

# Window Cleaning

Resource.com

# 10 Steps to Direct Mail Success



# DIRECT MAIL MARKETING

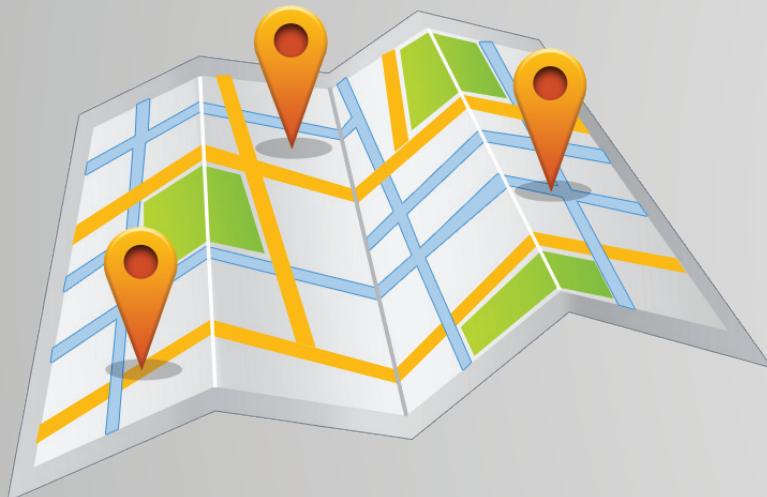
PLEASE NOTE THESE DIRECTIONS ARE FOR MAILING TO WHOLE NEIGHBORHOOD AND TOWNS OF YOUR CHOICE. IT IS NOT A RANDOM LIST OF PEOPLE BASED ON INCOME DEMOGRAPHICS.

All County Window Cleaning got its very first job within 3 hours of putting out our first flier. I instantly knew it would be our key to success. Today over 11 years later it still remains the heart of our marketing program and company. Here is our direct mail marketing approach step by step, from deciding whom to mail to getting them into their mailboxes.

## 1 Research!

### DECIDING WHO TO MAIL TO

My theory has always been the people with the most disposable income, that live in great neighborhoods are those most likely to be consumers of professional cleaning services. This applies to Window Cleaners, Pressure Washers, Gutter Cleaners, Roof Washers, Carpet Cleaners etc..



- 1) Figure out on a map your official service area. Draw a bog circle around your home base touching out as far as you are willing to travel for a job.
- 2) Record the town names from within the circle into spreadsheet software. List out all the town names and zip codes into individual cells down the left side.
- 3) Using the free website: [zipskinny.com](http://zipskinny.com) research the towns in the spread sheets and record each zip codes median household income into the spreadsheet next to the appropriate town.
- 4) Sort that spread sheet from highest to lowest median income. You now have a list of towns you are willing to service listed out by those with the most disposable income and the least disposable income.
- 5) We take the top 10% wealthiest from our list and target them directly with focused direct mail campaigns.

## Getting Down to 2 Business!

### USING MELISSADATA.COM TO FIGURE OUT SPECIFIC CARRIER ROUTES

#### MELISSA DATA

- 1) Navigate to [www.melissadata.com](http://www.melissadata.com)
- 2) On the bottom right corner of the page you'll see something that looks like this. [Click on Free ZIP Code & Address Info.](#)

#### Resources

- [Free ZIP Code & Address Info](#)
- [Free trials & demos](#)
- [Get our newsletters](#)
- [Article library](#)
- [What's new](#)
- [Postal & industry news](#)
- [Favorite Authors](#)

- 3) On the next page, click [ZIP Code LookUps](#)
- 4) Enter a ZIP Code from your research (we used 90210 as an example)



Enter ZIP Code, ZIP+4 Code, City Name,  
Phone Number or Area Code.

90210

Search

- 5) Information will come up for that particular zip code



Results for ZIP Code 90210  
[Campaign Contributors](#) [Carrier Routes](#) [Climate](#) [Income Tax](#)  
[Nearest Mailing House](#) [Non Profits](#) [Public Schools](#) [Street Names in](#)

Type of Zip Code

Standard [Map of Zip Code](#)

ed City Name

6) To narrow down your search to specific carrier routes, click [Carrier Routes](#).

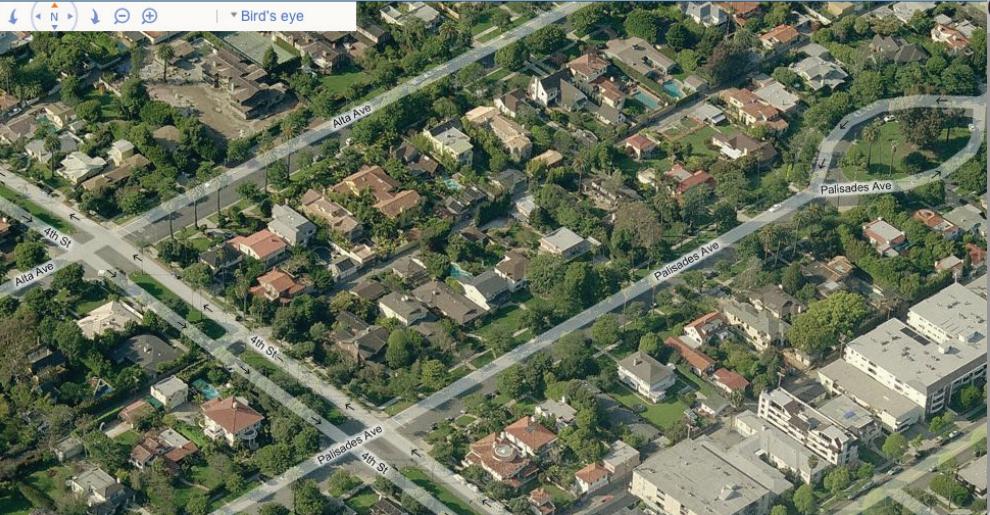


## Results for ZIP Code 90210

[Nearest Mailing House](#) [Carrier Routes](#) [Climate](#) [Income Tax](#)  
[Non Profits](#) [Public Schools](#) [Street Names in ZIP](#)

7) A list of all the carrier routes and their information will come up for that zip code. This information includes the number of residences, businesses, PO Boxes, apartments and average household income. Scroll down the list until you find a route that looks promising for your target market. We looked for a route with a high residential count and a low to none business count (because we're targeting residences) with a high average household income. When you find a route you think you might like, click to view the map to get a better look.

Route	Type of Route	County Code	Business Count	Apartment Count	PO Box Count	Residential Count	Avg Household Income	Avg Property Value	View Map
C011	City	<a href="#">06037</a>	0	0	0	255	\$181,000	\$3,517,423	<a href="#">Map</a>
C010	City	<a href="#">06037</a>	3	585	0	75	\$49,000	\$1,278,753	<a href="#">Map</a>
C014	City	<a href="#">06037</a>	1	0	0	130	\$161,000	\$2,837,493	<a href="#">Map</a>
C016	City	<a href="#">06037</a>					\$200,000	\$271,751	<a href="#">Map</a>

Print Map: [Portrait](#) [Landscape](#) [Full](#)


8) Put the map in Hybrid or Bird's Eye view. This allows you to see the landscape and residences in that carrier route. You can tell by this if you're going to want to hit that area in your direct mailing.

### Carrier Route Information

ZIP Code	90210
Carrier Route	C011
Route Type	City
Business Deliveries	0
Apartment Deliveries	0
PO Box Deliveries	0
Residential Deliveries	255
Average Household Income	\$181,000
Average Home Value	\$3,517,423

9) Underneath the map is the carrier route information. If you're satisfied with what you see in this carrier route, make sure you save the carrier route number (in our example it is C011). You will need this number later to complete your mailing.

\* If you notice, this particular carrier route is a City Route. The USPS recently made a change to the law that allows you to do bulk mailings to City and Rural Routes depending on 2 conditions.

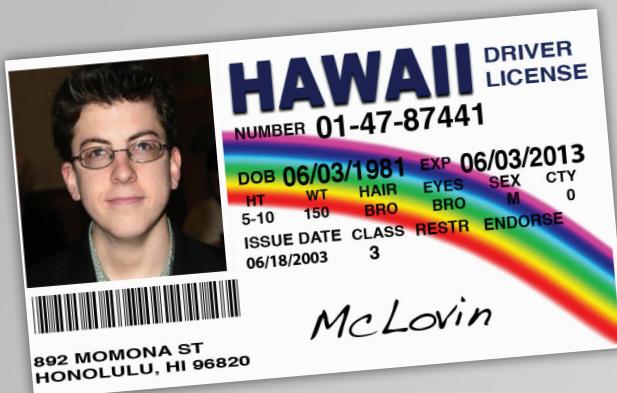
1) Your mailing must be over 200 pieces and you must mail to 90% of the route.

