

MAILERS+4 May '08 Update News

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We're doing our part to help make the mail a little bit smarter. Two new features debut this update: the Intelligent Mail® barcode and Suite^{Link}™.

You can print the IM® barcode on your letters and tray tags beginning with this update of MAILERS+4. But no pressure. It's not mandatory for postal automation discounts until May 2009. You'll need a Mailers ID from the USPS in order to print the IM barcode.



We've got a White Paper available for your review on our Website. It presents the facts as they stand today, covers issues causing a lot of concern from mailers, and poses a few questions yet unanswered. Download it now at www.MelissaData.com/IMB

Ensure delivery to your business contacts

Use the new Suite^{Link} data to reduce undeliverable mail, increase address accuracy, and qualify more mailpieces for postal discounts.

- Run "Auto-Format" on new files
- Go directly to format screen on new files
- Show last 10 entries in recently used file list
- Address Check**
 - Disable address swapping
 - Index Before Address Check
 - Ignore suite errors**
 - Disable SuiteLink
- Presort**
 - Strip leading zeros from tray and package number
 - Don't reset tray numbers between presort jobs
- Label Print**
 - Suppress delivery point check digit write back
- Show Welcome screen when program starts

You won't have to do a thing! Suite^{Link} is already enabled in the Program Options menu (System Options) by default. You can disable it if you choose, but why not take advantage of adding known secondary (suite) data to the business addresses in your list - enabling USPS delivery sequencing where it would not otherwise be possible. Records CASS processed through MAILERS+4 and identified as highrise defaults are potential candidates for Suite^{Link} processing.

MAILERS+4 spotlight IMB

The Intelligent Mail Barcode for Basic Service

To implement Intelligent Mail barcode printing (after you obtained your Mailer ID from the post office):

- From the Tools menu: System Options; User Information
- Complete required fields:
 - Mailing Permit
 - Mailer ID (6 or 9 digit)
 - Your Customer Number
- Hit OK

Mailers who do not plan to subscribe to OneCode Confirm or OneCode ACS can obtain their Mailer ID for letters and flats by contacting: Mailpiece Design Analyst (MDA) via http://pe.usps.gov/mpdesign/mpdfr_mda_intro.asp

Intelligent Mail barcode

When you're ready to print your IM barcoded labels -

- From the List menu: Print Labels; Sequence.
- Check the Intelligent Mail barcode option to disable the default POSTNET barcode.

For assistance: please call tech support at 1-800-MELISSA (635-4772). opt. #4.

We need your valuable input to help us improve your MAILERS+4 mailing software package. In fact, if you'll spend just a couple of minutes of your valuable time on our survey, we'll reward you with a \$10 gift card from Starbucks! As the mailing industry changes, and postal rates and regulations change even faster, we want to be sure that our software is meeting all your mailing requirements. We value your loyalty to Melissa Data and MAILERS+4 and look forward to providing you the tools you need to process your mailings efficiently and effectively. Whether you're an experienced pro using MAILERS+4 or a rookie just getting your feet wet with the software, we'd sure appreciate your comments on the functions and features you use, and need.

Please go to www.MelissaData.com//MP4survey.

Our trade show season is well underway. Three down, seven to go! We'd love to meet you at one of these conferences. You can get free exhibit hall passes to most of the events... they're available from our Website: www.MelissaData.com/events

Next up is the premier mailing industry event - National Postal Forum! NPF will be held May 18-21 in Anaheim, CA. PMG John Potter will have all the latest, and greatest from the USPS, including updates on the Intelligent Mail barcode, new rates, and what's in store for 2009, and beyond. Please stop by and say hello. We're in a 10x20 booth #1530.

GeoCoder data now updates quarterly to provide you more accurate ZIP+4™ latitude/longitude coordinates and census data. Previously updated on a semi-annual schedule, all GeoCoder products from Melissa Data now boast seasonal "quarterly" updates. The latitude/longitude codes are 10 characters with a 6-decimal extension. Distance is calculated to the 15th decimal point, providing you an extremely accurate radius search for your mailing and mapping applications.

Q Where can I find more information on current issues in the direct-mail marketing industry, plus keep up with news about Melissa Data products?

Postal Pickups

For the latest news from the USPS and other industry professionals, visit our Postal Pickups page at: www.MelissaData.com/postalpickups.

Advisors

Grow your business with industry news, tips, facts and profiles when you subscribe to one of our targeted e-newsletters: Data Advisor, List Advisor, and the Direct Marketing Advisor. Take a look at some of our previous issues and start your free subscription now! Sign up at: www.MelissaData.com/newsletters.

White Papers

We've carefully selected topics directly related to our customers and the way you do business. Check out these informative papers to help you make informed decisions at: www.MelissaData.com/whitepaper.

Catalog

The 2008 Melissa Data Catalog is ready for your review. You can download the pdf or request your personal copy by visiting Melissa Data at:

www.MelissaData.com/catalog08.



USPS Barcoded Tray & Sack Tags... on demand

LaserTag for Windows puts data control at your fingertips. Whether you need a few tags at a time for immediate one-time use, or need multiple sets of tags for recurring use, LaserTag is suited to the task.

Use any Windows supported printer that can print the required barcodes (laser or direct thermal) IMB compatible later this year!

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(503) 467-7510

For more information, to order, or download a demo of LaserTag... www.presortonline.com or contact oren@presortonline.com

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Sign up for eSupport and get immediate notification, via email, of known issues and solutions, update and release news, plus vital industry and USPS news. Sign up now, for free, at: www.MelissaData.com/esupportsignup.