

sappi

a technical discussion

direct mail

IN

## **PERSONALIZATION**

### **Personalization pays...**

- ...when you have an existing customer relationship
- ...when you have information on prospect affinities or interests
- ...when the contact is the result of a referral
- ...when you know customer preferences
- ...when you want a donation

### **Personalization may not pay...**

- ...when you're couponing
- ...when you don't know anything about your audience
- ...when you're selling on price alone

## TESTING 1 2 3. THE FINE ART OF CONTROL-BUSTING

Testing is a basic and fundamental part of the direct mail discipline. Direct mailers establish a control package, their best performing effort in total ROI (Return on Investment — see ROI Worksheet on page 8). They continue to mail their control package in large quantities (called a rollout) while mailing smaller test quantities of alternative packages in an attempt to create a new, even better-performing direct mail package.

**Beating the control** is an empirical, undeniable triumph, and to increase your response numbers, you can try changing virtually anything, from copy, imagery, and colors, to size, package components, paper — and of course, the offer. There's no limit to the variations you can try, or how surprising the results can be. For example, in several recent mail tests, a simple paper upgrade improved response by 10%-16%!

**The most important aspect** of test creation is to limit variables so that you can accurately evaluate your test results. If you change the offer, mailing size, outer envelope teaser and reply device all at once, you may beat the control, but you'll have a hard time determining exactly why. To dethrone the control package once and for all, test each variable separately. Don't guess. Be sure.

**Even losers can be winners.** Interestingly, a test package can underperform the control in raw response rate and still win in the direct marketing game. If you can make a two-color postcard perform almost as well as a 6" x 9" envelope with personalized letter, brochure and holographic tip-on sticker, the lower cost of production may more than offset the lower response.

Remember, you never know what might boost (or depress) response. The test package you hate may win big. The one you love may tank.

So where to start? If you can only test one variable, start with either the envelope teaser or letter copy.

## TRY THESE OFFERS

Consider the following list of offers and offer-sweeteners for your next project.

- > Free information
- > Discount
- > Samples
- > Free trial
- > Sign up now, quit any time
- > Buy A, get B free
- > Yes-No option (a curiously effective involvement tactic)
- > Buy with chance to cancel
- > Contests or sweeps  
(know the rules or skip this line!)
- > Time limits
- > Free gift
- > Good/Better/Best
- > Guaranteed satisfaction
- > Extended warranty
- > Special financing
- > Membership

## MIND THE MAILING LIST

After the offer, nothing counts more than the mailing list. Here are just a few of the types available to you:

### **Compiled Lists and Custom Selects**

Compiled lists are built from a variety of published sources, like voter registration records, post office files, or credit agency data. They typically cast a wide net (listing, say, all mail order buyers or new movers), while custom selects pare down that information according to specific criteria — like income level, home ownership, or zip code clusters. You want to reach upper-income, cat-owning motorcycle enthusiasts? A list broker awaits your call.

**Response Lists** Get a list of people who have already purchased mail order products similar to yours. For added oomph, zero in on customers who've transacted within the last six months.

### **Attendee / Membership / Seminar Lists**

Target people who belong to organizations or who have attended events related to your product. This is a select group whose interest probably won't need to be stoked.

**Credit Cardholder Lists** Offering relatively upscale demographics and a proven means of transaction, credit cardholders can be a valuable pool of customers.

**Subscription Lists** Say you're marketing a remodeling tool. You can either get a list of paid subscribers to home renovation periodicals or target "controlled circulation" groups, people who receive a particular publication free because of a professional affiliation. Subscribers typically have to supply detailed information to get on the list, so the quality can be quite high.

**Opt-in Lists** You'll never find a more receptive audience than people who've actually authorized businesses to send them promotional information. They may actually be grateful for your offer, since it saves them the trouble of seeking you out.

**House Lists** The best list of all could be your own: a compilation of current and past customers, as well as people who've expressed interest in your product. If you don't have a list already, get started on one.

This is only a sampling of available resources, so be sure to explore all your options — because without an up-to-date, targeted mailing list, your package won't go anywhere.

## "AND THE ENVELOPE SAYS..."

Open me! The question is, Will people obey? Here are some strategies for designing the all-important outer envelope:

**Teaser Copy** An exterior message will heighten interest... unless it falls flat or screams commercial mail, in which case response rates could drop. Success depends on copy quality, what you're selling, and whom you're selling to. A bank's message of professionalism might be compromised by envelope copy, while a niche marketer might need a teaser to stoke curiosity. Not sure which way to go? Test two versions and allow the response rate to decide for you.

**Personalized Envelope Copy** See a sample first, since much inkjet and some laser printing has an unattractive computer-generated quality.

**"Blind" Envelopes** These standard-sized envelopes suggest normal business or personal correspondence rather than direct mail. They're great for existing customers, who have to open them because they might be important. Use a quality #10 or Monarch envelope and consider mailing first class, with a stamp rather than a meter or indicia.

**"Official" Envelopes** It's hard to discard a mailing that looks like government correspondence, a check or a telegram. But remember, recipients might get angry if they feel deceived.

**Paper Stock** High quality paper makes your piece look important. And color or texture can also cut through the clutter. Unusual stocks might cost more, but they can spike response rates. The typical envelope is 70# text, and wove or coated on one side for four-color processes.

**Watch your back.** The rear of the envelope is the most underused space in direct mail, yet one of the most visible. Use it to double your frequency at little or no additional cost.

Overwhelmed by the choices? Remember that direct mail isn't an exact science (not yet), and that testing is the only sure way to figure out what will work best.

## **PICTURES TELL — BUT COPY SELLS**

### **Success depends on what you say...**

- > Lead with a compelling offer, stressing benefits over features.
- > Give the offer a time limit.
- > Be clear about what you want people to do — and ask them at least twice to do it.
- > Give recipients a simple, clear way to respond.
- > Give away something free to boost response.
- > Back up your claims with testimonials and case histories.
- > Include a guarantee with minimum conditions.
- > Use gimmicks — i.e. stickers, stamps — to increase the amount of time spent considering your offer.
- > Write in the first person and use the word “you” as often as possible.
- > P.S. Always include a P.S. It’s one of the things people read first.

### **...and how you say it.**

- > Long copy sells, so take as much space as you need to get the point across.
- > ...but make the first line short and interesting.
- > Indent paragraphs to facilitate the flow of the eye.
- > Increase readability by rounding off paragraphs to make the top line shorter than the lines below.
- > Limit paragraphs to several lines maximum.
- > Capture attention with the judicious use of underlining, boldfacing and capitalization.
- > Use bulleted copy to:
  - attract attention
  - enhance the offer
  - highlight the strongest benefits or guarantee
- > Use letterhead, but keep the graphics small to avoid competing with your message.
- > Include a date — perhaps just the month and year.
- > Handwritten margin notes can be effective if used sparingly.
- > Avoid asterisks and legal-style type, if possible.

## A PAPER SELECTION CHECKLIST

Consider all the following factors to achieve maximum performance at reasonable cost.

### **Reproduction**

- > Weight
- > Shade
- > Texture
- > Opacity
- > Grain direction
- > Brightness
- > Readability
- > Photography
- > Illustration
- > Sharp detail
- > Soft focus
- > Heavy coverage
- > Solid colors
- > Process tints
- > Match color tints
- > Metallics
- > Varnish techniques
- > UV or aqueous coating

### **Budget**

- > Price
- > Quantity (including the overages required by lettershops or fulfillment houses)
- > Size
- > Number of pages
- > Number of colors
- > Varnishes / Coatings
- > Web
- > Sheetfed
- > Digital
- > Hybrid
- > Bindery
- > Postal costs

### **Bindery / Finishing / Fulfillment**

- > Thickness
- > Rigidity
- > Scoring and folding performance
- > Binding techniques
- > Embossing or debossing
- > Perforation
- > Gluing
- > Foil stamping
- > Laser or inkjet compatibility
- > Compatibility with inserters
- > Compatibility with automated mail processing equipment

### **End User Performance Factors**

- > Writability (in ink or pencil)
- > Shelf life
- > Frequent handling
- > Durability
- > Resiliency

## PRESS PRIMER

Before you go on press, you'll want to get on the ball about the rapidly evolving world of digital printing and offset lithography.

### Digital

Ideal for ultra-personalized mailings, digital presses also make good-quality, short-run, 4-color jobs easy and affordable to produce. Dispensing with plates and typically using toners instead of ink, they print on both sides of the paper simultaneously, and can handle basis weights from 20 lb. bond to 90 lb. cover. Smoother sheets work best, since uneven surfaces don't hold toner well. Avoid cross-grain printing, or at least score the folds to guard against lumpiness and toner cracking. If your sheet hasn't been tested on press, test it yourself. Coated papers can be especially tricky, and inkjets are notorious for paper-related variation in performance.

### Offset Lithography

In offset lithography, the image is etched photochemically onto a plate, to which ink adheres. Next, the ink is transferred to a blanket, and that's what comes into contact with the paper. It's called offset printing because the plate never touches the sheet.

**Sheetfed** Well-suited for jobs of up to 100,000 impressions, sheetfed presses are also best for printing on heavier stocks of 10 pts. or higher. Available as single or multi-color presses, they print up to 15,000 impressions per hour, and can handle multiple sheet and format sizes on the same press.

**Web-Offset** Renowned for consistency and speed in long-run commercial printing, today's web-offset presses offer better quality than ever and have become increasingly cost-effective on shorter runs as well. Most web-offset presses also have inline folders and some offer variable folders. Since non-heatset web presses lack the ovens necessary for rapid ink drying, they're best for printing on uncoated paper with minimal coverage. Offering good quality at moderate prices, they're ideal for nested letters in runs of 25,000 and up. Heatset web presses handle both coated and uncoated paper, with medium to heavy ink coverage, and typically offer inline finish and signature folds.