2) Your mailing is larger than letter size, i.e. longer than 6 inches or taller than 5 inches.

THE JUMBO CARDS IN THE WCR STORE WOULD BE PERFECT FOR YOUR FIRST MAILING SINCE THEY'RE 8.5 X 11 INCHES.

# 3 Getting Your Bulk Mail Permit!

YOU WILL NEED TO GO TO YOUR LOCAL BUSINESS MAIL ENTRY UNIT



Getting a direct mail permit will only benefit you if you're sticking to the criteria needed to mail to City Routes. Again, that's if you're mailing over 200 pieces and the mailing is larger than letter size. This does not mean that you can only mail to City Routes though.

In order to obtain a bulk mail permit you're going to need to go to your Business Mail Entry Unit. This is usually a larger post office than your local post office. You may need to make a few phone calls to find the correct place to go in your area. Once you figure out where to go, you will need to bring a few things with you in order to get your permit.

- 1) Money. The first time you're going to purchase a bulk mail permit there is a \$185 application fee and a \$185 annual fee. The following year when you renew it will only be the \$185 annual fee.

- 2) Two forms of ID. You're going to need two forms of ID and one of them must be a picture ID like a license or a Passport.

Make sure you give a call in to your Business Mail Entry Unit before you go to double check what you should bring.

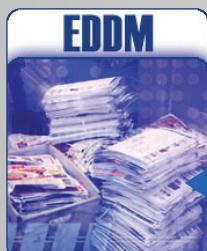
Once you get your permit, it allows you to use the permit indicia on your mailings. This is something that you, your graphic designer or the person that may be labeling them can do for you.

PRSRT STD  
U.S. POSTAGE  
**PAID**  
KANSAS CITY, KS  
PERMIT NO. 648

# 4 Putting Your Research to Work!

USING THE CARRIER ROUTE INFORMATION FROM MELISSADATA.COM FOR THE USPS

- 1) Go to smp.usps.gov



This online tool helps you choose mailing routes by neighborhood, ZIP Code, city, or a target area around your business. So you will be able to use the information you gained from your research on MelissaData.com. The tool even identifies the number of active households and businesses in your chosen areas to estimate postage. It will also generate and print the appropriate documentation to take with your mailing to the Post Office.

- 2) Click this button (EDDM) which will take you to where you can get started.

- 3) Enter the same zip code you used to find your carrier routes on MelissaData.com. Check the route types you're interested in, and just click residential for delivery types. Hit submit.

Geographic / Address		STEP 1
<input type="button" value="By City"/>	<input type="button" value="By County"/>	<input type="button" value="By ZIP Code"/>
<input type="button" value="By Location"/>		
Enter a ZIP Code.		
<input type="text" value="ZIP Code"/>		
Percent complete <input type="text" value="0%"/>		
Select route and delivery type options.		
<b>Route Types</b>		
<input checked="" type="checkbox"/> City <input checked="" type="checkbox"/> Rural/Highway Contract <input type="checkbox"/> PO Boxes		
<b>Delivery Types</b>		
<input type="radio"/> Business / Residential <input checked="" type="radio"/> Residential		
<b>View Types</b>		
<input checked="" type="radio"/> Table <input type="radio"/> Map		
<input type="button" value="Submit"/>		

4) This will probably be more up to date than MelissaData so it may bring back different results. It will bring up the total postage costs if you were to mail to every carrier route that's checked on that list. You may not want to do that though and that's why we looked at MelissaData first. Un-check Select All and then scroll down the list to check the routes you chose from MelissaData. Now it calculates postal rates for just those particular routes which is more accurate to what you'll be spending.

Selection Results		STEP 2		<input type="checkbox"/> Select All	Total Routes: 1	Approximate Cost 3.3 oz (0.2063 lbs) or less
ZIP Code	Route	City State	Residential	ADD/Remove		
90210	C009	BEVERLY HILLS, CA	173	<input type="checkbox"/>		
90210	C010	BEVERLY HILLS, CA	663	<input checked="" type="checkbox"/>		
90210	C011	BEVERLY HILLS, CA	286	<input type="checkbox"/>		
90210	C015	BEVERLY HILLS, CA	228	<input type="checkbox"/>		
90210	C022	BEVERLY HILLS, CA	270	<input type="checkbox"/>		
90210	C023	BEVERLY HILLS, CA	332	<input type="checkbox"/>		

Delivery Counts Last Updated: 10/15/2011

Flats       Parcels

None: \$55.48

Regional Plant: \$46.05

Local Plant: \$43.19

Local PO: \$40.61

[Quick Service Guides](#)

[Next](#)

5) Next, you will fill in your company information and your permit information. If you didn't get your permit information yet, that's okay. This information will be automatically input into your paperwork, but if you don't fill it out now, you can always fill it out later. There will just be blank spots where this information goes.

Customer Information		STEP 3	Percent complete
Company/Mailer Name	<input type="text"/>		
Post Office of Mailing	<input type="text"/>		
		Permit Type	<input checked="" type="radio"/> Permit Imprint <input type="radio"/> Precanceled Stamps <input type="radio"/> Metered
		Permit Number	<input type="text"/>

## 5 Filling Out Your Paperwork

WHAT INFORMATION DO YOU NEED TO FILL OUT FROM SMP.USPS.GOV?

When it comes down to it, sometimes the paperwork part of sending out your direct mailers can be tricky. We're going to provide sample paperwork on the next couple of pages so you know what to look for. First things first, in steps 4 and 5 on smp.usps.gov they prompt you to download your paperwork. You will need to click the first URL on step 4.

Print Documentation		STEP 4
<a href="#">Ever Door Direct Mail Documentation for PS Form 3602</a>		
<a href="#">PS Form 3602-R1</a>	Postage Statement - Standard Mail with instructions	
<a href="#">PS Form 8125</a>	Plant-Verified Drop Shipment (PVDS) Verification and Clearance with instructions	

As you can see in the sample below, it will automatically fill in the information at the top with the zip code you're delivering to, the route number and the number of mail pieces you'll be sending. On the bottom right is the information in step 3. If you fill in step 3 it will automatically input it for you. If not, you can print it and fill it out later.

# **EVERY DOOR DIRECT MAIL DOCUMENTATION FOR PS FORM 3602**

Saturation Mail Description	Mailer Information	
	Permit Holder Name:	
Total # of Bundles*: 662	Total # of Mailpieces: 662	Permit Number: Permit Type:
Delivery Type: Residential	Date Generated: 11/21/2011	Post Office of Mailing:

*\* Mailers must prepare bundles to comply with standards*

~~Delstar Valid Through: 02/13/2012~~

# Print Documentation

## STEP 4

### Ever Door Direct Mail Documentation for PS Form 3602

[PS Form 3602-R1](#) Postage Statement - Standard Mail with instructions

[PS Form 8125](#) Plant-Verified Drop Shipment (PVDS) Verification and Clearance with instructions

Next, you can click the link circled above, PS Form 3602-R1. You will need to print this form. Although you must print and bring every page of this to the post office, you only need to fill out 2 pages. The first page you will need to fill out is the very first one. Everything in red must be completed. All of the information filled out in the following samples is based on ACWC's mailings and may not be accurate for your direct mailing. Please change for your mailing accordingly before bringing to the post office.

