

# MAILERS+4

## The software of choice for maximum direct-mail savings

MAILERS+4 is the affordable, easy-to-use program that lets you process your mailings for maximum discounts and direct mail savings. Increase address accuracy, reduce postage costs, and get more mail delivered... for less, every time you mail. CASS™ processing automatically includes **DPV**®, **LACSLink**®, **SuiteLink**™, **Vacant Table**, and **EWS** for the highest level of address verification possible. MAILERS+4 now includes **AddressPlus**, a value-added feature to append residential addresses with the known apartment number based on Last Name. Combined with the USPS® SuiteLink processing, you'll significantly increase the number of mailpieces delivered, on time, to the intended recipient.

Two versions of MAILERS+4 are available to accommodate any, and every mailer. Both the Professional and Standard versions are CASS and PAVE® Gold certified and equally packed with all the features and functionality you need to process your mailings to meet all USPS requirements for discounts, including the Intelligent Mail® basic barcode specifications.

**Professional - Unlimited processing, no restrictions**

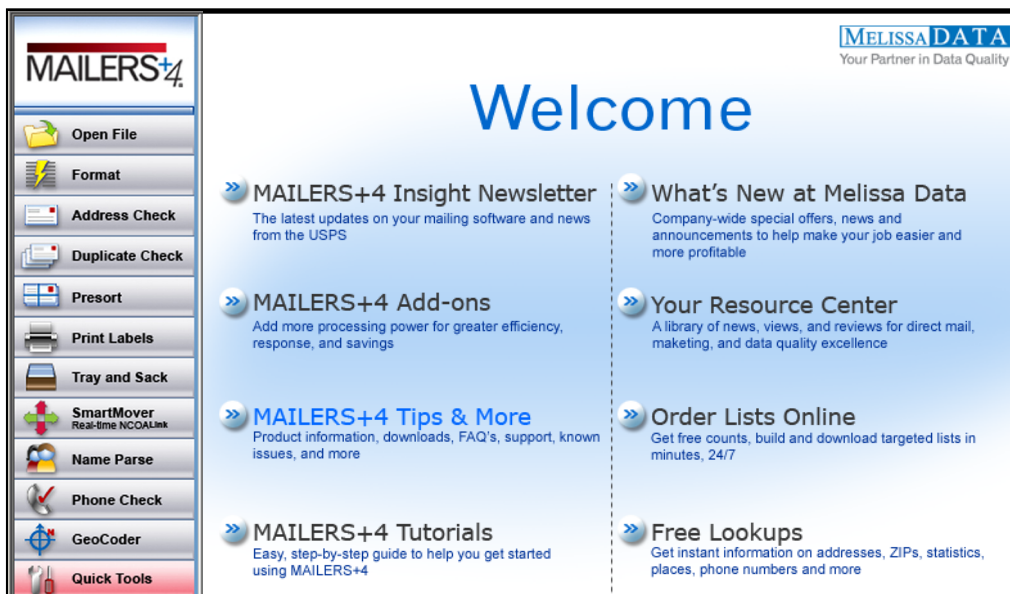
**Standard - Maximum 5000 pieces per mailing**

### 5 Basic Steps to Maximum Savings:

1. **Verify, correct, & standardize addresses**
2. **Eliminate duplicate records**
3. **Process list for Move Update compliancy**
4. **Postal presort for lowest rates**
5. **Print IM™ barcodes** 

### Use MAILERS+4 to process mailings for:

- First-Class Mail® rates
- Standard Mail® rates
- Periodicals rates
- Profit - Nonprofit rates
- Destination Discount rates
- eLOT® Enhanced Carrier Route Basic rates



### Take advantage of MAILERS+4 direct marketing tools to:

- Correct & update area codes
- Parse & genderize names
- Segment your list by gender
- Personalize stock forms with mail merge
- Geocode to the ZIP + 4® level for lat/long
- Localize a mailing by record count or radius
- Select a group or subset of records

### Benefits you can measure:

- Reduce undeliverable mail
- Eliminate costly duplicates
- Stay in touch with your customers
- Enhance target-marketing effectiveness
- Increase response rates
- Manage an effective, productive database

### Now Featuring:

- Intelligent Mail® barcode technology
- Real-time\* NCOALink® move update processing
- Direct link to Canadian National Change of Address processing
- AddressPlus append for residential suite/apt numbers

**“MAILERS+4 has saved us significant money through reduced mail returns and by omitting undeliverable addresses from mailings.”**

- Eleanor L. McCoy, Senior Database Marketing Analyst, AAA Auto Club South

# MAILERS+4

*Add-on components for enhanced power, savings & ROI*

## for MAILERS+4 GeoCoder

- ▶ Link addresses to demographic data
- ▶ Use latitude/longitude with mapping programs
- ▶ Find nearest dealer location to a customer
- ▶ Analyze data to fine-tune marketing perspective

**MAILERS+4 with Geo\*Coder** will append latitude and longitude, Census tract and block numbers, plus county FIPS code... down to the ZIP + 4 level. Use the latitude & longitude coordinates with a mapping program to determine distance between any two sites, pinpoint customer locations, or find the closest dealer to a customer... and the direction. Link tract and block numbers to current Census data for more precise target-marketing, mapping, and fleet management applications.

## for MAILERS+4 CANADIANAddresser

- ▶ Increase delivery & response rates in Canada
- ▶ Standardize to Canada Post requirements
- ▶ Verify Canadian & U.S. addresses concurrently
- ▶ Enhance direct mail targeting using 6-digit postal codes

**MAILERS+4 with Canadian Addresser** performs double duty to give you accurate, deliverable Canadian addresses along with your U.S. addresses. Canadian Addresser is updated monthly, and once downloaded, seamlessly integrates with the address verification feature in MAILERS+4. Canadian address labels will print out standardized to Canada Post requirements in record order, or as residuals in a presorted mailing.

### System requirements...

- Windows 2000, XP, Vista
- 486 or higher processor
- 600 MB hard disk space



### Plus...

- Free, unlimited technical support
- Free 14-day trial available
- 30-day money-back guarantee

## RBDI

RESIDENTIAL/BUSINESS DELIVERY INDICATOR

- ▶ Reduce residential delivery surcharges
- ▶ Identify property type based on address only
- ▶ Identify patterns to improve shipping efficiency
- ▶ Select the best carrier for each parcel delivery

**MAILERS+4 with RBDI** helps shippers minimize parcel shipping costs by verifying address delivery type as either business or residential. This enables you to select the best carrier for the most cost-efficient delivery.



## SmartMover<sup>SM</sup> Change of Address Processing

Meet all new USPS Move Update Standards with realtime\* NCOA<sup>Link</sup> processing directly from MAILERS+4. Choose the subscription plan that best meets your direct mail needs as an End User:

1. Up to 100,000 records	\$395/yr
2. Up to 300,000 records	\$695/yr
3. Up to 1 million records	\$995/yr
4. Up to 3 million records	\$1695/yr
5. Over 3 million records	Call for pricing

\*Melissa Data receives weekly NCOA<sup>Link</sup> updates.

### Join the MAILERS+4 Co-Op Advertising Program

It's free to have your business added to our popular list of printing, mailing & fulfillment service providers. You will be emailed sales leads when visitors to our Web site search for a mailing house in your area. Find out more at: [www.melissadata.com/mp4-co-op](http://www.melissadata.com/mp4-co-op).

### No Risk, No Commitment, and No Strain on the Budget!

MAILERS+4 is available as a monthly recurring subscription for as little as \$80/month for the Standard version and only \$160/month for the Professional version. Talk to a sales rep today!

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