**UV** For maximum ink holdout on coated and uncoated papers, UV printing offers immediate ink setting and dry trapping.

**Jet** Designed for 2- & 4-color preformed envelope printing, Jet presses can be extremely cost-effective for runs of 25,000 up to 100,000.

**Flexography** Flexo presses print labels and envelopes with plastic or rubber instead of metal printing plates. They offer reduced cost for small run lengths at close-to-offset quality.

## **MAIL SYSTEM SAFETY**

### **(Or How to Scare Up Sales — Without Scaring Off Your Customers)**

At a time when some consumers feel at risk simply opening their mail, direct marketers have responded with a spate of recommendations to ease fears:

- > Use postcards or self-mailers instead of envelope packages.
- > Opt for colored envelopes; they're less likely to appear hand-prepared.
- > Include a clear, confirmable return address on the envelope.
- > Incorporate industry association logos, a toll-free number or URL on the exterior.
- > Avoid "handwritten" typefaces in addresses or labels.
- > Complement the mailing with e-mail or phone calls.
- > Safety seal your envelope, or use a transparent one.
- > Use personalized addresses instead of sending mail to "Resident."

Since you don't want your creative zeal to create a panic, also bear in mind the FBI's list of suspicious characteristics:

- > Excessive postage
- > Handwritten or poorly typed addresses
- > Incorrect titles, or titles with no name
- > Misspellings of common words
- > Oily stains, discolorations, odors or crystallization on wrappers
- > No return address
- > Excessive weight
- > Lopsided, lumpy or uneven envelopes
- > Protruding wires or aluminum foil
- > Excessive security material such as masking tape, string, etc.
- > Restrictive endorsements like "Personal" or "Confidential"

If you have further questions about safety-related design issues, the Direct Marketing Association ([www.the-dma.org](http://www.the-dma.org)) offers several white papers on the topic.

## **THE ANSWERS TO GETTING ANSWERS**

Business Reply Cards or Business Reply Envelopes are a standard courtesy provided for many business mail responses. It is an agreement that the permit holder will pay First-Class postage for the returned piece, plus an accounting and handling fee.

### **Basic BRM Rates**

Mailers pay an annual fee for a Business Reply Permit. High-volume users pay additional accounting fees depending on volume and permit type, but will qualify for significantly lowered accounting and handling fees. For basic BRM rates and permit fees, contact the due clerk at your local post office.

Business reply mail design rules are very specific. Your Mailpiece Design Analyst will provide the barcode, either as a PDF or camera-ready art. We've included a basic business reply template and guidelines, and you can find ready-to-use digital templates online at [www.usps.com/directmail/](http://www.usps.com/directmail/).

Creating direct mail is complicated. From list procurement to postal requirements to weight considerations to the intricacies of lettershop insertion or addressing, direct mail design and production present a different set of challenges.

Self mailer or envelope package...?

Inkjet or laser...?

Is this the right FIM for a Business Reply Card...?

What is a FIM, anyway...?

Are you worried?

**Sappi demystifies the mail for**

**<<FIRSTNAME LASTNAME>>...FREE!**

We wanted to write you, <<YOURFIRSTNAME>>, and tell you to relax. It's going to be okay.

In the pages ahead, we'll help you learn what you need to know to get through a direct mail project, and describe some of the choices you'll need to make along the way.

It's all free from your friends at Sappi.

Sincerely,

Sappi

P.S. To take advantage of this special offer, you must act now...by turning the page.

You may have  
already  
**WON...**

S.D. Warren Company  
225 Franklin Street  
Boston MA 02110-2804  
Tel +1 617 423 7300

**10 million design awards,  
but today you have to create a direct mail piece.**

Dear <<YOURFIRSTNAME>>,

For a designer used to creating graphic systems, brand identities, annual reports or print collateral, a direct mail project can land on the drawing board with an ominous thud.

**Why Direct Mail needn't be scary.**

For decades, many designers viewed direct mail as the ugly stepsister of print or broadcast advertising. Garish, cluttered and confusing packages mailed to tens of millions reinforced their perception.

Today, though, some of the most innovative and appealing design is delivered through the mail, and leading designers are embracing the creative opportunities of direct.

Perhaps no other medium offers the flexibility or opportunity to break through the clutter and noise with innovative printed pieces. Freed of the constraints of a specific ad space or brochure size, nearly anything goes. Designers should actually be fighting over who gets to do the direct mail project.

At least that's what you would think...

Over, please...

infiniti.com/635

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PRESORTED  
FIRST-CLASS MAIL  
U.S. POSTAGE  
PAID

ENROLLMENT

mail

Ever since I discovered **Take-Out**... sites

them succeed in school and in life. I can go to find just what I need to are 5, 6 and 16 NOW! here's one

2001

CALL FOR ENTRIES

Context 1

GET BIG

Year Here

**BUSINESS REPLY MAIL**

PERMIT NO. 100 TAMPA, FL

POSTAGE WILL BE PAID BY ADDRESSEE

NATIONAL GEOGRAPHIC SOCIETY

PO BOX 641106 TAMPA, FL 33666-4106

NO POSTAGE  
NECESSARY  
IF MAILED  
IN THE  
UNITED STATES

**Jeep News**

EXCLUSIVELY FOR OWNERS

Fall 2000

70 YEARS

To get where you're going

REVELA

THE RETIR

70

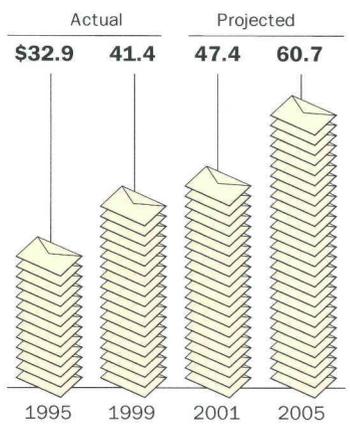
12345-6789

every day

direct mail

grow

**The Mailbox Marketplace  
U.S. Direct Mail Expenditures\***



\*in billions of dollars

**Total Projected  
Direct Mail Sales for 2001\***

**\$580**  
billion

\*Source: "2000 Economic Impact:  
U.S. Direct Marketing Today" WEFA.

eat it up like junk food.

In fact, direct mail racked up an estimated \$580 billion in 2001 sales by targeting customers precisely, speaking to them intimately, and by proving repeatedly that when properly executed, a mailing can pay for itself many times over.

Not bad for an industry that was supposed to be dead by now. After all, it wasn't so long ago that many people assumed the internet would kill direct mail. What they forgot was that direct mail is an effective and (unlike spam) well-received means of communication. What they should have remembered, moreover, is that new media don't replace existing communication channels — they augment them.

Indeed, on-line marketers and e-commerce companies are finding that direct mail's measurable traffic-building efforts can help them on their path to profitability. And the synergies created by combining "snail mail" and a wired world go both ways. While paper mail and catalogs build site traffic, the web provides direct mail customers an instant, economical way to reply and transact. By maximizing each other's advantages, e-commerce and direct mail generate more revenues together than they can earn alone.

Whether the eventual sale takes place online, over the phone, or via the mail, the goal is to elicit action. Direct marketers may not know precisely what prompts an individual to act, but they know exactly what it takes to move the masses. That's why direct mail continues to thrive in an economy where only the fittest survive.

than any other direct sales channel.

Generating \$1.9 trillion in 2001 sales, direct marketing is everywhere — in newspapers, magazines, and increasingly on TV and the internet; and, of course, in the mail. There's also a lot of stuff in your mailbox that doesn't really qualify as direct marketing.

So what exactly is direct marketing? One accepted definition, created by the Direct Marketing Association (DMA) is as follows:

**“any direct communication to a consumer or business recipient that is designed to generate a response in the form of an order (direct order), a request for further information (lead generation), and/or a visit to a store or other places of business for purchase of specific product(s) or service(s) (traffic generation).”**

That's a mouthful that boils down to a single key concept — behavior. Call us. Mail us. Visit us. Try us. Buy something from us.

The idea can be reduced to a simple acronym: AIDA. Direct marketing grabs your ATTENTION, generates INTEREST, stimulates DESIRE, and not only invites but provides the means for you to take a real, measurable, physical ACTION. The last part is key, because without a response mechanism, it's not direct marketing — it's merely advertising.

Equally important is the emphasis on measurable behavior. While advertising supports the selling process, direct marketing IS a selling process, the results of which can often be calculated — and even predicted — on a simple return-on-investment worksheet.

By combining creativity and convention, you can create a piece that will succeed by any measure.



**INFINITI** This mini-brochure was mailed to select Infiniti owners, qualified prospects and people who had contacted the company about the soon-to-be-released 2003 Infiniti G35. Intended primarily to generate awareness and intentions among prospective buyers, the piece asked recipients to fill out a business reply card with car owners' contact data in exchange for advance information about the new model.

entice

differences between lists to fine tune their offers and databases. Mailers have used a wide variety of factors to help identify the best prospects: geography, profession, areas of interest, income, recent purchase history.

Many businesses guard their customer list as if it's the company's most prized possession...which, of course, is precisely what it is. That's because information wisely interpreted tells a company not only where the last sale came from, but identifies the most likely sources for the next sale.

Today's database technology and analysis tools allow for microsegmentation and sophisticated regression analysis to improve response rates and refine lists. By cross-referencing purchase patterns with other demographic and psychographic data, marketers can pinpoint their target audience, and that leads to more personalized marketing opportunities.

In fact, understanding and exploiting the relationship a company establishes with its customers is the basis of the exploding field of Customer Relationship Management (CRM). Going beyond marketing to include customer service and support, it seeks to ensure that every point of contact improves customer retention, loyalty and profitability. And highly targeted direct mail can be a powerful means of influencing customer behavior.

today, and we'll take care of it for you.

**In case you've forgotten, Pat, here's how to get to the shop. Just turn left out of your driveway and then take a right on Central Parkway. We're 0.8 miles on the left side. If you hit Southern Ave., you've gone a block too far. I've drawn a map down below. And by the way, since this will be your 3rd visit this year, Pat, we'll take 10% off your bill!**

Ultra-personalization costs extra, but it also pays, especially when you have relevant specific information that's important to help sell a product or service. Ultrapersonalization can be used to simulate a person-to-person sales process or to create a no-nonsense grid of necessary details or relevant product offerings for a business decision-maker.