United States Postal Service

### Postage Statement—Standard Mail

Post Office: Note Mail Arrival Date & Time  
(Do Not Round-Stamp)

Mailer	Permit Holder's Name and Address and Telephone Email Address, if Any		Name and Address of Mailing Agent ( <i>If other than permit holder</i> )	Telephone	Name and Address of Individual or Organization for Which Mailing is Prepared ( <i>If other than permit holder</i> )		
	<b>All County Window Cleaning</b> <b>47 Rt. 94</b> <b>Vernon, NJ 07462</b>						
Mailing	CAPS Cust. Ref. No. _____ CRID _____		CRID _____	CRID _____			
	Post Office of Mailing <b>Franklin</b>	Processing Category <input checked="" type="checkbox"/> Letters <input checked="" type="checkbox"/> Flats <input type="checkbox"/> Parcels - Machinable <input type="checkbox"/> Parcels - Irregular <input type="checkbox"/> CMM <input type="checkbox"/> NFM <input type="checkbox"/> Catalogs	Mailer's Mailing Date <b>12/15/11</b>	Federal Agency Cost Code	Statement Seq. No.	No. and type of Containers  <input type="checkbox"/> Sacks <input type="checkbox"/> 1 ft. Letter Trays <input type="checkbox"/> 2 ft. LetterTrays <input type="checkbox"/> EMM Letter Trays <input type="checkbox"/> Flat Trays <input type="checkbox"/> Pallets <input type="checkbox"/> Other	
							Type of Postage <input checked="" type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Metered
	Permit # <b>328</b>	For Mail Enclosed within Another Class <input type="checkbox"/> Periodicals <input type="checkbox"/> Bound Printed Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Media Mail <input type="checkbox"/> Parcel Post	If Sacked, Based on <input type="checkbox"/> 125 pcs <input type="checkbox"/> 15 lbs. <input type="checkbox"/> both	Total Weight <b>136.57 pounds</b>			
	For Automation Pieces, Enter Date of Address Matching and Coding ____ / ____ / ____	For Carrier Route Pieces, Enter Date of Address Matching and Coding ____ / ____ / ____	For Carrier Route Pieces, Enter Date of Carrier Route Sequencing ____ / ____ / ____	For pieces bearing a simplified address enter date of delivery statistics file or alternative method ____ / ____ / ____			
	Move Update Method: <input type="checkbox"/> Ancillary Service Endorsement <input type="checkbox"/> FASTforward <input type="checkbox"/> NCOALink <input type="checkbox"/> ACS <input type="checkbox"/> Alternative Method <input type="checkbox"/> Multiple <input type="checkbox"/> OneCode ACS <input type="checkbox"/> n/a Alternative Address Format						
	Parts Completed (Select all that apply) <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input checked="" type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> S						
	<input type="checkbox"/> Mailpiece is a product sample. <input type="checkbox"/> Letter-size or flat mailpiece contains DVD/CD or other disk.		<b>Total Postage (Add Parts Totals)</b>				
	Price at Which Postage Affixed (Check one) Complete if the mailing includes pieces bearing metered or precanceled stamps. <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither _____ pcs x \$ _____ = <b>Postage Affixed</b> <b>94.01</b>						
Postage	<b>Permit #</b> _____ <b>Net Postage Due</b> ( <i>Subtract postage affixed from total postage</i> )						
USPS Use	Additional Postage Payment ( <i>State reason</i> )  For postage affixed add additional payment to net postage due; for permit imprint add additional payment to total postage.						
	<b>Total Adjusted Postage Affixed</b>						
Certification	Postmaster: Report Total Postage in (Permit Imprint Only) <b>A/C 130</b> <b>Total Adjusted Postage Permit Imprint</b>						
Incentive Claimed: _____							
The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.							
Privacy Notice: For information regarding our Privacy Policy visit <a href="http://www.usps.com">www.usps.com</a> .							
Signature of Mailer or Agent <i>Christopher Lambrinides</i>			Printed Name of Mailer or Agent Signing Form <b>Christopher Lambrinides</b>		Telephone <b>973-827-8311</b>		
Weight of a Single Piece <b>0</b> . _____ pound			Are postage figures at left adjusted from mailer's entries? If yes, reason:		<input type="checkbox"/> Yes <input type="checkbox"/> No		
Total Pieces		Total Weight					

The other page, is page 8, Part F. The parts you need to fill out are in red.

## Standard Mail

### Part F

Carrier Route Flats

*Check box at left if prices are populated in this section.*

#### Flats 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
F1	None	Saturation*	\$0.194	
F2	None	High Density	0.220	
F3	None	Basic	0.265	
F4	DNDC	Saturation*	0.161	
F5	DNDC	High Density	0.187	
F6	DNDC	Basic	0.232	
F7	DSCF	Saturation*	0.151	
F8	DSCF	High Density	0.177	
F9	DSCF	Basic	0.222	
F10	DDU	Saturation*	0.142	
F11	DDU	High Density	0.168	
F12	DDU	Basic	0.213	
F13	Detached Address Labels		0.017	

#### Flats Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
F14	None	Saturation*	\$0.069			\$0.608			
F15	None	High Density	0.095			0.608			
F16	None	Basic	0.122			0.695			
F17	DNDC	Saturation*	0.069			0.448			
F18	DNDC	High Density	0.095			0.448			
F19	DNDC	Basic	0.122			0.535			
F20	DSCF	Saturation*	0.069			0.400			
F21	DSCF	High Density	0.095			0.400			
F22	DSCF	Basic	0.122			0.487			
F23	DDU	Saturation*	0.069			0.358			
F24	DDU	High Density	0.095			0.358			
F25	DDU	Basic	0.122			0.445			
F26	Detached Address Labels		0.017						

For affixed postage mailings as described in DMM 343, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

F27	Standard Mail Carrier Route Flats Subtotal (Lines F1-F26)	
-----	---	--

#### Full Service Intelligent Mail Option

F28	Flats - Number of Pieces that Comply _____ x \$0.001 =	
-----	--	--

\* Full Service Intelligent Mail Option Not Available

Part F Total (Line F27 minus F28)

# Print Documentation

## STEP 4

### Ever Door Direct Mail Documentation for PS Form 3602

PS Form 3602-R1 Postage Statement - Standard Mail with instructions

PS Form 8125 Plant-Verified Drop Shipment (PVDS) Verification and Clearance with instructions

Select and print the link PS Form 8125. Information you will need to fill out is below in red.

United States Postal Service®

### Plant-Verified Drop Shipment (PVDS)

### Verification and Clearance

This form available at [www.usps.com](http://www.usps.com)

See Instructions on Reverse

<b>United States Postal Service® Plant-Verified Drop Shipment (PVDS) Verification and Clearance</b> This form available at <a href="http://www.usps.com">www.usps.com</a>		1. Requested In-Home Delivery Date <i>(3-day window)</i> <b>X</b>	2. Drop Ship Appointment Number <b>X</b>		
3. Mailer Name <b>All County Window Cleaning</b>		4. FAST Scheduler ID <b>X</b>	5. Mailer Contact Name <b>X</b>		
7. Origin Plant Location (City, state, ZIP+4®) <b>Franklin, NJ 07416</b>		8. Check One <input checked="" type="checkbox"/> Identical-Weight Pieces. Weight of a Single Piece <b>0.2063</b> lbs. <input type="checkbox"/> Nonidentical-Weight Pieces			
9. Class of Mail <input type="checkbox"/> Periodicals <input checked="" type="checkbox"/> Std. Mail <input type="checkbox"/> Package Services <input type="checkbox"/> International ( <i>Specify class</i> ) <hr/>		10. Product or Publication Title or Names <hr/>			
		11. Total Gross Weight of Shipment ( <i>Verified at origin office</i> ) <b>136.57 pounds</b>			
		12. Type of Mail Processing Category ( <i>Check all that apply</i> ) <input checked="" type="checkbox"/> Letters <input type="checkbox"/> Automation Compatible <input type="checkbox"/> Irregular Parcels <input checked="" type="checkbox"/> Flats <input type="checkbox"/> Machinable Parcels <input type="checkbox"/> Nonmachinable Parcels			
13. Pallets i. 5-Digit ii. 5-D Scheme iii. 5-D CR iv. 5-D Scheme CR v. 3-D vi. All Other		a. No. Pallets of Trays _____ b. No. Pallets of Sacks _____	c. No. Pallets of Parcels _____ d. No. Pallets of Bundles _____	13e. Non-Palletized Containers	
Mailer Information  Optional if Pallet Presort is Known	14. Entry Discounts Claimed <input checked="" type="checkbox"/> DDU <input type="checkbox"/> DBMC <input type="checkbox"/> Mailing Includes Pieces For Delivery Outside Service Area of Entry Office. <i>(Check all that apply)</i> <input type="checkbox"/> DSCF <input type="checkbox"/> International Service Center (ISC) <input type="checkbox"/> DADC <input type="checkbox"/> Other (International):				
	15. Comments -- Record SCF/ADC/BMC/ASF designator(s) and ZIP Code(s) from the DMM label list for mailing presented or attach register.				
	16a. Contact at Company Making Drop Ship Appointment ( <i>If other than mailer and if known when completing this form</i> )			16b. Telephone	
	17. Origin Post Office™ (City, state, and ZIP+4)			26a. Name of USPS® Employee Verifying Mail	26b. Employee's Telephone Number <i>(Include area code)</i>
	18. Verified at <input type="checkbox"/> DMU ( <i>Mailer's plant</i> ) <input type="checkbox"/> BMEU or Post Office			26c. Signature of Verifying Employee	27. Round Stamp ( <i>Required</i> )
	19. Permit Number <b>328</b>		20. Postage Payment Method <i>(Except for Periodicals)</i> <input type="checkbox"/> Permit <input type="checkbox"/> Stamped <input type="checkbox"/> Meter		
21. Total Pieces <b>662</b>		22. Total Weight of Mailing		26d. USPS Contact Name ( <i>If other than verifying employee</i> )	
23. Vehicle PVDS Seal Number		24. Vehicle ID Number			
25. Comments		33. Load Condition Irregularities ( <i>Check all that apply</i> )			
28. Entry Office ( <i>Facility name, address, city, state and ZIP+4® code as found in the Drop Ship Product.</i> )		<input type="checkbox"/> Broken Pallets <input type="checkbox"/> Mailings are not Separated by Form 8125 <input type="checkbox"/> Container Counts do not Match Form 8125 <input type="checkbox"/> Overweight Pallets <input type="checkbox"/> Damaged Mail <input type="checkbox"/> Pallets Too Tall <input type="checkbox"/> Improper Mail Makeup <input type="checkbox"/> Incorrect Mail Class <input type="checkbox"/> Load Unsafe <input type="checkbox"/> Other ( <i>Describe in item 32</i> ) <input type="checkbox"/> Incorrect Appointment Type			
Note: Appointments with 100% Periodicals can be presented whenever the destination facility is open and staffed.					
34. Scan the barcode upon receipt.					



