

MAILERS+4[®]

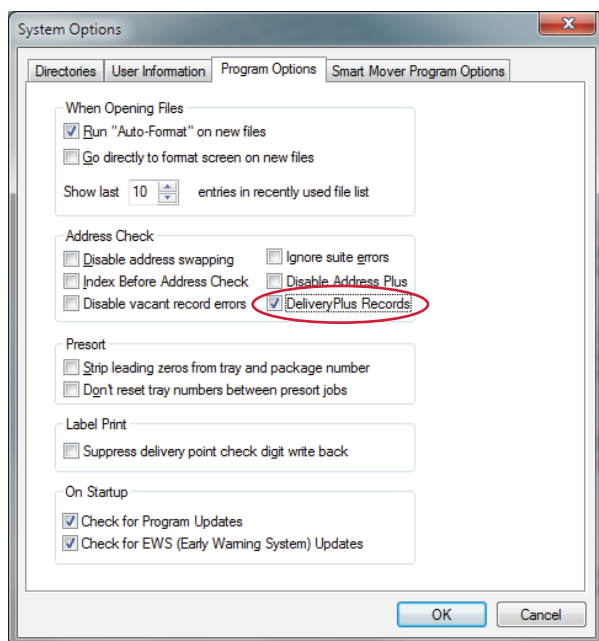
INSIGHT

NOV 2011
VOL. 17
NO. 6

MAILERS+4 Update News

New in MAILERS+4! DeliveryPlus...just in time for your holiday shipping!

This new addition to the address check function in MAILERS+4 can verify over 5 million additional physical addresses that are not included in the USPS[®] address file, but may be accurate for shipping carriers such as FedEx and UPS. DeliveryPlus will help you increase mailroom efficiency and save even more money on return fees. DeliveryPlus processing, by default, is not enabled in MAILERS+4. To activate concurrent processing for both USPS and non-USPS addresses, go into the System Options menu and select DeliveryPlus Records.



DeliveryPlus will indicate the “physical” addresses in your database that may be valid for shipping, but not-deliverable by the USPS. If the physical address can not be validated, you will receive a results code. For additional support using this new feature, please contact Tech Support at: 1-800-MELISSA, opt 4.



ADD-ON FEATURE SPOTLIGHT

Residential/Business Delivery Indicator (RBDI)



This add-on feature helps reduce shipping costs by verifying the delivery type as either residential or business. 91% of the 140 million Postal Service delivery points are classified as residential and most shipping companies charge a higher price for delivery to a residence. Delivery Indicator helps ensure you select the most cost-effective method of shipping when preparing an outbound order – reducing costly residential surcharges, and helping improve overall shipping operations.

Features and Benefits

- Validates delivery type to the 11-digit ZIP Code™
- Reduce residential delivery surcharges
- Lower your shipping charges by rate shopping carriers

For more information on the RBDI add-on to MAILERS+4, contact your customer sales rep today at 800-635-4772.

>> Save 50% when you purchase the RBDI add-on by December 30th! You pay only \$345.00.
Call your sales rep now! 1-800-MELISSA

POSTAL NEWS

USPS Adjusts Mailing Services Prices For 2012

Beginning early next year, it will cost a penny more to mail letters to any location in the United States, the first price change for First-Class Mail® — Forever stamps — in more than two and a half years. The new 45-cent price for Forever stamps is one of the changes filed with the Postal Regulatory Commission (PRC) on Oct. 18. Highlights of the new single-piece First-Class Mail pricing, effective Jan. 22, 2012, include:



- Letters (1 oz.): 1-cent increase to 45 cents
- Letters additional ounces: unchanged at 20 cents
- Postcards: 3-cent increase to 32 cents
- Letters to Canada or Mexico (1 oz.): 5-cent increase to 85 cents
- Letters to other international destinations: 7-cent increase to \$1.05

[Read all about these, and other changes coming from the USPS in the PCC Insider here.](#)

[To view or download a chart of the proposed rates and fees, click here.](#)

“We Are Here To Stay.”