While personalization used to be a one-color proposition, today individualized color and imagery are real possibilities. Color laser and direct-to-press printing technologies make high quality printed mail pieces affordable options in quantities as low as one.

The possibilities for personalization vary tremendously depending on the scope of your project and the capabilities of your printer. Before you design, know your choices...and that means knowing your printer and lettershop. (For more information on personalization, see the discussion of printing methods on page 21.)



intimate

astonishing, if somewhat baffling to non-statisticians.  
 Here's a real-life example. If you mail 5,000 pieces and get a 1% response, according to statistical error and confidence tables, there's a 95% chance that an identical mailing to new

test mailing received a 6% response, you can be confident that the response range for subsequent mailings will be between 5.3% and 6.7%.  
 Weird, but at least 95% true.

Results

**Simplified mail order Return on Investment (ROI) worksheet**

How does your package measure up? The beauty of direct mail is that you can actually get an answer to that question. These simple calculations allow you to measure the return on your investment, quickly and accurately.

**Revenue**

A. Price	\$ 30.00
B. Shipping/handling	\$ 7.00
C. Returns (10%?)	\$ 3.00
A + B - C = Net good order value	<u>\$ 34.00</u>

Let's say you're marketing a \$30 steak knife set and charging \$7 for shipping and handling. Subtract 10% from your product price, or \$3, to account for returned orders, and you have a \$34 net good order value.

**Expenses**

D. Cost of goods	\$ 6.00
E. Fulfillment	\$ 4.00
F. Bad pay provision (5% of A+B)	\$ 1.85
G. Premium or other offer costs	\$ 3.00
D + E + F + G = Subtotal of expenses	<u>\$ 14.85</u>

So what are you spending to generate each \$34 order? The knives cost \$6 to manufacture and your fulfillment costs are \$4. Also figure on losing 5% of your total receipts, or \$1.85, on account of non-payment. Say you're sweetening the offer with a premium — a plastic wall-mounted holder for the knives — and that's going to cost you \$3. Your total expenses will be \$14.85.

**Allowable promotion costs**

H. Good order value minus subtotal of expenses	\$ 19.15
I. Desired profit per order	\$ 8.00
H - I = Allowable promotion costs per order	<u>\$ 11.15</u>

Subtract your \$14.85 in expenses from the good order value of \$34, and you'll get \$19.15. Your desired profit per order is \$8. That leaves \$11.15 to spend on promotion.

**Results**

CPM (Cost per thousand) of mailing	\$ 300.00
OPM (Orders per thousand)	<u>30</u>
Cost per order = CPM divided by OPM	<u>\$ 10.00</u>

Your CPM, or cost to mail a thousand postcards, is \$300. And let's say your OPM, or orders per thousand, was 3%, or 30. Divide CPM by OPM, and you get a \$10 cost per order — \$1.15 less than you allowed for. Congratulations! Your actual profit is \$9.15.



# targeted

**BARCLAYS** Getting corporations to shift 401(k) assets to Barclays was the easy part – getting in the door was another story. Cold-calling didn't do the trick, but dimensional direct mail generated double-digit response rates by getting past the gatekeepers to reach senior decision-makers. Combined with a "bullet-proof" prospect list and a compelling offer, the package helped Barclays' Defined Contributions team bring in millions in new business.



downsizing or eliminating a component can create a new winning control package.

**Lifetime value** Many consumer direct mailings will never reach breakeven in the traditional mail order sense, and the mailers know it. Catalogers, magazines, or financial companies may willingly incur an initial loss in the interest of forging an ongoing relationship.

The high cost of direct mail means that businesses which rely heavily on mail are those who are willing to make an investment in customer acquisition. An elaborate direct mail package is just one part of that investment, often a tiny part.

Consider the competition that raged a few years ago between long distance carriers. As consumers became savvier and mailbox competition grew more fierce, companies literally gave away \$100 in cash to earn a customer.

**Mailbox clutter and the successful offer** Whether you pay now or pay later, the overriding goal of all direct mail is to get you to stop what you're doing and ACT NOW! And nothing works better at cutting through the clutter than a single four-letter word...

Cash this **FREE** check for \$50...and change your phone service.

**FREE** money for 90 days...then somewhat competitive rates and lots of fees.

Your First Issue **FREE**... then \$31.95 a year for the next 28 years

B2B mailings are designed to generate a lead or create an entrée for a business relationship. The value of a sale is typically much higher than a consumer mail offer, and the process is most often a two-step proposition. The mail piece creates the lead, then a more expensive collateral piece or personal interaction closes the sale.

**High impact solutions** Often, your biggest challenge will be getting past the "gatekeeper" — the person who decides what makes it into the executive in-box. One way to reach your target is with a piece of mail so compelling that the gatekeeper simply can't throw it away. Often that will be something three-dimensional — a box, a tube, or a case.

In high-stakes B2B mail, premiums and widgets abound. From baseball caps to coffee cups, many a premium has paved the way for successful meetings. But what if you're simply mailing an envelope? Delivery via a courier or overnight package service confers an "official" quality to your mailing, catapulting it above the daily pile of "junk mail."

**Or take the personal approach**

"Bob suggested I write you..."

"Sarah, I enjoyed meeting you at..."

"Mary, I thought you should see this clipping..."

A "hand-written" stick-on note or quirky scrawls on a torn magazine page often pass the gatekeeper test, but be sure the personal illusion is really backed up with something of substance and value, or your recipient may feel tricked.



markets

get a hold of your printer and postal adviser.

After all, today's web presses and inline bindery equipment can perform any number of operations, including complex folds, perfs, bursts and gluing, creating integrated envelopes, reply forms, personalization, tip-ons, inserts and more — all in a single pass. Helping you sort through the endless array of options is your printer's job.

Before you make any commitments, however, contact your local USPS Mailpiece Design Analyst to discuss postal requirements. Familiarizing yourself with the costs and constraints imposed by the USPS will not only save you money, it can also bear directly on how well your package withstands the rigors of sorting and delivery.

Chances are, there's a ready-made whiz-bang format available that can meet your needs while satisfying external requirements. By designing to postal parameters and your printer's existing dies and setup specifications, you'll save money and time, plus you'll jump-start the creative process with format ideas. Perhaps your printer can even supply ready-to-use computer templates for your favorite layout program.

Just remember: A direct mail project is best undertaken as a collaboration. And the closer the interaction among creative, production and the Postal Service, the further your piece will take you.

**5**  
WHAT IS THE BEHAVIORAL OBJECTIVE OF THE PROMOTION (SALES, LEADS, STORE TRAFFIC)?

**6**  
WHAT IS/ARE THE PRICE POINT(S)?

**7**  
ARE THERE EXTRA COSTS, SUCH AS SHIPPING OR DELUXE VERSIONS?

**8**  
WHAT ARE THE PAYMENT METHODS?

**9**  
WHAT IS THE OFFER (PREMIUM, DISCOUNT, TRIAL, TIME LIMIT, MORE INFORMATION)?

**P L A Y**  
**20**  
*Questions*

BEFORE YOU CREATE A DIRECT MAIL PROMOTION, YOU SHOULD BE ABLE TO PROVIDE THE ANSWERS TO THESE QUESTIONS.

**10**  
WHO IS THE PRIME PROSPECT OR MOST LIKELY CUSTOMER FOR THE PRODUCT?

**11**  
WHAT IS/ARE THE LIST SOURCE(S)?

**12**  
ARE YOU COMMUNICATING WITH PAST CUSTOMERS OR NEW PROSPECTS?

**13**  
ARE CUSTOMER/CLIENT TESTIMONIALS AVAILABLE?

**14**  
ARE THERE CORPORATE GRAPHIC OR TYPOGRAPHIC STANDARDS?

**15**  
IS THERE A BRAND PERSONALITY OR TONE THAT SHOULD COME THROUGH (I.E., FUN AND PLAYFUL, OR BUSINESSLIKE AND PROFESSIONAL)?

**16**  
WHAT ARE THE LEGAL MANDATORIES, INCLUDING COPYRIGHT AND TRADEMARK, CONTRACT LANGUAGE OR TERMS AND LIMITATIONS?

**17**  
HOW WILL RESPONSES COME IN (PHONE, MAIL, INTERNET, OTHER)?

**18**  
IS THERE A GUARANTEE?

**19**  
IS THIS A TEST, AND IF SO, WHAT IS THE CONTROL PACKAGE AND OFFER?

**20**  
WHAT IS THE BUDGET, AND SHOULD COSTS BE BASED ON TEST QUANTITIES OR ROLLOUT QUANTITIES?

# 5 Steps

## STEP 2: Before you create, know WHAT you need to know.

See the list of 20 questions for details, but start with these two basics. If you don't know the following two things, your project will probably fail miserably.

- > Who is the target? Know your customer, the more intimately the better, and speak to him or her in the appropriate voice.
- > What behavior am I seeking? Whether you're generating traffic, a lead or a direct sale, know exactly what you want your customer to do, and exactly what will happen to his or her reply card, phone call or web page hit.

## STEP 3: Before you create, know WHOM you need to know.

Direct mail production takes a team.

- > Marketing
- > Creative
- > Account Manager
- > Producer
- > Project Manager
- > Printer
- > Lettershop
- > Postal Service

Leaving out any one is a recipe for expensive headaches down the road.

## STEP 4: Let the offer lead the way.

Don't bury the offer. Feature it. Get out of the mindset that an 800 number or web address goes in 6 pt. type on the bottom of the page.

The offer is an incentive to act, and behavior is what direct mail is about. Don't be afraid to ask for the behavior you're seeking...then ask for it again. Then repeat your call to action for good measure. If you want someone to call you, ask them to please call you. Please.