## Every Door Direct Mail Facing Slip

Finally, you're going to click the link and print your last form, Every Door Direct Mail Facing Slip.

*\* Mailers must prepare bundles to comply with standards*

Make sure you take all of the paperwork with you when you go to send out your mailers. This includes paperwork that you may not have filled out. Keep in mind that all of the examples are based upon drop shipping your mailers and using the Every Door Direct Mail method with the simplified addressing and a bulk permit number.

You can see the previous sample pages in full on pages 13- .

## 6 Picking a Mailer

### WHAT MAILER ARE YOU GOING TO SEND OUT?

It's now time to select a direct mail piece to use. Don't waste anytime creating a mailer or flier from scratch. In the WCR store you can purchase every single one of my personal direct mail pieces that I have used for the past 3 years. There are dozens available in multiple sizes. The best part about them is they are all pre tested and proven to work. No piece enters the store until it has made at least \$100,000.00 for my window cleaning company in a 10-week period. If that doesn't happen it doesn't make the cut. With Photoshop you can easily add in your logo, prices, and contact information. If you're not proficient in Photoshop we can help you with that too.

WCRA members have unlimited free access to my entire library.



## 7 Get Them Printed!

### GO LOCALLY OR GLOBALLY, LETS JUST GET THEM PRINTED!

Shop for prices at online print houses, upload your file and have them delivered to your home or office. WCR offers full print services and will match or beat any advertised price you find.

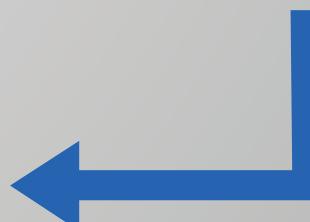
## 8 Get Them Labeled!

### MAKE SURE YOU GET YOUR PERMIT INDICIA ON YOUR MAILER

You're going to want to make sure that either during labeling or creation you have your graphic designer or mail house put your permit number and indicia on your mailer. If it's within the standards for Every Door Direct Mail you can even use simplified addressing. Remember, the USPS recently passed a law that if your piece is bigger than 4 x 6 then you can mail it to any carrier route (city or rural) just with the simplified addressing. If you're doing residences and business put Postal Customer, if you're just doing residences and PO Boxes put Residential Customer.



HERE'S AN EXAMPLE  
OF WHAT THE BACK  
OF YOUR CARD WILL  
LOOK LIKE WITH YOUR  
PERMIT AND SIMPLIFIED  
ADDRESSING.



# 9 Scheduling Your Mailers

## WHEN TO SEND OUT YOUR MAILERS

Figuring out the perfect day to send out your mailers can be overwhelming sometimes. What if it rains? What about holidays? Do I send more at the beginning or end of the month? When will they get to my prospective customers? These are all questions you will be asking yourself when you're getting ready to ship them out. There's no actual science to it and of course it differs throughout different regions, but there are some tips based on what All County Window Cleaning does that we can share.

Typically, All County mails 100,000 pieces over an 8-10 week span. This means that every week mailers are getting sent out. They don't send more around holidays or specific times of the year, it's usually just a constant array of mailers being pushed out all year long. The weather is usually the main factor in deciding when to send them out. When it's raining they hold off on sending anything out until the rain stops. This may mean that they'll be sending two mailings in one week. During a sunny week they try to get the mailers out on a Tuesday which means they'll hit on a Friday or Saturday when families are home together, which is ideal. Through many years of testing they've pinpointed that if it hits on a Saturday, that following Monday will be busy. Based upon tracking response rates they've concluded that they will receive a higher response rate at the beginning of the month as opposed to sending them at the end of the month. In the end, it came down to trial and error in the specific areas that they chose to mail to. Over the years and thousands of mailers later they know each area so well that they can pinpoint how they will respond before they send them out. Without a doubt, the biggest tip we can share is that direct mail does work and you just have to push through it.

DECEMBER 2011							
SUN	MON	TUE	WED	THU	FRI	SAT	
	1	2	3	1	2	3	
4	5	6	7	8	9	10	
11	12	13	14	15	16	17	
18	19	20	21	22	23	24	
25	26	27	28	29	30	31	

# 10 Sending Out Your Mailers

## EVERYTHING YOU NEED TO SEND THEM OUT!



The time has finally come to send out your mailers and sit back and wait for the results. First you're going to want to take everything including your paperwork to your Business Mail Entry Unit. This is the larger post office that you obtained your permit at. Once you're done there you can distribute your mailings to the local post offices in the areas that you're mailing to. We would consider these your mail destination units. Once everything is delivered all you need to do is head back home and answer the phone. And of course prepare for the next mailing.

Window Cleaning Resource Association



## A Great Tool to Help You in the Future

If you're planning on using direct mail in your future for the bulk of your marketing (which is what Chris's business, All County Window Cleaning, does) we urge you to take a look at the Window Cleaning Resource Association. It's completely geared toward the business aspect of running a business with great emphasis on planning tools and marketing. You may have noticed a few features of the WCRA throughout this manual, including 11 Jumbo Cards that would be perfect for every season and for bulk mailings. There's also free access to monthly webinars and past webinars on topics such as direct mail marketing and targeted webinars straight from E-Myth. For more information and a full list of member benefits please visit [TheWCRA.com](http://TheWCRA.com) or call us anytime at 862-266-0677.

# Good Luck!

A special thanks to Michael Mole. This would have impossible without him.

Please know that the USPS changes their rates and sizes frequently and may differ from state to state. Make a friend at the post office and check in with them for the most up to date information for your area.

# **EVERY DOOR DIRECT MAIL DOCUMENTATION FOR PS FORM 3602**

Saturation Mail Description	Mailer Information	
	Permit Holder Name:	
Total # of Bundles*: 156	Total # of Mailpieces: 156	Permit Number: Permit Type:
Delivery Type: Residential	Date Generated: 11/21/2011	Post Office of Mailing:

*\* Mailers must prepare bundles to comply with standards*

Delstat Valid Through: 02/13/2012

Generated by USPS -- Every Door Direct Mail Documentation for PS Form 3602

Page 1 of 1

**Postage Statement—Standard Mail**Post Office: Note Mail Arrival Date & Time  
(Do Not Round-Stamp)**Mailer**

Permit Holder's Name and Address and Email Address, If Any		Telephone _____	Name and Address of Mailing Agent ( <i>If other than permit holder</i> )	Telephone _____	Name and Address of Individual or Organization for Which Mailing is Prepared <i>(If other than permit holder)</i>
CAPS Cust. Ref. No. _____ CRID _____		CRID _____		CRID _____	

