

Advance planning and co-mailing go hand-in-hand. When a CoMail date is determined, we can advise you of a production schedule. This option will add some time to the overall program and should be discussed even at the design phase of your project. Changing books already in-house to co-mailing can also be an option as long as the mailpiece design fits the required guidelines.

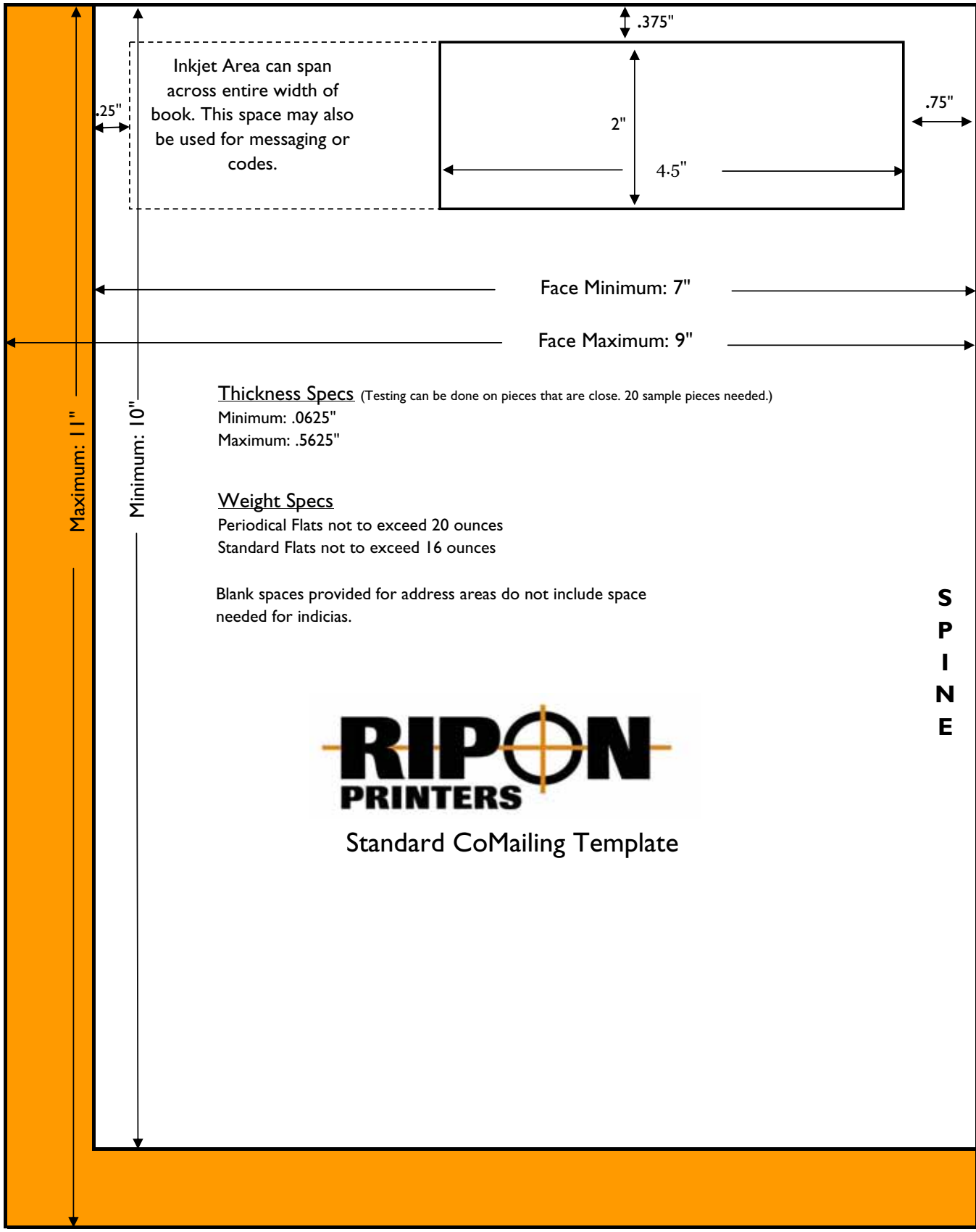
There are a few items that are ***absolutely not flexible*** with regard to schedule.

- Three days prior to CoMail start date, postal funds are due to Ripon Printers.
- Three days prior to co-mailing start, product must be bound.

Failure to meet these schedule items will remove the mailing from the pool.

Another component of scheduling is reserving a spot in a pool. Pool dates are held on a first-come, first-serve basis. If a pool is full, the mail will have to move to a different mail date. If a change in pool date is needed, 10 days notice should be provided to avoid penalties.

We look forward to helping you save postage dollars!



Inkjet Area can span across entire width of book. This space may also be used for messaging or codes.

Maximum: 11"

Minimum: 10"

Face Minimum: 7"

Face Maximum: 9"

Thickness Specs (Testing can be done on pieces that are close. 20 sample pieces needed.)

Minimum: .0625"
Maximum: .5625"

Weight Specs

Periodical Flats not to exceed 20 ounces
Standard Flats not to exceed 16 ounces

Blank spaces provided for address areas do not include space needed for indicias.

S
P
I
N
E



Standard CoMailing Template