## STEP 5: Pick your format and build your package from finish to start.

Most tasks go from start to finish. When you're creating a direct mail piece, it's often helpful to do exactly the opposite. Start with the reply mechanism: the call to action, the Business Reply Card, the fulfillment process. Then work backwards. By doing so, you avoid the mistake of many direct mail rookies — creating print ads that just happen to be delivered in the mail with offers and response options tagged on as an afterthought.

others just the facts. The letter and brochure offer alternate ways of presenting the same information.

Consisting of several inserts, it generated a higher-than-expected response rate in part because of recipients' enthusiastic response to the premium offer.

Offer Sticker

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The National Geographic Society  
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One year at only \$19 — a 60% savings  
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 ...with a 100% money-back guarantee.

I strongly suggest that  
 you take advantage of this opportunity  
 promptly — today if you please.

Letter

Dear Friend,

Simply by returning the enclosed in  
 member of the National Geographic Society  
 of the regular dues.

You also will have the protection of  
 GUARANTEE. Yet you will still enjoy all the  
 including...

- 12 spectacular issues of NATIONAL GEOGRAPHIC
- a full-color, poster-size World map, plus 2 display maps in selected issues.
- 20% member discounts on the Society's travel guides, travel gear, and more.

Brochure

**TWO FREE MAPS: THE WORLD AND THE AFGHANISTAN AND PAKISTAN REGION TO HELP YOU KEEP AHEAD OF WORLD EVENTS IN THESE TROUBLED TIMES...**

**YOURS FREE!**

**World**  
 Your new wall map measures a full 43" by 30" and is printed in full color on fine paper stock. It reflects new names and new nations—and brings you the world as it is today.

Use your free World map to stay on top of the news, for home reference, and to help your children with homework, too.

**Afghanistan and Pakistan**  
 This 20" by 31" full-color map portrays the region in two ways: One side features the traditional political map of Afghanistan, Pakistan, and portions of the surrounding countries. The reverse shows vegetation, drought-affected areas, mountains, refugee camps, and a time line of key political events of Afghanistan's history.

**NATIONAL GEOGRAPHIC SOCIETY**  
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DOUBLE MAP SUPPLEMENT: ANCIENT GREECE  
 VOL. 196, NO. 6  
 DECEMBER 1999

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JOURNAL OF THE NATIONAL GEOGRAPHIC SOCIETY

Reply Envelope or Card

**BUSINESS REPLY MAIL**  
 FIRST-CLASS MAIL PERMIT NO. 1600 TAMPA, FL

POSTAGE WILL BE PAID BY ADDRESSEE  
**NATIONAL GEOGRAPHIC SOCIETY**  
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CONVINCE



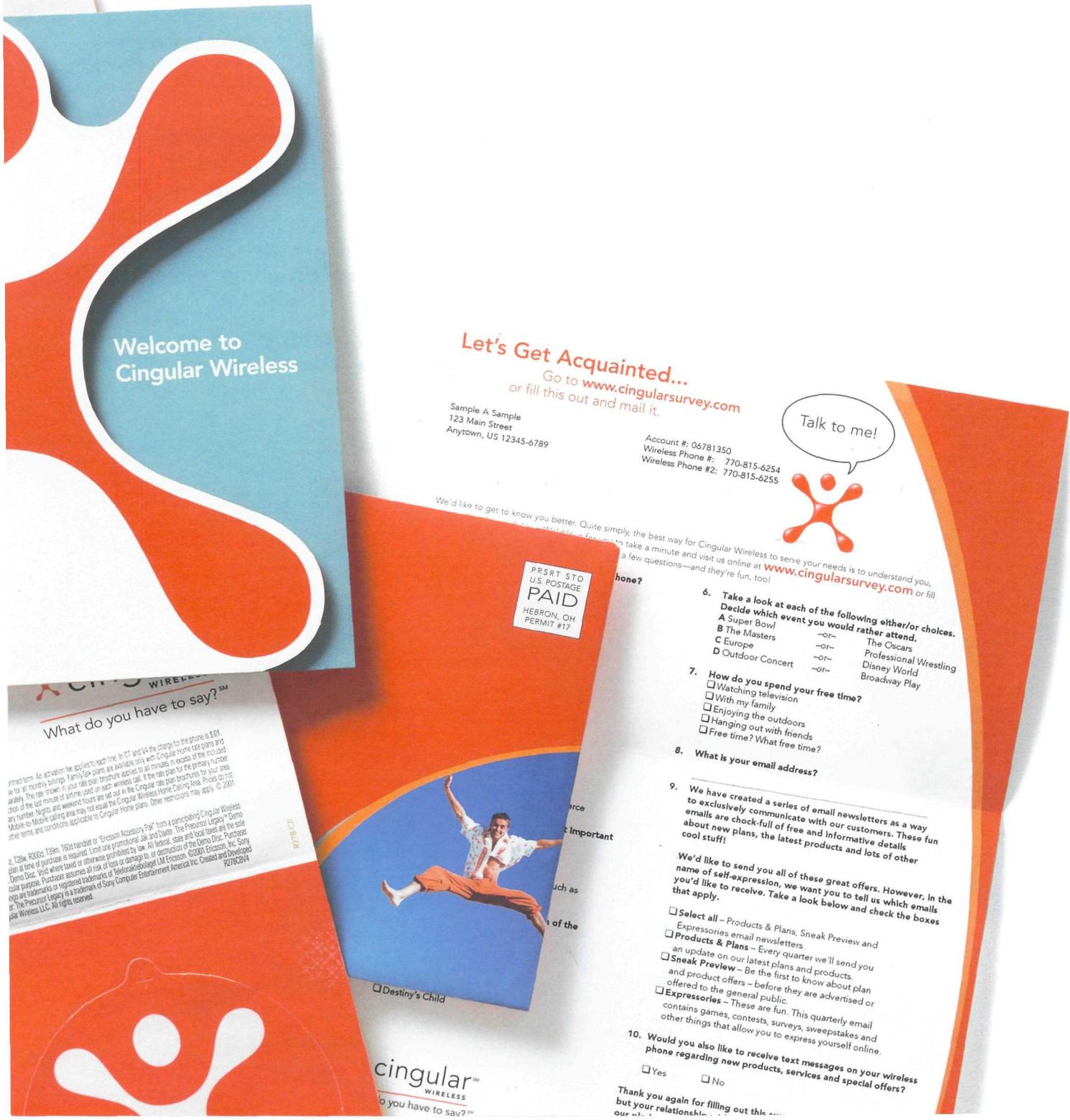
Many direct marketing traditionalists avoid self-mailers. Some direct mail texts even suggest that letters will always outpull them.

While it's true that a well-written letter is a powerful and personal sales tool, self-mailers have gained momentum both in usage and performance. In fact, many self-mailer designs include a "letter" pane.

While self-mailers are immediately identifiable as marketing, if properly targeted and visually compelling, they can be your most production-efficient and inexpensive package option.

When planning self-mailer production costs, don't forget to include costs for sealing the open end of your self-mailer with a strip of adhesive or wafer seals. Your lettershop or Postal Service Mailpiece Design Analyst can tell you whether you'll need one, two or more sealing points.

Often, your choice of a folding configuration will be driven by personalization needs. Putting both address and reply device personalization on one side of the sheet before folding can save money.



Welcome to Cingular Wireless

Let's Get Acquainted...  
Go to [www.cingularsurvey.com](http://www.cingularsurvey.com)  
or fill this out and mail it.

Sample A Sample  
123 Main Street  
Anytown, US 12345-6789

Account #: 06781350  
Wireless Phone #: 770-815-6254  
Wireless Phone #: 770-815-6255



We'd like to get to know you better. Quite simply, the best way for Cingular Wireless to serve your needs is to understand you, so we've created a survey for you to take a minute and visit us online at [www.cingularsurvey.com](http://www.cingularsurvey.com) or fill out a few questions—and they're fun, too!

PRSR STD  
U.S. POSTAGE  
PAID  
HEBRON, OH  
PERMIT #17

6. Take a look at each of the following either/or choices. Decide which event you would rather attend.
- A Super Bowl -or- The Oscars
  - B The Masters -or- Professional Wrestling
  - C Europe -or- Disney World
  - D Outdoor Concert -or- Broadway Play

7. How do you spend your free time?
- Watching television
  - With my family
  - Enjoying the outdoors
  - Hanging out with friends
  - Free time? What free time?

8. What is your email address?

9. We have created a series of email newsletters as a way to exclusively communicate with our customers. These fun emails are chock-full of free and informative details about new plans, the latest products and lots of other cool stuff!

We'd like to send you all of these great offers. However, in the name of self-expression, we want you to tell us which emails you'd like to receive. Take a look below and check the boxes that apply.

- Select all - Products & Plans, Sneak Preview and Expressories email newsletters
- Products & Plans - Every quarter we'll send you an update on our latest plans and products.
- Sneak Preview - Be the first to know about plan and product offers - before they are advertised or offered to the general public.
- Expressories - These are fun. This quarterly email contains games, contests, surveys, sweepstakes and other things that allow you to express yourself online.

10. Would you also like to receive text messages on your wireless phone regarding new products, services and special offers?

Yes  No

Thank you again for filling out this survey and for your relationship with Cingular Wireless.

cingular WIRELESS

What do you have to say?

### Supporting the brand image

When you're creating direct mail, you know the paper choices you make affect the reader's impression. Tactile feel, the crisp readability of type, and superior ink holdout and color reproduction not only reinforce an image of quality and substance, but become an integral part of the message.

Substantial papers evoke a substantial image. Flimsy paper creates an entirely different image. Match your paper look and feel to the product you're promoting.

If you're selling Sea Monkey eggs, decoder rings and X-ray glasses, newsprint may not damage your corporate image, but you wouldn't use that same newsprint to invite a test drive in a luxury auto.

As a rule of thumb, the higher the ticket price of the product or service you're promoting, the more important paper quality becomes.