**Mailing**

Post Office of Mailing	Processing Category <input type="checkbox"/> Letters <input type="checkbox"/> Flats <input type="checkbox"/> Parcels - Machinable <input type="checkbox"/> Parcels - Irregular <input type="checkbox"/> CMM <input type="checkbox"/> NFM <input type="checkbox"/> Catalogs	Mailer's Mailing Date	Federal Agency Cost Code	Statement Seq. No.	No. and type of Containers <input type="checkbox"/> Sacks <input type="checkbox"/> 1 ft. Letter Trays <input type="checkbox"/> 2 ft. LetterTrays <input type="checkbox"/> EMM Letter Trays <input type="checkbox"/> Flat Trays <input type="checkbox"/> Pallets <input type="checkbox"/> Other
Type of Postage <input type="checkbox"/> Permit Imprint <input type="checkbox"/> Precanceled Stamps <input type="checkbox"/> Metered	Weight of a Single Piece 0 . ____ pounds	Combined Mailing <input type="checkbox"/> Mixed Class <input type="checkbox"/> Single Class	Total # of Pieces in Mailing	Of total pieces, # with simplified addresses	
Permit #	For Mail Enclosed within Another Class <input type="checkbox"/> Periodicals <input type="checkbox"/> Bound Printed Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Media Mail <input type="checkbox"/> Parcel Post	If Sacked, Based on <input type="checkbox"/> 125 pcs <input type="checkbox"/> 15 lbs. <input type="checkbox"/> both	Total Weight		
For Automation Pieces, Enter Date of Address Matching and Coding ____ / ____ / ____	For Carrier Route Pieces, Enter Date of Address Matching and Coding ____ / ____ / ____	For Carrier Route Pieces, Enter Date of Carrier Route Sequencing ____ / ____ / ____	For pieces bearing a simplified address enter date of delivery statistics file or alternative method ____ / ____ / ____		

Move Update Method:

 Ancillary Service Endorsement    FASTforward    NCOALink    ACS    Alternative Method    Multiple    OneCode ACS    n/a Alternative Address Format**Postage**

Parts Completed (Select all that apply) <input type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> S	<b>Total Postage (Add Parts Totals)</b>	
<input type="checkbox"/> Mailpiece is a product sample. <input type="checkbox"/> Letter-size or flat mailpiece contains DVD/CD or other disk.		
Price at Which Postage Affixed (Check one) Complete if the mailing includes pieces bearing metered or precanceled stamps. <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither   _____ pcs. x \$ _____ = <b>Postage Affixed</b>		

**USPS Use**

Permit # _____	<b>Net Postage Due (Subtract postage affixed from total postage)</b>	
Additional Postage Payment (State reason)		
For postage affixed add additional payment to net postage due; for permit imprint add additional payment to total postage. <b>Total Adjusted Postage Affixed</b>		
Postmaster: Report Total Postage in (Permit Imprint Only) <b>A/C 130      Total Adjusted Postage Permit Imprint</b>		

**Certification**

Incentive Claimed: _____	The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and the mailing qualifies for the prices and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.		
Privacy Notice: For information regarding our Privacy Policy visit <a href="http://www.usps.com">www.usps.com</a> .			
Signature of Mailer or Agent		Printed Name of Mailer or Agent Signing Form	Telephone

**USPS Use Only**  
To be completed in  
non-PostalOne! sites

Presort Verification Performed? (If required) <input type="checkbox"/> Yes <input type="checkbox"/> No I CERTIFY that this mailing has been inspected for each item below if required: (1) eligibility for postage prices claimed; (2) proper preparation ( <i>and presort where required</i> ); (3) proper completion of postage statement; (4) payment of annual fee; and (5) sufficient funds on deposit ( <i>if required</i> )	Weight of a Single Piece 0 . ____ pound		Are postage figures at left adjusted from mailer's entries? If yes, reason: <input type="checkbox"/> Yes <input type="checkbox"/> No	Round Stamp (Required) Payment Date	
	Total Pieces	Total Weight			
	Total Postage				
			Date Mailer Notified		Contact
			By (Initials)		Time AM PM
USPS Employee's Signature		Print USPS Employee's Name			

**USPS Use Only**  
To be completed in  
non-PostalOne! sites

## Standard Mail

### Part A

Automation Letters

*Check box at left if prices are populated in this section.*

**Letters 3.3 oz. (0.2063 lbs.) or less**

Entry	Price Category	Price	No. of Pieces	Total Postage
A1	None	5-Digit	\$0.237	
A2	None	3-Digit	0.255	
A3	None	AADC	0.257	
A4	None	Mixed AADC	0.273	
A5	DNDC	5-Digit	0.204	
A6	DNDC	3-Digit	0.222	
A7	DNDC	AADC	0.224	
A8	DNDC	Mixed AADC	0.240	
A9	DSCF	5-Digit	0.194	
A10	DSCF	3-Digit	0.212	
A11	DSCF	AADC	0.214	

**Letters Over 3.3 oz. up to 3.5 oz.**

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
A12	None	5-Digit	\$0.087			\$0.725			
A13	None	3-Digit	0.105			0.725			
A14	None	AADC	0.107			0.725			
A15	None	Mixed AADC	0.123			0.725			
A16	DNDC	5-Digit	0.087			0.565			
A17	DNDC	3-Digit	0.105			0.565			
A18	DNDC	AADC	0.107			0.565			
A19	DNDC	Mixed AADC	0.123			0.565			
A20	DSCF	5-Digit	0.087			0.517			
A21	DSCF	3-Digit	0.105			0.517			
A22	DSCF	AADC	0.107			0.517			

*For affixed postage mailings as described in DMM 243, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.*

A23	Standard Mail Automation Letters Subtotal (Lines A1-A22)	
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### Full Service Intelligent Mail Option

A24	Letters - Number of Pieces that Comply _____ x \$0.001 =	
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**Part A Total (Line A23 minus A24)**

## Standard Mail

### Part B

Nonautomation Letters

*Check box at left if prices are populated in this section.*

#### Machinable Letters 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
B1	None	AADC	\$0.260	
B2	None	Mixed AADC	0.276	
B3	DNDC	AADC	0.227	
B4	DNDC	Mixed AADC	0.243	
B5	DSCF	AADC	0.217	

#### Nonmachinable Letters 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
B6	None	5-Digit	\$0.381	
B7	None	3-Digit	0.474	
B8	None	ADC	0.512	
B9	None	Mixed ADC	0.606	
B10	DNDC	5-Digit	0.348	
B11	DNDC	3-Digit	0.441	
B12	DNDC	ADC	0.479	
B13	DNDC	Mixed ADC	0.573	
B14	DSCF	5-Digit	0.338	
B15	DSCF	3-Digit	0.431	
B16	DSCF	ADC	0.469	

#### Nonmachinable Letters Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
B17	None	5-Digit	\$0.232			\$0.725			
B18	None	3-Digit	0.314			0.725			
B19	None	ADC	0.366			0.725			
B20	None	Mixed ADC	0.399			0.725			
B21	DNDC	5-Digit	0.232			0.565			
B22	DNDC	3-Digit	0.314			0.565			
B23	DNDC	ADC	0.366			0.565			
B24	DNDC	Mixed ADC	0.399			0.565			
B25	DSCF	5-Digit	0.232			0.517			
B26	DSCF	3-Digit	0.314			0.517			
B27	DSCF	ADC	0.366			0.517			

*For affixed postage mailings as described in DMM 243, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.*

Part B Total (Add lines B1-B27)

## Standard Mail

### Part C

Carrier Route Letters

*Check box at left if prices are populated in this section.*

#### (Automation) Letters 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
C1	None	Saturation	\$0.182	
C2	None	High Density	0.195	
C3	None	Basic	0.265	
C4	DNDC	Saturation	0.149	
C5	DNDC	High Density	0.162	
C6	DNDC	Basic	0.232	
C7	DSCF	Saturation	0.139	
C8	DSCF	High Density	0.152	
C9	DSCF	Basic	0.222	

#### Nonautomation Letters 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
C10	None	Saturation	\$0.194	
C11	None	High Density	0.220	
C12	None	Basic	0.265	
C13	DNDC	Saturation	0.161	
C14	DNDC	High Density	0.187	
C15	DNDC	Basic	0.232	
C16	DSCF	Saturation	0.151	
C17	DSCF	High Density	0.177	
C18	DSCF	Basic	0.222	

#### (Automation) Letters Over 3.3 oz. up to 3.5 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
C19	None	Saturation	\$0.057			\$0.608			
C20	None	High Density	0.070			0.608			
C21	None	Basic	0.122			0.695			
C22	DNDC	Saturation	0.057			0.448			
C23	DNDC	High Density	0.070			0.448			
C24	DNDC	Basic	0.122			0.535			
C25	DSCF	Saturation	0.057			0.400			
C26	DSCF	High Density	0.070			0.400			
C27	DSCF	Basic	0.122			0.487			

For affixed postage mailings as described in DMM 243, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

Part C continued next page

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## Standard Mail

### Part C - Continued

Carrier Route Letters

Check box at left if prices are populated in this section.