Postmaster General Pat Donahoe issued a letter and video to assure mailers that the Postal Service is not going out of business or be privatized. [View them here now!](#)

SPOTLIGHT APPLICATION

Records in Radius

Records in Radius lets you target existing customers by distance, ideal for reaching out to consumers located in the same neighborhoods as your brick and mortar business sites. You can find your closest customers (or how far you have to go to reach a certain number of them), and even save their records to a separate file.

To Use Records in Radius...

Select List > Records in Radius. This opens the Records in Radius screen. The Records Listing area indicates the range of records that will be processed. The Center Point — ZIP Code field specifies the starting point from which the record radius or distance calculations will be made.

You can use the Format button to format the necessary fields. Use the Filter button to define the range of records to process by entering a mailing list's Start and Stop points.

1. Type the ZIP Code you want to use as your center point.
2. Click Go. When the Records in Radius results screen appears, it defaults to radius and displays the distance of the closest record to your target ZIP Code. You can choose to find the number of records in a radius, or calculate the center point distance required to reach a certain number of records.

The Records in Radius Options screen

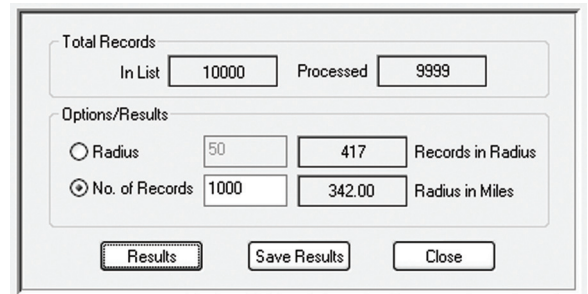
- If you want to find the number of records in a radius, click Radius and specify the number of miles you want to search, then click Results.

- If you want to find the distance from the center point required to reach a certain number of records, click No. of Records and specify the number of records you want to look for, then click Results.

3. If you want to save the records found to a separate file, click Save Results. Type a name for the results file and select the drive and directory that you want the file to be saved to.

The Records in Radius Results screen

4. Click OK. The results file is now saved to the directory of your choice. The following fields are used by Records in Radius to process your list and append the data from your search results.



Total Records	
In List	10000
Processed	9999
Options/Results	
<input type="radio"/> Radius	50
	417
	Records in Radius
<input checked="" type="radio"/> No. of Records	1000
	342.00
	Radius in Miles
<input type="button" value="Results"/> <input type="button" value="Save Results"/> <input type="button" value="Close"/>	

5. When you are finished with Records in Radius, click Close to return to the main screen.

For assistance using the Records in Radius Option, refer to Chapter 15 in the MAILERS+4 User’s Guide beginning on page 123, or call the Tech Support team at 800-635-4772, opt 4.

COMING SOON!

We’ll keep you posted!

- Mail.dat® technology to access PostalOne!®
- Full Service IM™ barcode technology

FREE SOFTWARE DOWNLOADS

Don't forget you can download monthly updates of MAILERS+4 absolutely free! We send you an email every month to let you know about the release of a new update and include a direct link in the message so you can immediately download the file.

Editor's note...

We appreciate your feedback on our newsletters and suggestions for topics to cover that will help you maximize the benefits of MAILERS+4, or any other product or service from Melissa Data. Send your comments to editor@melissadata.com.

Watch for your next issue of the MAILERS+4 Insight in December. You'll be able to access it from the Welcome screen in your MAILERS+4 update. You can find all the archived copies of the [MAILERS+4 Insight](#), plus a whole bevy of newsletters, articles, white papers and case studies in our [Resource Center](#).

Useful Mailing Links

Industry Insights – Catch the latest news on the postal industry, USPS, and direct marketing hot topics.

<http://www.melissadata.com/postal/postal-links.htm>

USPS RIBBS® Website – Get access to USPS products and services for business mailers. <http://ribbs.usps.gov>

Melissa Data Resources – Links to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, data management initiatives.

<http://www.melissadata.com/resources>

Discussion Forums – Ask questions, talk product and get fast answers in our discussion forums.

<http://forum.melissadata.com>

Contact Information

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1-800-635-4772 x4 (6 am to 5 pm PST)

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