Remember also that a paper upgrade adds only a fraction to your overall budget, but can save money by reducing production costs and improving response rates.

### Paper Do's and Don'ts

DO mock up every component of your mail package using actual paper stock and get approval from your Mailpiece Design Analyst before printing.

DO share your paper choices with your lettershop to ensure acceptable performance with inserting equipment.

DO ask your printer or lettershop for advice on paper compatibility with their laser or inkjet equipment, and have them actually test the sheets.

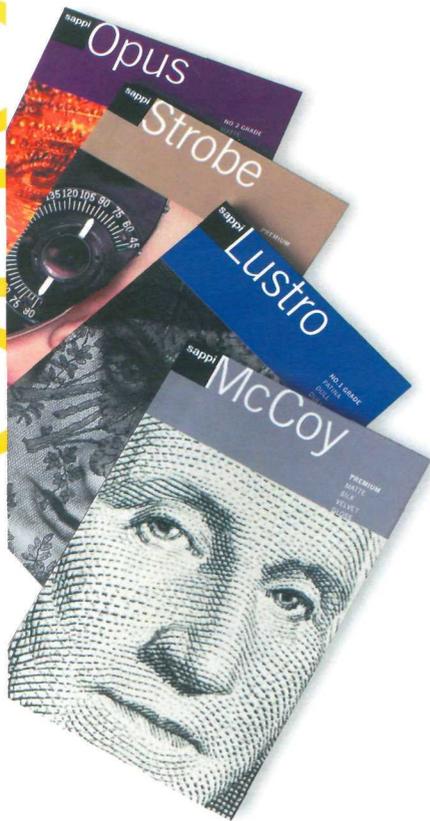
DO make reply devices and order forms easy to write on. Test paper with pencil, ballpoint and felt tip pens.

DO consider what high-speed mail processing equipment will do to your mail piece. Paper is usually the only armor your marketing message wears on its journey.

DON'T automatically assume that a paper weight upgrade will always add postage cost. While First-Class costs start jumping when weight exceeds 1 ounce, Standard mail doesn't typically cost extra until it weighs over 3.3 ounces!

DON'T assume that the cheapest papers offer the best return on investment in the mail. Paper changes DO affect response rates.

DON'T print copy-heavy mail components on high-gloss papers. A low-gloss, non-glare sheet such as an uncoated, matte or silk provides better readability.



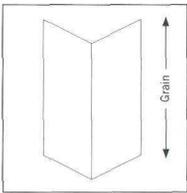
choice

When choosing paper for direct mail, too often the sole concern is weight. But paper choice also affects the printing process, since digital, offset and hybrid printing make specific demands of paper. Just as important, paper can have a

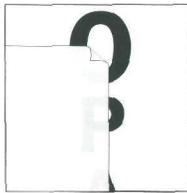
profound impact on the way your package is perceived, so to avoid headaches and achieve maximum impact, it pays to be well-informed about paper choice.



**Formation** Hold your paper up to the light. If the fibers seem clumped together, move on to your next paper choice, because you need uniform fiber distribution to achieve optimal ink lay and toner adhesion. And since formation also affects tactile quality, a well-formed, premium sheet can help convey an upscale or professional image.



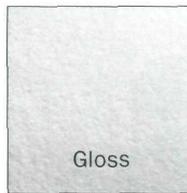
**Grain Direction** The way your paper flows and folds in the printing and lasering process depends significantly on grain direction, or the way fibers are aligned. For offset and digital printing alike, the consequences of going against the grain — including lumpiness and cracking — can compromise your entire piece.



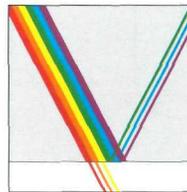
**Opacity** The less light that passes through a sheet of paper, the more readable it will be. Sappi papers feature special pigments that fill the voids between fibers in the base stock while increasing reflectance. The result is a sheet with superior opacity, brightness and smoothness.



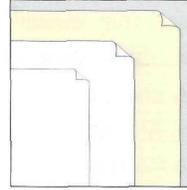
**Smoothness** In both digital and offset printing, the smoother the paper's surface, the more evenly ink or toner will adhere to it, and the crisper the images printed on it. Smoothness correlates directly to the quality of base stock, the addition of interfiber filler, and the super-smooth application of specially designed coatings.



**Finish** You can choose from a variety of coated and uncoated finishes, in various grades. The most common coated finishes are gloss, silk, dull, velvet and matte, while uncoated finishes typically include smooth, wove, linen, vellum, felt and laid. Each has its strengths, depending on the job, and will perform differently on press.



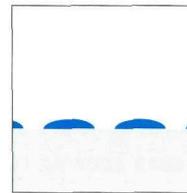
**Shade** Referring to the uniformity of reflected light across the full spectrum, shade determines how accurately a color image is reproduced. Yet there is no "right" shade. For example, an ultra bright blue white sheet highlights crisp, cooler tones, while a warm white paper absorbs them, and a neutral white shade reflects the full spectrum.



**Brightness** Brightness refers to the amount of light reflected at one specific wavelength: 457 nanometers. Like the wattage of a light bulb, it enhances impact and creates contrast, making artwork and photography pop. Conversely, a sheet with low brightness will drain images of their intensity.



**Ink Gloss** Among the many benefits of excellent ink hold-out is high retained ink gloss, which enhances brilliance and color intensity particularly with shiny or detailed imagery. Typically, gloss finishes have the highest retained ink gloss, followed respectively by velvet, silk, dull, satin, matte and uncoated.



**Ink Hold-Out** Ink only delivers color and detail at full intensity when it sits up on the paper surface. A quality paper strikes a balance between tightness and porosity in order to achieve intense color, detail, precise lines and sharp halftone dots, while allowing the ink solvent to penetrate the surface to ensure good ink setting.



**Laser Printing Compatible** Controlled moisture content is important to avoid curling in high-heat lasering, and the paper should be proven to attract toner particles. If you're printing two-sided, the paper should also have sufficient opacity to avoid bleed-through. Don't take chances: Test your paper first.



**Inkjet Printing Compatible** In general, the smoother and more porous the paper surface, the better for inkjet printing. A number of other factors can also affect color intensity and detail, so be sure to test your paper first to see if it will meet your expectations.



**Hybrid Printing Compatible** Sometimes a combination of ink and toner will meet your needs, but be careful. The offset ink has to tolerate the heat necessary to adhere toner to the paper. Also note that the papers used for offset printing require more moisture than those used in digital printing. And only choose papers that can hold the electrical charge necessary to attract toner particles. Test, test, test.

Every direct mail piece needs an address, even one as generic as “Postal Customer” or “Current Resident.” Think carefully about how your piece will be addressed. Addressing methods can affect everything from paper choice to envelope style to letter or reply device layout.

### Postal customer or current resident mailing

Of course, it's possible to create direct mail that doesn't provide a specific address. General carrier route delivery pieces require no personalization or labeling and can therefore be produced and mailed extremely quickly. A simple letter, self-mailer or postcard can be in the mail in a matter of days.

Since resident-addressed mail doesn't take advantage of the targeting power of lists, you can expect a somewhat lower response than you would receive from a targeted offer. On the other hand, list costs are eliminated, saving anywhere from a penny or two to a dozen or more cents per piece.

### Solo mail for geographically focused businesses

Businesses and organizations with a broad appeal but limited geographic reach may use ZIP clusters around their location to attract business, blanketing every home and business within a ZIP code or carrier route. Examples include restaurants, professional services such as doctors, dentists or financial planners, or newly opened businesses seeking to build local traffic.

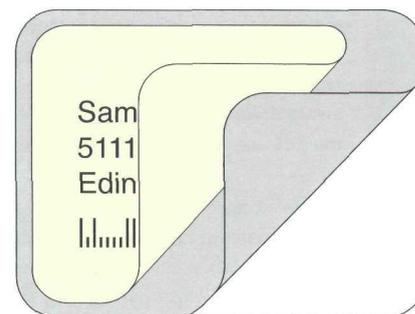
## Labels

If your direct mail piece isn't personalized but is going to specific names and addresses, you may opt for a preprinted label rather than printing the address on the envelope or letter. You have several different choices when it comes to labels. Before you decide on one, however, test it to confirm overall compatibility with your project.

**Cheshire labels** Once the standard method for delivering a rented list, Cheshire labels are named for a brand of label application equipment. They usually come on a continuous form containing four labels to a line side by side (your letter-shop may refer to it as “East to West”), but other formats are possible. Cheshire labels are 1" by slightly less than 3 1/2", and are delivered ungummed and unperforated. Labels with barcodes may be slightly larger.

**Peel-off labels** Peel-off, or pressure-sensitive, labels cost slightly more than Cheshire labels. They can easily and rapidly be hand-affixed for small-quantity mailings, but can also be applied by machine. Pressure-sensitive labels can come in continuous form sheets or rolls, so be sure you know your letter-shop's preferences and capabilities.

**Piggyback labels** A special kind of peel-off label, piggybacks come on a waxed backing which is machine-applied to the mailing piece, allowing the customer to peel off the label and affix it elsewhere. Piggyback labels are a great way to simplify response without having to personalize the response device. Rather than filling out name and address information on a reply device or order form, customers just peel and stick the address label from the front of the piece or the outer envelope. As an added benefit, piggyback labels may allow you to capture additional information quickly, such as source codes or customer ID numbers.



**Printing an address...and much more**

Today, preprinted labels are no longer the standard method for delivering names and addresses, having been replaced by optical or magnetic media, or even direct electronic delivery to a printer or lettershop. If you'll be imprinting addresses, either on an outer envelope or as part of a personalized letter or reply form, you have two principal methods from which to choose.

**Laser printing** As costs have declined, laser imprinting has emerged as the preferred high-quality means of personalization. Not all lasers are the same, however, and the type of lasering equipment can affect your paper choice.

Hot lasers fuse toner to a sheet using heat, just like your desktop laser printer. The extreme heat can affect certain ink, so if your printing and personalizing are done separately, make sure your printer and lettershop work together.