**Nonautomation Letters Over 3.3 oz. but less than 16 oz.**

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
C28	None	Saturation	\$0.069			\$0.608			
C29	None	High Density	0.095			0.608			
C30	None	Basic	0.122			0.695			
C31	DND <b>C</b>	Saturation	0.069			0.448			
C32	DND <b>C</b>	High Density	0.095			0.448			
C33	DND <b>C</b>	Basic	0.122			0.535			
C34	DSC <b>F</b>	Saturation	0.069			0.400			
C35	DSC <b>F</b>	High Density	0.095			0.400			
C36	DSC <b>F</b>	Basic	0.122			0.487			

For affixed postage mailings as described in DMM 243, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

C37	Standard Mail Carrier Route Letters Subtotal (Lines C1-C36)	
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### Full Service Intelligent Mail Option

C38	Letters - Number of Pieces that Comply _____ x 0.001 =	
-----	--	--

Part C Total (Line C37 minus C38)

## Standard Mail

### Part D

Automation Flats

*Check box at left if prices are populated in this section.*

#### Flats 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
D1	None	5-Digit	\$0.347	
D2	None	3-Digit	0.426	
D3	None	ADC	0.482	
D4	None	Mixed ADC	0.492	
D5	DNDC	5-Digit	0.314	
D6	DNDC	3-Digit	0.393	
D7	DNDC	ADC	0.449	
D8	DNDC	Mixed ADC	0.459	
D9	DSCF	5-Digit	0.304	
D10	DSCF	3-Digit	0.383	
D11	DSCF	ADC	0.439	

#### Flats Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
D12	None	5-Digit	\$0.197			\$0.725			
D13	None	3-Digit	0.276			0.725			
D14	None	ADC	0.332			0.725			
D15	None	Mixed ADC	0.342			0.725			
D16	DNDC	5-Digit	0.197			0.565			
D17	DNDC	3-Digit	0.276			0.565			
D18	DNDC	ADC	0.332			0.565			
D19	DNDC	Mixed ADC	0.342			0.565			
D20	DSCF	5-Digit	0.197			0.517			
D21	DSCF	3-Digit	0.276			0.517			
D22	DSCF	ADC	0.332			0.517			

*For affixed postage mailings as described in DMM 343, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.*

D23	Standard Mail Automation Flats Subtotal (Lines D1-D22)
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#### Full Service Intelligent Mail Option

D24	Flats - Number of Pieces that Comply _____ x \$0.001 =
-----	--

Part D Total (Line D23 minus D24)

---

**Standard Mail** **Part E**

Nonautomation Flats

*Check box at left if prices are populated in this section.***Flats 3.3 oz. (0.2063 lbs.) or less**

Entry	Price Category	Price	No. of Pieces	Total Postage
E1	None	5-Digit	\$0.382	
E2	None	3-Digit	0.464	
E3	None	ADC	0.516	
E4	None	Mixed ADC	0.549	
E5	DNDC	5-Digit	0.349	
E6	DNDC	3-Digit	0.431	
E7	DNDC	ADC	0.483	
E8	DNDC	Mixed ADC	0.516	
E9	DSCF	5-Digit	0.339	
E10	DSCF	3-Digit	0.421	
E11	DSCF	ADC	0.473	

**Flats Over 3.3 oz. but less than 16 oz.**

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
E12	None	5-Digit	\$0.232			\$0.725			
E13	None	3-Digit	0.314			0.725			
E14	None	ADC	0.366			0.725			
E15	None	Mixed ADC	0.399			0.725			
E16	DNDC	5-Digit	0.232			0.565			
E17	DNDC	3-Digit	0.314			0.565			
E18	DNDC	ADC	0.366			0.565			
E19	DNDC	Mixed ADC	0.399			0.565			
E20	DSCF	5-Digit	0.232			0.517			
E21	DSCF	3-Digit	0.314			0.517			
E22	DSCF	ADC	0.366			0.517			

For affixed postage mailings as described in DMM 343, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

**Part E Total (Add lines E1-E22)**

## Standard Mail

### Part F

Carrier Route Flats

Check box at left if prices are populated in this section.

**Flats 3.3 oz. (0.2063 lbs.) or less**

Entry	Price Category	Price	No. of Pieces	Total Postage
F1	None	Saturation*	\$0.194	
F2	None	High Density	0.220	
F3	None	Basic	0.265	
F4	DNDC	Saturation*	0.161	
F5	DNDC	High Density	0.187	
F6	DNDC	Basic	0.232	
F7	DSCF	Saturation*	0.151	
F8	DSCF	High Density	0.177	
F9	DSCF	Basic	0.222	
F10	DDU	Saturation*	0.142	
F11	DDU	High Density	0.168	
F12	DDU	Basic	0.213	
F13	Detached Address Labels		0.017	

**Flats Over 3.3 oz. but less than 16 oz.**

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
F14	None	Saturation*	\$0.069			\$0.608			
F15	None	High Density	0.095			0.608			
F16	None	Basic	0.122			0.695			
F17	DNDC	Saturation*	0.069			0.448			
F18	DNDC	High Density	0.095			0.448			
F19	DNDC	Basic	0.122			0.535			
F20	DSCF	Saturation*	0.069			0.400			
F21	DSCF	High Density	0.095			0.400			
F22	DSCF	Basic	0.122			0.487			
F23	DDU	Saturation*	0.069			0.358			
F24	DDU	High Density	0.095			0.358			
F25	DDU	Basic	0.122			0.445			
F26	Detached Address Labels		0.017						

For affixed postage mailings as described in DMM 343, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

F27	Standard Mail Carrier Route Flats Subtotal (Lines F1-F26)
-----	---

**Full Service Intelligent Mail Option**

F28	Flats - Number of Pieces that Comply _____ x \$0.001 =
-----	--

\* Full Service Intelligent Mail Option Not Available

Part F Total (Line F27 minus F28)

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## Standard Mail—"Reserved" Parcels

### Part G

Machinable Parcels

*Check box at left if prices are populated in this section.*

Parcels Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
G1	None	NDC							
G2	None	Mixed NDC							
G3	DNDC	5-Digit							
G4	DNDC	NDC							
G5	DSCF	5-Digit							
G6	DDU	5-Digit							
G7	Nonbarcoded Surcharge								

For affixed postage mailings as described in DMM 443, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

**Part G Total (Add lines G1-G7)**

---

## Standard Mail—Not Flat-Machinables

### Part H

Not Flat-Machinables

*Check box at left if prices are populated in this section.*

#### Not Flat-Machinables 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
H1	None	NDC	\$1.045	
H2	None	Mixed NDC	1.460	
H3	DNDC	5-Digit	0.606	
H4	DNDC	SCF	0.630	
H5	DNDC	NDC	1.002	
H6	DSCF	5-Digit	0.557	
H7	DSCF	SCF	0.581	
H8	DDU	5-Digit	0.521	
H9	Nonbarcoded Surcharge		0.064	

#### Not Flat-Machinables Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
H10	None	NDC	\$0.839			\$1.000			
H11	None	Mixed NDC	1.254			1.000			
H12	DNDC	5-Digit	0.443			0.792			
H13	DNDC	SCF	0.467			0.792			
H14	DNDC	NDC	0.839			0.792			
H15	DSCF	5-Digit	0.443			0.555			
H16	DSCF	SCF	0.467			0.555			
H17	DDU	5-Digit	0.443			0.379			
H18	Nonbarcoded Surcharge		0.064						

For affixed postage mailings as described in DMM 443, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

Part H Total (Add lines H1-H18)

## Standard Mail—Parcels

**Part I**  
Carrier Route Parcels Check box at left if prices are populated in this section.

Parcels 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
I1	None	Saturation	\$0.470	
I2	None	High Density	0.479	
I3	None	Basic	0.615	
I4	DNDC	Saturation	0.427	
I5	DNDC	High Density	0.436	
I6	DNDC	Basic	0.572	
I7	DSCF	Saturation	0.378	
I8	DSCF	High Density	0.387	
I9	DSCF	Basic	0.523	
I10	DDU	Saturation	0.342	
I11	DDU	High Density	0.351	
I12	DDU	Basic	0.487	
I13	Detached Address Labels		0.017	

Parcels Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
I14	None	Saturation	\$0.299			0.827			
I15	None	High Density	0.308			0.827			
I16	None	Basic	0.438			0.860			
I17	DNDC	Saturation	0.299			0.619			
I18	DNDC	High Density	0.308			0.619			
I19	DNDC	Basic	0.438			0.652			
I20	DSCF	Saturation	0.299			0.382			
I21	DSCF	High Density	0.308			0.382			
I22	DSCF	Basic	0.438			0.415			
I23	DDU	Saturation	0.299			0.206			
I24	DDU	High Density	0.308			0.206			
I25	DDU	Basic	0.438			0.239			
I26	Detached Address Labels		0.017						

