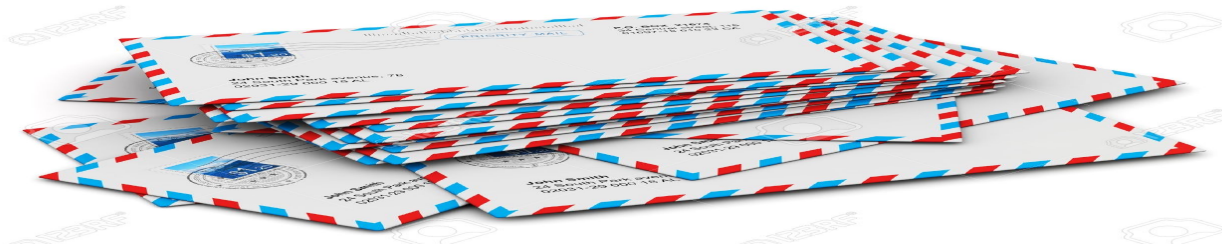


BULK MAIL TRAINING



WHAT IS BULK MAIL?

- ▶ BULK BUSINESS MAIL, COMMONLY CALLED BULK MAIL MEAN USPS MARKETING MAIL. IT IS A CLASS OF MAIL FOR SENDING OVER 200 PIECES OF IDENTICAL ITEMS AT A REDUCED RATE.
- ▶ POSTAGE IS .67 PER CARD WHERE AS BULK MAIL CAN BE AS LOW AS .27 PER CARD.
- ▶ YOU CAN NOT SEND BULK MAIL OUT OF COUNTRY

WHAT CAN BE SENT AS BULK MAIL

- ▶ ADVERTISING/POST CARDS FOR EVENTS
- ▶ NEWSLETTERS
- ▶ PRINTED OR REPRODUCED MATTER WITH NO PERSONAL MESSAGES

WHAT CAN NOT BE SENT AS BULK MAIL

- ▶ PERSONAL LETTERS
- ▶ BILLING AND ACCOUNT STATEMENTS
- ▶ PIECES CONTAINING HANDWRITTEN OR TYPEWRITTEN MESSAGES
- ▶ ANYTHING THAT WEIGHS OVER 1 LB

HOW DO I GET A BULK MAIL?

- ▶ IF YOU HAVE ANY QUESTIONS BEFORE YOU PREPARE A BULK MAIL CONTACT US AT BULKMAIL@CASPERCOLLEGE.EDU
- ▶ PLEASE SCHEDULE YOUR MAILING AS EARLY AS POSSIBLE BY CONTACTING US AT BULKMAIL@CASPERCOLLEGE.EDU. DO NOT CONTACT AN INDIVIDUAL. OUR SCHEDULE IS FIRST COME, FIRST SERVE BASIS. WE MUST HAVE YOUR LIST AND ITEMS TO BE MAILED BY THE MORNING OF YOUR SCHEDULED BULK MAIL
- ▶ CONTACT P.R. TO SCHEDULE THE CREATION OF YOUR MAILING, THEIR SCHEDULE IS NOT DEPENDENT ON OUR CALENDAR

HOW DO I GET A BULK MAIL? - Continued

- ▶ SEND YOUR ADDRESS LIST TO BULKMAIL@CASPERCOLLEGE.EDU IN AN EXCEL SPREADSHEET FORMATTED LAST NAME, FIRST NAME, BUSINESS NAME, ADDRESS 1, ADDRESS 2, CITY, STATE, AND ZIP CODE
- ▶ PLEASE DO NOT HAVE EXTRA COLUMNS, OR PAGES OR UNNECESSARY INFORMATION, THAT ALL HAS TO BE CLEANED UP BEFORE WE RUN THE BULKMAIL WHICH IS TIME CONSUMING.
- ▶ PLEASE NAME YOUR BULK MAIL LIST SUCH AS “BACK TO SCHOOL BBQ” “TAPPING INTO THE NEW YEAR” ETC..PLEASE DO NOT SEND IT AS BULK MAIL LIST.
- ▶ SEND NAME AND NUMBER OF THE CONTACT PERSON WHO IS MANAGING THE PROJECT

HOW DO I GET A BULK MAIL? - Cont'd

- ▶ IF YOUR BULK MAIL IS NOT READY ON THE MORNING IT IS TO GO OUT, WE MAY HAVE TO RESCHEDULE YOUR MAILING.
- ▶ IF YOUR ITEMS NEED TO BE FOLDED AND TABBED, THEY GO TO AMBI. PLEASE PLAN FOR 2-3 BUSINESS DAYS TO GET THEM DONE AND RETURNED TO US. PLEASE DO NOT TAB YOUR OWN, THE POST OFFICE HAS RESTRICTIONS ON THE SIZE OF THE TABS.

THE BASIC PROCESS OF BULK MAIL



EXCEL SPREADSHEET FORMAT

- ▶ LAST NAME FIRST NAME BUSINESS ADDRESS 1 ADDRESS 2 CITY STATE
ZIP CODE
- ▶ MCDONALD, GOLDY OLD MCDONALDS FARM 305 FARM AVENUE APT 2
CASPER WY 82601
- ▶ PLEASE...NO FORMATTING SUCH AS BORDERS, ITALICS, COLORS, PAGE BREAKS,
ETC

THANK YOU FOR YOUR HELP

- ▶ IF YOU HAVE ANY QUESTIONS DO NOT HESITATE TO CALL US
- ▶ LIZ ROMSA 268-2048, 262-4169
- ▶ JOHN GANLEY 268-2209
- ▶ BULK MAIL IS DESIGNED TO SAVE MONEY, UP TO 30% (IF 70% ARE TO THE SAME ZIP CODE), 25% (IF 70% IS TO THE SAME FIRST 3 NUMBERS OF ZIP CODE) ETC..