Cold lasers use cold chemicals like freon to fuse toner. They can produce acceptable results on a wider variety of papers, including coated stock. Keep in mind, though, that just because a coated or slick stock is laserable, it may not be the best choice if you're asking end users to write on a reply card or order form.

Both hot and cold lasers give you unsurpassed design flexibility in type fonts and size. In most cases, you can specify any font you like, including ones that simulate handwriting.

**Laser printing**

**John Q. Sample  
123 Any Street  
Anytown, US 12345**

John Q. Sample  
123 Any Street  
Anytown, US 12345

**Inkjet printing** The personalization method of choice for most high-speed inline formats, inkjet printing ranges from the coarsest dot matrix pattern to crisp type that's nearly indistinguishable from laser printing. Keep in mind, however, that the amount of time required by higher-quality inkjet printing can drive up costs, particularly on large runs. Inline forms, such as catalog covers, are often inkjet printed.

Make sure that your paper is compatible with the inkjet press, because results can vary widely. Porous stocks tend to yield the best results because they absorb the ink droplets quickly for rapid drying, but those same characteristics can cause the ink to spread and bleed. Coated stocks may present a problem, especially on inkjet printers that lack dryers, since the ink droplets will tend to smear. The ink holdout characteristics which are desirable for vivid color reproduction are undesirable in this application. Inkjet printing offers some flexibility in type size and font selection.

A word to the wise: Before making a final decision, submit a sample to the post office for approval. In some cases, an address may be legible to the eye, but not to the equipment that sorts and routes it.

**Inkjet printing**

Draft quality  
John Q. Sample  
123 Any Street  
Anytown, US 12345

Near letter quality  
John Q. Sample  
123 Any Street  
Anytown, US 12345

Letter quality  
John Q. Sample  
123 Any Street  
Anytown, US 12345



## Meet your MDA

When mailing at least 200 pieces, you can take advantage of Standard rate mail. Formerly known as Bulk mail, it's really a work-sharing arrangement with the Postal Service. In return for designing a piece to be automated or performing tasks like presorting by ZIP code and delivering to a designated entry facility, you'll get a price break... but only if you follow the rules.

This is where your USPS Mailpiece Design Analyst enters the picture. One of the most important people in the process, he or she can help you sort through the myriad postal requirements, sign off on mailability and qualification for automated rates, and give you hard copies of appropriate FIMs (Facing Identification Marks) or barcodes for reply forms.

Early in the design process, provide package blanks on the actual paper stock along with proposed designs. Your MDA will check for compliance regarding acceptable thickness and rigidity, background color, flexibility, barcode print tolerances and more. The rules are surprisingly specific and subject to change as the USPS deploys new sorting equipment.

Remember to leave time in your production schedule for MDA approvals and any necessary changes. The amount of time required for a ruling varies seasonally and by location.

**First-Class Mail** The big benefit of mailing First-Class is 1-3 day nationwide delivery (as opposed to 10 to 21 days for Standard mail). Stamped cards and postcards fall into one category, while letters, flats and parcels comprise their own categories; and within each subclass there are automation and presorted rates for mailings of 500 pieces or more. Remember, certain mailpiece characteristics will entail surcharges. Discuss your options with your MDA, because in some cases the content of your mailing will dictate how it must be sent. If the piece contains personal information unique to the recipient, for example, you'll have no choice but to send it First-Class.

## Four kinds of standard mail

To make life easier for yourself and your MDA, get to know the basics of direct mail design and how they affect postal cost. The USPS separates all mail under one pound into one of four size categories: cards, letters, flats and irregulars. If the piece is over a pound, it's package mail, with an entirely different set of rules. For the purposes of Standard mail applications, nearly all pieces are designed as letters or flats. While the dimensions below indicate maximum and minimum sizes, keep in mind that pieces must be rectangular to avoid a nonstandard surcharge. A piece that's too close to square may look cool, but it's going to cost extra because it cannot be barcoded and is likely to tumble during automated processing, jamming machines and damaging your mail.

**Cards** When it comes to direct mail, not all cards are cards. The card category is applicable only for First-Class mail, so most direct mailers only concern themselves with it when it comes to Business Reply Cards (BRC). To qualify for card rate, BRCs must be at least 3 1/2" x 5" but no larger than 4 1/4" x 6". Business Reply Mail can be larger, but would be charged at a higher rate (usually First-Class Letter rate, plus a business reply surcharge). Remember also that you can send a postcard First-Class for less than what it costs to mail a standard envelope, so it may be worth it to design a card instead of a more elaborate piece, and reap the benefits of a good rate and markedly faster delivery.

**Letters** The most economical Standard mail category is letter size, which includes everything up to 6 1/8" x 11 1/2".

Length 5" to 11 1/2"  
Height 3 1/2" to 6 1/8"  
Thickness .007" to .25"  
Weight up to 3.3 ounces (some restrictions apply)

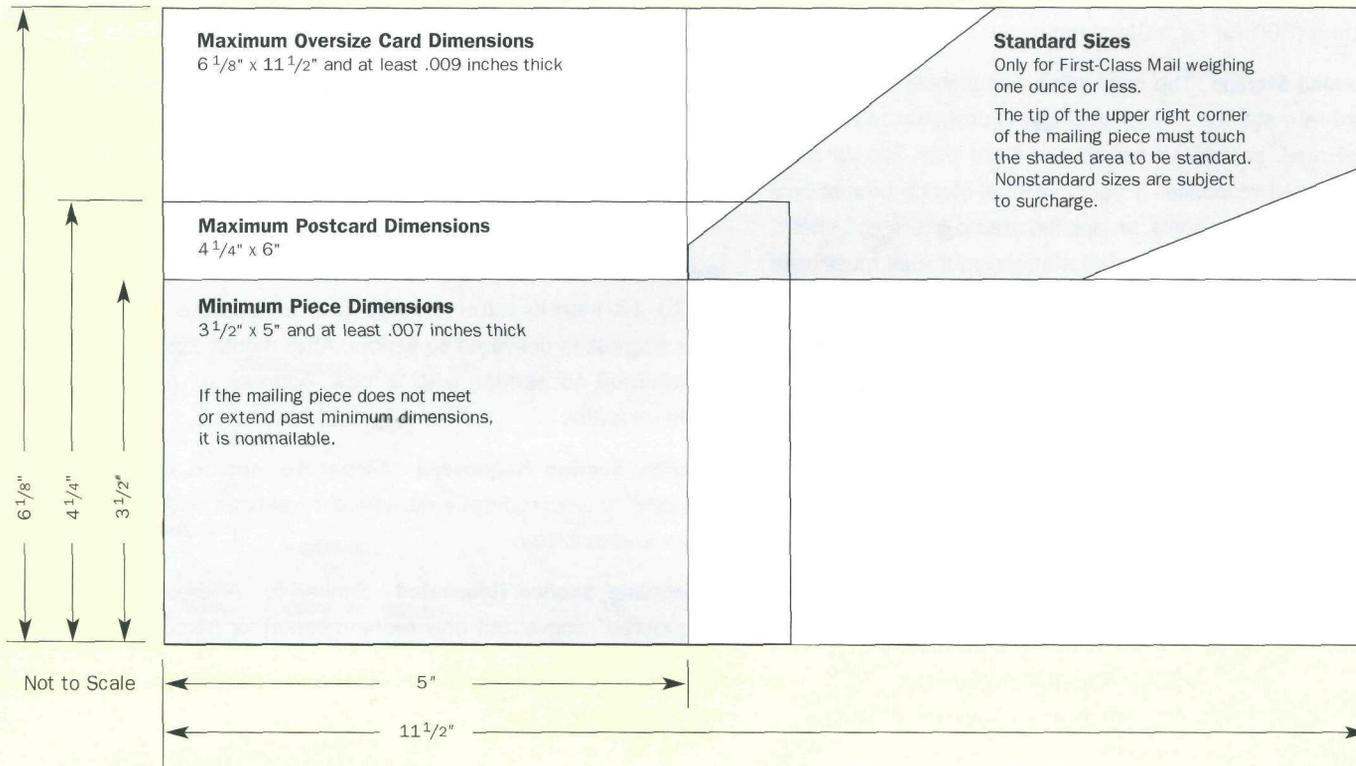
**Flats** Flats exceed letter size in at least one of the following dimensions.

Length 11 1/2" to 15"  
Height 6 1/8" to 12"  
Thickness .25" to .75"  
Weight just under 16 ounces

**Irregulars** You may think of an irregular as a parcel or box, but when it comes to Standard mail, the post office doesn't. An irregular is anything under one pound (maximum 15.999 oz.) that doesn't fit in the card, letter or flat categories, even if it's a flat piece like an oversize postcard. In addition to regular postal rates, you'll incur a surcharge for irregulars, so for most high-volume mailings, it pays to design within the limitations of a flat (no larger than 12" x 15" and no thicker than 3/4").

advice

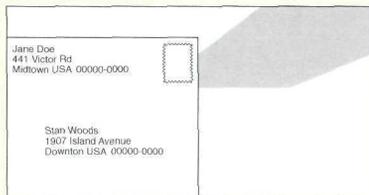




**Within Ratio**



**Too High Subject to Surcharge**



**Nonstandard First-Class Mail Size Limits**

A piece of First-Class Mail weighing 1 ounce or less is nonstandard if it exceeds any of the following size limits:

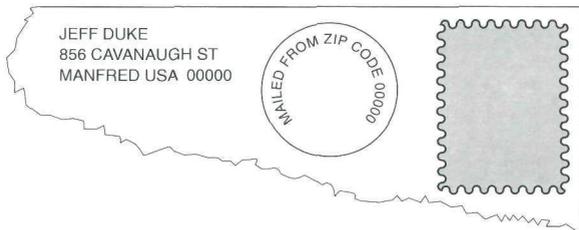
- A. Its length exceeds 11 1/2 inches
- B. Its height exceeds 6 1/8 inches
- C. Its thickness exceeds 1/4 inch
- D. Its aspect ratio (length divided by height) does not fall between 1.3 and 2.5 inclusive.