For affixed postage mailings as described in DMM 443, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

Part I Total (Add lines I1-I26)

## Standard Mail—Parcels

**Part J**  
Machinable Parcels

*Check box at left if prices are populated in this section.*

**Parcels Over 3.3 oz. but less than 16 oz.**

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
J1	None	NDC	\$0.978			\$1.000			
J2	None	Mixed NDC	1.393			1.000			
J3	DNDC	5-Digit	0.631			0.792			
J4	DNDC	NDC	0.978			0.792			
J5	DSCF	5-Digit	0.631			0.555			
J6	DDU	5-Digit	0.631			0.379			
J7	Nonbarcoded Surcharge		0.064						

*For affixed postage mailings as described in DMM 443, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.*

**Part J Total (Add lines J1-J7)**

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## Standard Mail—Parcels

**Part K**  
Irregular Parcels

*Check box at left if prices are populated in this section.*

### Parcels 3.3 oz. (0.2063 lbs.) or less

Entry	Price Category	Price	No. of Pieces	Total Postage
K1	None	NDC	\$1.314	
K2	None	Mixed NDC	1.705	
K3	DNDC	5-Digit	0.794	
K4	DNDC	SCF	0.834	
K5	DNDC	NDC	1.271	
K6	DSCF	5-Digit	0.745	
K7	DSCF	SCF	0.785	
K8	DDU	5-Digit	0.709	
K9	Nonbarcoded Surcharge		0.064	

### Parcels Over 3.3 oz. but less than 16 oz.

Entry	Price Category	Piece Price	Or Amount Affixed	No. of Pieces	Pieces Subtotal	Pound Price	Pounds	Pounds Subtotal	Total Postage
K10	None	NDC	\$1.108			\$1.000			
K11	None	Mixed NDC	1.499			1.000			
K12	DNDC	5-Digit	0.631			0.792			
K13	DNDC	SCF	0.671			0.792			
K14	DNDC	NDC	1.108			0.792			
K15	DSCF	5-Digit	0.631			0.555			
K16	DSCF	SCF	0.671			0.555			
K17	DDU	5-Digit	0.631			0.379			
K18	Nonbarcoded Surcharge		0.064						

For affixed postage mailings as described in DMM 443, compute and enter the price for each piece in the Amount Affixed column, multiply by No. of Pieces and total in the Total column.

**Part K Total (Add lines K1-K18)**

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## Standard Mail

 **Part L**

Customized MarketMail

Check box at left if prices are populated in this section.

Pieces 3.3 oz. (0.2063 lbs.) or less

	Price	No. of Pieces	Total Postage
L1	\$0.460		

Part L Total

 **Part M**

Repositionable Notes

Check box at left if prices are populated in this section.

Price includes only charge for RPN, it does not include applicable postage charges. If using RPNs, all pieces in mailing must include RPNs

	Price Category	Price	No. of Pieces	Total Postage
M1	Letters and Flats	\$0.015		

Part M Total

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## Extra Services

 **Part S**

Extra Services

Check box at left if prices are populated in this section.

Items mailed with Extra Services must meet the mailing standards for the extra service.

	Fee	No. of Pieces	Total Postage
S1			
S2			
S3			
S4	Delivery Confirmation ( <i>electronic only</i> )		
S5	Insurance ( <i>bulk only</i> )		
S6			
S7	Restricted Delivery	\$4.50	
S8			
S9			
S10	Return Receipt for Merchandise *	3.85	
S11			
S12			
S13			

\* parcels only

Part S Total

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## Standard Mail - Instructions

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Use this form for regular Standard Mail prices.

**Step 1:** Complete Mailer and Mailing sections on page 1 applicable to the mailing presented. For all sections not applicable, enter N/A.

**Step 2:** Before you complete the Postage section, go to parts A through L and S. Complete the part(s) that pertain to your mailing. All pieces must be reported on the appropriate line at the full published price (not including the Full-Service Intelligent Mail incentive). Pieces that comply with the Full-Service Intelligent Mail option requirements are additionally reported on the line provided. The following information will help you to determine which parts to complete:

### **Parts A-C: Letters**

- Part A: Automation Letters. Enter total in Part A Total box.
- Part B: Nonautomation Letters. Enter total in Part B Total box.
- Part C: Carrier Route Letters. Enter total in Part C Total box.

### **Parts D-F: Flats**

- Part D: Automation Flats. Enter total in Part D Total box.
- Part E: Nonautomation Flats. Enter total in Part E Total box.
- Part F: Carrier Route Flats. Enter total in Part F Total box.

### **Part: Fulfillment Parcels (Reserved)**

- Part G: Machinable Parcels. Enter total in Part G Total box.
- Part H: Not Flat-Machinables. Enter total in Part H Total box.

### **Parts I-K: Parcels**

- Part I: Carrier Route Parcels. Enter total in Part I Total box.
- Part J: Machinable Parcels. Enter total in Part J Total box.
- Part K: Irregular Parcels. Enter total in Part K Total box.

### **Part L: Customized MarketMail (CMM) - Enter total in Part L Total box.**

### **Part M: Repositionable Notes (RPN) - Enter total in Part M Total Box.**

### **Part S: Extra Services - Enter total in Part S Total box.**

**Step 3:** Add the postage in parts A through S. For Permit Imprint mailings round off each line item and Part Totals to four decimal places. For Postage Affixed round off to three decimal places. Once completed, return to the Postage section on page 1. Check the boxes that correspond to all applicable parts completed. Enter the Total Postage, rounded off to two decimal places.

**Step 4:** Complete the line for Postage Affixed (if applicable). Check the box for the Price at Which Postage Affixed (Correct, Lowest, or Neither). Multiply the number of pieces times the postage affixed. Put the total in the Postage Affixed block. Subtract the amount of Postage Affixed from the Total Postage and enter the remainder in Net Postage Due.

**Step 5:** Read and sign the Certification section, including your telephone number. Attach all completed pages and submit with the mailing.

**Information:** For more information on mailing standards, prices, and fees please go to Postal Explorer at [pe.usps.com](http://pe.usps.com).

**Plant-Verified Drop Shipment (PVDS)****Verification and Clearance**This form available at [www.usps.com](http://www.usps.com)**See Instructions on Reverse**

<b>Mailer Information</b>  <b>Optional if Pallet Present is Known</b>		1. Requested In-Home Delivery Date (3-day window)		2. Drop Ship Appointment Number					
		3. Mailer Name		4. FAST Scheduler ID		5. Mailer Contact Name		6. Mailer Contact Telephone (Include area code)	
7. Origin Plant Location (City, state, ZIP+4®)				8. Check One <input type="checkbox"/> Identical-Weight Pieces. Weight of a Single Piece _____ lbs. <input type="checkbox"/> Nonidentical-Weight Pieces					
9. Class of Mail <input type="checkbox"/> Periodicals <input type="checkbox"/> Std. Mail <input type="checkbox"/> Package Services <input type="checkbox"/> International (Specify class) _____		10. Product or Publication Title or Names		11. Total Gross Weight of Shipment (Verified at origin office)		12. Type of Mail Processing Category (Check all that apply)			
						<input type="checkbox"/> Letters <input type="checkbox"/> Automation Compatible <input type="checkbox"/> Irregular Parcels <input type="checkbox"/> Flats <input type="checkbox"/> Machinable Parcels <input type="checkbox"/> Nonmachinable Parcels			
13. Pallets		a. No. Pallets of Trays _____	b. No. Pallets of Sacks _____	c. No. Pallets of Parcels _____	d. No. Pallets of Bundles _____	13e. Non-Palletized Containers			
i. 5-Digit						i. No. of Bundles			
ii. 5-D Scheme						ii. No. of Trays			
iii. 5-D CR						iii. No. of Sacks			
iv. 5-D Scheme CR						iv. No. of Parcels			
v. 3-D						v. No. of Other (Describe)			
vi. All Other									
14. Entry Discounts Claimed (Check all that apply)		<input type="checkbox"/> DDU <input type="checkbox"/> DBMC <input type="checkbox"/> Mailing Includes Pieces For Delivery Outside Service Area of Entry Office. <input type="checkbox"/> DSCF <input type="checkbox"/> International Service Center (ISC) <input type="checkbox"/> DADC <input type="checkbox"/> Other (International):							
15. Comments -- Record SCF/ADC/BMC/ASF designator(s) and ZIP Code(s) from the DMM label list for mailing presented or attach register.									
16a. Contact at Company Making Drop Ship Appointment (If other than mailer and if known when completing this form)		16b. Telephone							
17. Origin Post Office™ (City, state, and ZIP+4)		26a. Name of USPS® Employee Verifying Mail				26b. Employee's Telephone Number (Include area code)			
18. Verified at <input type="checkbox"/> DMU (Mailer's plant) <input type="checkbox"/> BMEU or Post Office		26c. Signature of Verifying Employee				27. Round Stamp (Required)			
19. Permit Number		20. Postage Payment Method (Except for Periodicals) <input type="checkbox"/> Permit <input type="checkbox"/> Stamped <input type="checkbox"/> Meter				26d. USPS Contact Name (If other than verifying employee)			
21. Total Pieces		22. Total Weight of Mailing							
23. Vehicle PVDS Seal Number		24. Vehicle ID Number							
25. Comments		33. Load Condition Irregularities (Check all that apply)							
28. Entry Office (Facility name, address, city, state and ZIP+4® code as found in the Drop Ship Product.)		<input type="checkbox"/> Broken Pallets <input type="checkbox"/> Container Counts do not Match Form 8125 <input type="checkbox"/> Damaged Mail <input type="checkbox"/> Improper Mail Makeup <input type="checkbox"/> Load Unsafe <input type="checkbox"/> Incorrect Appointment Type				<input type="checkbox"/> Mailings are not Separated by Form 8125 <input type="checkbox"/> Overweight Pallets <input type="checkbox"/> Pallets Too Tall <input type="checkbox"/> Incorrect Mail Class <input type="checkbox"/> Other (Describe in item 32)			
Note: Appointments with 100% Periodicals can be presented whenever the destination facility is open and staffed.									
29a. USPS Receiving Employee Signature		29b. USPS Receiving Employee Name				34. Scan the barcode upon receipt.			
30. Date/Time of Arrival		31. Date/Time of Departure							
32. Comments (NOTE: Enter bedload discrepancies as percentages and pallet discrepancies as pallet counts.)									