\*Be sure to check with your USPS Mailpiece Design Analyst for the most current information.

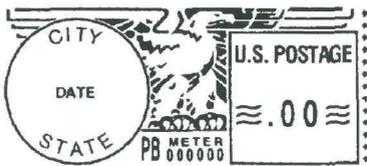
**Three ways to apply Standard postage**

There are three ways to show that postage has been paid on your Standard direct mail package. All require a Presorted Standard mailing permit. If your client's business does not have one, they may use a permit owned by your printer or lettershop. Be aware that mailing companies virtually always require postage to be prepaid. To qualify for Presorted Standard rates, you must mail at least 200 pieces at the same time (500 for First-Class mail).

**Precanceled Stamps** The post office can provide precanceled Standard rate stamps. If your package is designed to simulate personal mail, an applied stamp can more than pay for itself with increased response. If your piece is clearly promotional with teaser copy or visuals, an applied stamp offers no benefit. Note that if you use precanceled stamps, your mail must have a return address on the same side as the delivery address.



**Metered Postage** You can use metered postage on your Standard piece as well. The metered indicia will indicate the rate, showing that it is not First-Class mail. Metered postage has a more businesslike look than an applied stamp. Most bills and statements arrive with metered postage.



**Permit Imprint** You can preprint your postage, using one of several suggested templates. The post office offers some flexibility in preprinted indicia, but the type must be easily seen on the mailpiece (the USPS suggests a 6 pt. minimum) and the indicia must contain all the elements seen below. Before straying too far from the suggested design, consult your Mailpiece Design Analyst.



**Ancillary Service Endorsements**

Generally, undeliverable Standard mail is discarded, but you can specify different treatment for your mailing through an ancillary service endorsement (ASE). This special treatment can be important if you're testing a new list source, or just trying to keep your own house list clean.

Keep in mind that return services can be expensive. Returned mail typically costs the appropriate First-Class rate times 2.472, while the address correction fee is typically 70¢.

There are four ancillary service endorsements for undeliverables:

**Return Service Requested** The mail is returned to sender with a new forwarding address or reason for undeliverability attached.

**Address Service Requested** Forwarded to new address for up to 12 months after change and a separate notice of new address is delivered to sender. After month 12, the piece is returned to sender with a new address or reason for undeliverability.

**Change Service Requested** Separate notice of a new address is electronically delivered to sender and the mail piece is discarded.

**Forwarding Service Requested** Similar to "Address Service Requested" above, but only recommended for parcels.

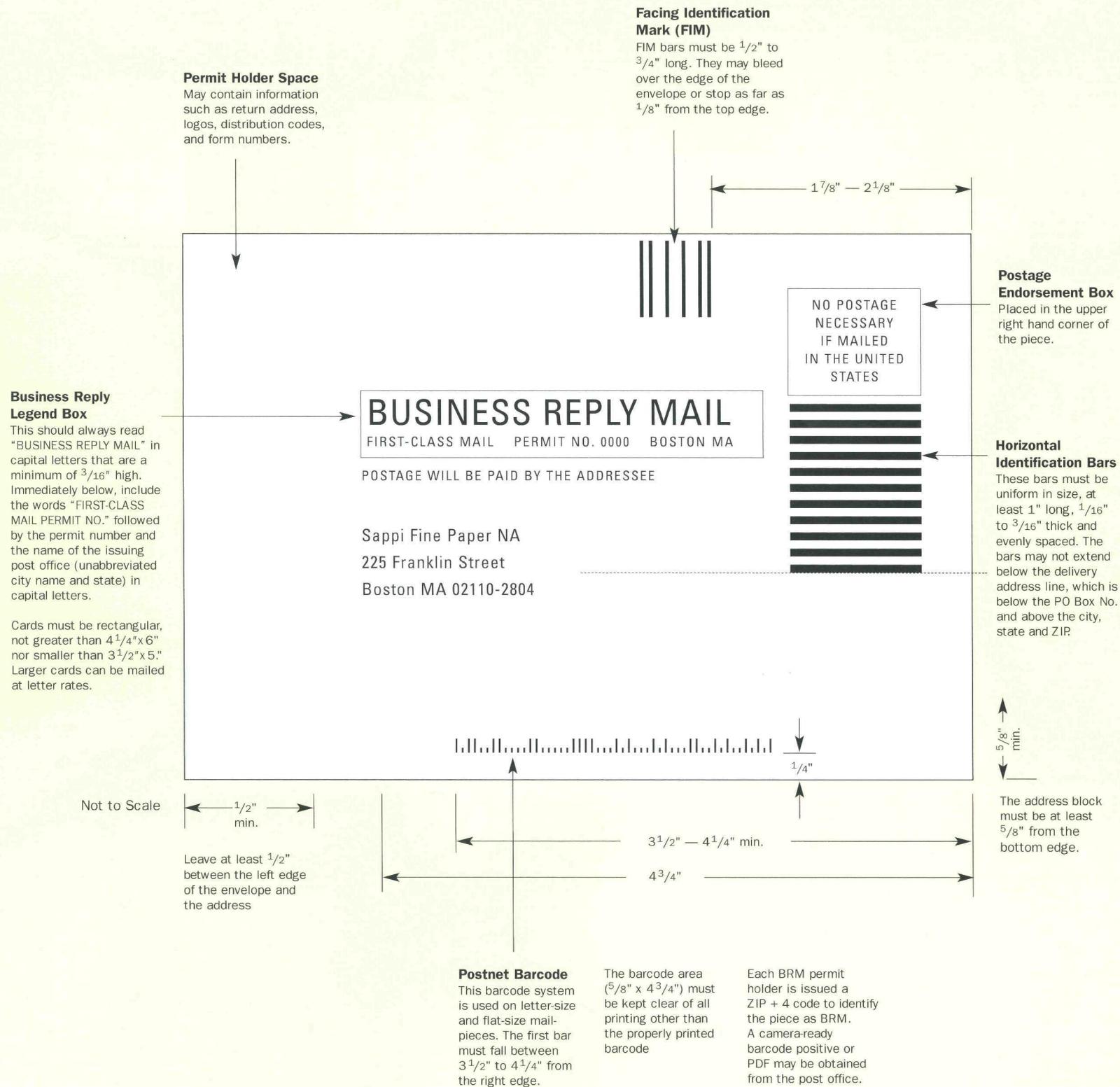
Whichever ancillary service endorsement you're using, it must appear in one of four places:

- > Directly below the return address
- > Directly above the delivery address
- > Directly to the left of the postage area
- > Directly below the postage area

Moreover, you also have to include a quarter-inch clear space both above and below the endorsement.

If you're not sure about the cost of returned pieces under selected endorsement, do yourself a favor and contact the due clerk at your local post office. A quick conversation could save you a lot of money.

mostade



\*Be sure to check with your USPS Mailpiece Design Analyst for the most current information.

The outer envelope is the first step in your four-part sales process of Attention, Interest, Desire and Action. If you're looking for an envelope, there's more available than a plain #10. The information below should help get you started. Of course, you can create virtually any size envelope you like out of

Sappi paper, but adhering to standard sizes and dies can save your client money. In many cases, pre-manufactured envelopes are the most logical choice, but for large runs (over 100,000) or in applications requiring heavy ink coverage or bleeds, custom-manufactured envelopes make more sense.

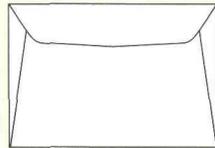


### Commercials and Officials

Commercials and officials are standard business envelope sizes for North America. They have side openings with gummed flaps.

Flap styles vary, with either pointed or straight flaps, or deeper "wallet" flaps for bulky contents.

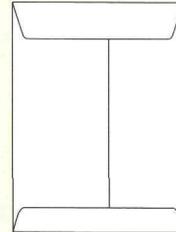
No.	Size (inches)
6 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>2</sub> x 6
6 <sup>3</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub>
7	3 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>
Monarch	3 <sup>7</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
Data Card	3 <sup>5</sup> / <sub>8</sub> x 7 <sup>3</sup> / <sub>4</sub>
Check	3 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>
9	3 <sup>7</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub>
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
11	4 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
12	4 <sup>3</sup> / <sub>4</sub> x 11
14	5 x 11 <sup>1</sup> / <sub>2</sub>



### Booklet

For use with booklets, folders and other types of direct mail. Open-side design permits overall printing.

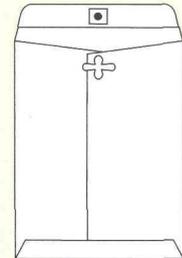
No.	Size (inches)
3	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>
4 <sup>1</sup> / <sub>2</sub>	5 <sup>1</sup> / <sub>2</sub> x 7 <sup>1</sup> / <sub>2</sub>
5	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>8</sub>
6	5 <sup>3</sup> / <sub>4</sub> x 8 <sup>7</sup> / <sub>8</sub>
6 <sup>1</sup> / <sub>2</sub>	6 x 9
6 <sup>5</sup> / <sub>8</sub>	6 x 9 <sup>1</sup> / <sub>2</sub>
6 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>
7 <sup>1</sup> / <sub>4</sub>	7 x 10
7 <sup>1</sup> / <sub>2</sub>	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>2</sub>
9	8 <sup>3</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>2</sub>
9 <sup>1</sup> / <sub>2</sub>	9 x 12
10	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>5</sup> / <sub>8</sub>
13	10 x 13



### Catalog

Open-end style. Wide seams with heavy gummed flaps provide good protection for mail handling of catalogs, magazines, reports, etc.