## **Definitions and Features**

The purpose of this form is to prove to the entry facility that the mail being presented by the mailer or mailer's agent was verified and paid for at origin.

Plant-verified drop shipment (PVDS) enables origin verification and postage payment for shipments that a mailer transports from the mailer's plant to destination Post Offices™ where the prepaid and pre-verified shipments are accepted by the Postal Service™ as mail.

Postal Service employees verify PVDS mailings for classification, rate eligibility, preparation, volume, and presort either at the mailer's plant or at the origin Post Office serving the mailer's plant.

Standards for PVDS shipments are in *Domestic Mail Manual* (DMM™) 705.15. Information about destination entry discounts for each class of mail are in DMM 200, 300, 400, Enter and Deposit.

Appointments to deposit PVDS mailings at entry offices are required for Standard Mail® and Package Services. Advance notification of Periodicals drop shipments must be provided in the Facility Access and Shipment Tracking (FAST) system.

## **Instructions for Mailer**

The mailer must submit an original and at least 1 copy of PS Form 8125, or an approved facsimile with each PVDS mailing presented for verification and postage payment to the origin verifying Post Office (or detached mail unit) completed as described below. Submit the original Form 8125, after being signed and round stamped by the origin verifying Post Office, to the entry Post Office with the PVDS mailing it represents. PS Form 8125 is not required for PVDS mailings sent via Express Mail® or Priority Mail® Open and Distribute.

### **Completing Form 8125**

1. Requested In-Home Delivery Date: If this box is completed, the mailer or mailer's agent should deposit the mailing at the entry office in time to meet the delivery window. Delivery within this window is not guaranteed.
2. Drop Shipment Appointment Number: The appointment number is required and may be added by the mailer or mailer's agent after the Form 8125 is signed and dated by the origin Post Office but before the PVDS mailing is presented to the destination Post Office.
- 3-16. The Mailer Information section identifies the mail preparer and appointment scheduler and provides a description of the mail to be deposited at the destination entry facility listed in item 28. The mailer must complete all items in the Mailer Information section except for items 13i-vi. (if pallet presort is known).
  - In items 5 & 6 (and items 16a and 16b, if necessary), list the name and telephone number of a mailer contact who is familiar with the subject mailing and who can resolve problems that may arise at the entry office.
  - In items 13, report the mail as configured for verification and as it will be presented to the entry office (for example, if trays are on pallets, show the number of pallets with trays). If a mailing consists of a combination of palletized and non-palletized mail, report each segment correctly in this item. Identifying pallet presort levels is optional.
  - In item 14, show all entry discounts claimed for pieces in the mailing. A single mailing may contain pieces subject to different entry discounts (no more than one entry discount may be claimed for any individual piece).
  - In item 15, you may show other mailer information (for example, sequence number for a postage statement, manifest, or PS Form 8125). Mailer must record SCF/ADC/BMC/ASF designator(s) and ZIP Code(s) from the DMM label list for mailing presented or attach register.
28. Enter the facility name, address, city, state and ZIP+4® code as found in the Drop Ship product where the PVDS mailing will be entered. All entry discounts must be based on entry at this facility. To review facilities entry information, go to <https://fast.usps.com/fast/> (No login required) and click on Reports and then click on Mail Direction Search - Go.

### **Submitting Mailing and PS Form 8125 to Entry Post Office**

The mailer or mailer's agent must submit original of this Form 8125 (with the original signature and round stamp of the origin Post Office) with the PVDS mailing presented for acceptance to the entry postal facility shown in item 28. Submit a second copy if you want one signed by the entry office and returned for your records.

The mailing presented to the entry office must be configured as reported under item 13 and must match the other information on PS Form 8125 as validated by the origin Post Office (verifying office).

Mail must not be reconfigured in containers after verification at origin. This ensures that the entry office is able to reconcile the information on the PS Form 8125 with the mail being presented for acceptance. For example, mail verified and reported as non-palletized sacks or trays (rather than as sacks or trays prepared on pallets) must be presented to the entry Post Office in the same configuration.

Consolidators must not take mail received from mailers as non-palletized sacked or trayed mailings (reported on Forms 8125 as non-palletized mailings) and place the mail on pallets or in other containers after verification (for reasons such as facilitating transportation) because the entry office will be unable to reconcile the mail with the PS Forms 8125 representing the mail. For example, if an agent places on pallets 10 sacks from one mailing and 15 sacks from another mailing reported on PS Forms 8125 as non-palletized sacks, then there would be no PS Form 8125 representing one pallet of 25 sacks, and the destination entry office may refuse or delay acceptance of the mail.

### **Instructions for Origin Post Office (Office Where PVDS Mailing Is Verified)**

Be sure the mailer has completed all required items in the Mailer Information section and item 28.

After verifying that all information is correct, complete the Origin Post Office section. Items 23 and 24 are optional.

Sign and round stamp this form. Return original and a copy (if submitted by mailer) to the mailer. Retain a copy in your files for 1 year.

### **Instructions for Destination Entry Post Office or Delivery Unit**

Either remove the PS Forms 8125 for your office from the vehicle or receive them from the mailer or mailer's agent and check that your office is shown as the entry facility under item 28.

Check that the form is completed, signed, and round stamped by the origin Post Office.

Check the integrity of the mail load to be sure that it is safe to unload. Note any load condition irregularities under item 33.

Compare the shipment with the form(s) for class, volume (such as number of containers), processing category, entry rates claimed, etc.

If PS Form 8125 is properly completed and the information on it matches the mail, then accept the shipment. Complete the "Destination" section (items 29 through 34) legibly. Retain PS Form 8125 in your files for 1 year. If the mailer or mailer's agent has presented a second copy, then complete the "Destination" section on the copy and return it to the mailer or mailer's agent who presented it to you.

If the mail is visibly damaged, if the shipment does not match the information on the PS Form 8125, or if the entry facility on the PS Form 8125 is not your facility, then do not accept the mail until the discrepancy is resolved.

- You may need to notify your supervisor of the problem(s).
- Either you or your supervisor may need to contact the origin Post Office (see items 26a, b, c, and d) to resolve the discrepancy.
- Scan the barcode that appears in item 34 using the hand held scanner provided.

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## EVERY DOOR DIRECT MAIL FACING SLIP

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5-Digit ZIP Code (Required):  90210	Route Number (Required):	Delivery Type:  Residential
Date:	Total # of Mailpieces per Bundle:	Total # of Bundles*: _____ of _____
Do Not Deliver Address		Do Not Deliver Address
Saturation Mail Description	Mailer Information	
	Permit Holder Name:	
	Permit Number:	Permit Type:

\* Mailers must prepare bundles to comply with standards

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