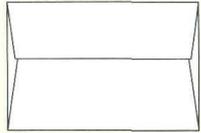
No.	Size (inches)
1	6 x 9
1 <sup>3</sup> / <sub>4</sub>	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>
3	7 x 10
6	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>2</sub>
7	8 x 10
8 <sup>1</sup> / <sub>2</sub>	8 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>2</sub>
9 <sup>3</sup> / <sub>4</sub>	8 <sup>3</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>4</sub>
10 <sup>1</sup> / <sub>2</sub>	9 x 12
12 <sup>1</sup> / <sub>2</sub>	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>
13 <sup>1</sup> / <sub>2</sub>	10 x 13
14 <sup>1</sup> / <sub>2</sub>	11 <sup>1</sup> / <sub>2</sub> x 14 <sup>1</sup> / <sub>2</sub>
15	10 x 15
15 <sup>1</sup> / <sub>2</sub>	12 x 15 <sup>1</sup> / <sub>2</sub>



### Metal Clasp

Strong and durable. Ideal for mailing bulky papers. Can be opened and closed many times. Difficult to print on, however, so it's best to use address labels.

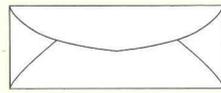
No.	Size (inches)
5	3 <sup>1</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>2</sub>
10	3 <sup>3</sup> / <sub>8</sub> x 6
11	4 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
14	5 x 11 <sup>1</sup> / <sub>2</sub>
15	4 x 6 <sup>3</sup> / <sub>8</sub>
25	4 <sup>5</sup> / <sub>8</sub> x 6 <sup>3</sup> / <sub>4</sub>
35	5 x 7 <sup>1</sup> / <sub>2</sub>
40	5 <sup>1</sup> / <sub>2</sub> x 7 <sup>1</sup> / <sub>2</sub>
50	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>4</sub>
55	6 x 9
63	6 <sup>1</sup> / <sub>2</sub> x 9 <sup>1</sup> / <sub>2</sub>
68	7 x 10
75	7 <sup>1</sup> / <sub>2</sub> x 10 <sup>1</sup> / <sub>2</sub>
83	8 <sup>1</sup> / <sub>2</sub> x 11 <sup>1</sup> / <sub>2</sub>
87	8 <sup>3</sup> / <sub>4</sub> x 11 <sup>1</sup> / <sub>4</sub>
90	9 x 12
93	9 <sup>1</sup> / <sub>2</sub> x 12 <sup>1</sup> / <sub>2</sub>
94	9 <sup>1</sup> / <sub>4</sub> x 14 <sup>1</sup> / <sub>2</sub>
95	10 x 12
97	10 x 13
98	10 x 15
105	11 <sup>1</sup> / <sub>2</sub> x 14 <sup>1</sup> / <sub>2</sub>
110	12 x 15 <sup>1</sup> / <sub>2</sub>



**Announcement Text**

Made for use with wide range of matching text and cover papers. Many have deckle-edge flaps.

No.	Size (inches)
A-2	4 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>
A-6	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>
A-7	5 <sup>1</sup> / <sub>4</sub> x 7 <sup>1</sup> / <sub>4</sub>
A-8	5 <sup>1</sup> / <sub>2</sub> x 8 <sup>1</sup> / <sub>8</sub>
A-9	5 <sup>3</sup> / <sub>4</sub> x 8 <sup>3</sup> / <sub>4</sub>
A-10	6 x 9 <sup>1</sup> / <sub>2</sub>
Slimline	3 <sup>7</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub>



**Ticket**

Open-side envelopes for theater tickets. Often printed with advertising.

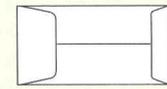
No.	Size (inches)
3	1 <sup>5</sup> / <sub>16</sub> x 4 <sup>7</sup> / <sub>16</sub>



**Wallet Flap**

Deep flap and heavy-weight paper for bulky correspondence. Much stronger than standard commercial envelopes.

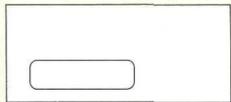
No.	Size (inches)
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
11	4 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
12	4 <sup>3</sup> / <sub>4</sub> x 11
14	5 x 11 <sup>1</sup> / <sub>2</sub>
16	6 x 12



**Coin**

Used for paper currency as well as coins by banks and individual companies.

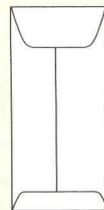
No.	Size (inches)
00	1 <sup>11</sup> / <sub>16</sub> x 2 <sup>3</sup> / <sub>4</sub>
1	2 <sup>1</sup> / <sub>4</sub> x 3 <sup>1</sup> / <sub>2</sub>
3	2 <sup>1</sup> / <sub>2</sub> x 4 <sup>1</sup> / <sub>4</sub>
4	3 x 4 <sup>1</sup> / <sub>2</sub>
4 <sup>1</sup> / <sub>2</sub>	3 x 4 <sup>7</sup> / <sub>8</sub>
5	2 <sup>7</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>4</sub>
5 <sup>1</sup> / <sub>2</sub>	3 <sup>1</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>2</sub>
6	3 <sup>3</sup> / <sub>8</sub> x 6
7	3 <sup>1</sup> / <sub>2</sub> x 6 <sup>1</sup> / <sub>2</sub>



**Window**

Permits name and address typed on enclosure to show. Used for invoices, statements, checks, receipts, etc.

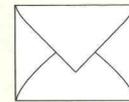
No.	Size (inches)
6 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>2</sub> x 6
6 <sup>3</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub>
7	3 <sup>3</sup> / <sub>4</sub> x 6 <sup>3</sup> / <sub>4</sub>
7 <sup>3</sup> / <sub>4</sub>	3 <sup>7</sup> / <sub>8</sub> x 7 <sup>1</sup> / <sub>2</sub>
8 <sup>5</sup> / <sub>8</sub>	3 <sup>5</sup> / <sub>8</sub> x 8 <sup>5</sup> / <sub>8</sub>
9	3 <sup>7</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub>
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
11	4 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
12	4 <sup>3</sup> / <sub>4</sub> x 11
14	5 x 11 <sup>1</sup> / <sub>2</sub>



**Policy**

Primarily used for insurance policies. Also to hold bonds, mortgages, legal papers.

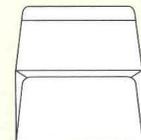
No.	Size (inches)
10	4 <sup>1</sup> / <sub>8</sub> x 9 <sup>1</sup> / <sub>2</sub>
11	4 <sup>1</sup> / <sub>2</sub> x 10 <sup>3</sup> / <sub>8</sub>
14	5 x 11 <sup>1</sup> / <sub>2</sub>



**Baronials**

Baronials are squarish, invitation-style envelopes, usually with a very deep pointed flap. They evoke a more personal, perhaps even formal feel, making them appropriate for invitations, announcements and greeting cards.

No.	Size (inches)
4	3 <sup>5</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>8</sub>
5	4 <sup>1</sup> / <sub>8</sub> x 5 <sup>1</sup> / <sub>2</sub>
5 <sup>1</sup> / <sub>2</sub>	4 <sup>3</sup> / <sub>8</sub> x 5 <sup>3</sup> / <sub>4</sub>
6	4 <sup>3</sup> / <sub>4</sub> x 6 <sup>1</sup> / <sub>2</sub>



**Remittance**

Large flap can be printed to contain any message. Used for coupons, credit information, applications, statements, etc.

No.	Size (inches)
6 <sup>1</sup> / <sub>4</sub>	3 <sup>1</sup> / <sub>2</sub> x 6 (3 <sup>3</sup> / <sub>16</sub> Flap)
6 <sup>1</sup> / <sub>2</sub>	3 <sup>1</sup> / <sub>2</sub> x 6 <sup>1</sup> / <sub>4</sub> (3 <sup>3</sup> / <sub>8</sub> Flap)
6 <sup>3</sup> / <sub>4</sub>	3 <sup>5</sup> / <sub>8</sub> x 6 <sup>1</sup> / <sub>2</sub> (3 <sup>1</sup> / <sub>2</sub> Flap)
9	3 <sup>7</sup> / <sub>8</sub> x 8 <sup>7</sup> / <sub>8</sub> (3 <sup>5</sup> / <sub>8</sub> Flap)

**Direct Marketing/Mail**

Alliance of Non-Profit Mailers  
 Canadian Marketing Association (Canadian Direct Marketing Association)  
 Catalog Age  
 DIRECT — Magazine of Direct Marketing Management  
 The Direct Marketing Association  
 DMNews — Targeted for Direct Marketers  
 Mailing & Fulfillment Service Assoc. (MFSA)  
 National Mail Order Association  
 Standard Rate and Data Service

[www.nonprofitmailers.org/](http://www.nonprofitmailers.org/)  
[www.the-cma.org/](http://www.the-cma.org/)  
  
[www.catalogagemag.com/](http://www.catalogagemag.com/)  
[www.mediacentral.com/Direct/](http://www.mediacentral.com/Direct/)  
  
[www.the-dma.org/](http://www.the-dma.org/)  
[www.dmnews.com](http://www.dmnews.com)  
[www.masa.org](http://www.masa.org)  
[www.nmoa.org/](http://www.nmoa.org/)  
[www.srds.com](http://www.srds.com)

**Internet Marketing/Advertising**

eMarketer  
 Internet Advertising Bureau  
 Internet Advertising Resource Guide

[www.emarketer.com/](http://www.emarketer.com/)  
[www.iab.net/](http://www.iab.net/)  
[www.admedia.org/](http://www.admedia.org/)

**Paper, Printing & Publishing**

American Printer Magazine  
 The Envelope Manufacturers Association  
 Institute of Paper Science & Technology  
 National Envelope specification guide  
 Newspaper Association of America  
 North American Publishing Company  
 The Paper Com Alliance  
 Sappi Fine Paper

[www.americanprinter.com/](http://www.americanprinter.com/)  
[www.envelope.org/](http://www.envelope.org/)  
[www.ipst.edu/](http://www.ipst.edu/)  
[www.nationalenvelope.com/envelopespecifier](http://www.nationalenvelope.com/envelopespecifier)  
[www.naa.org](http://www.naa.org)  
[www.napco.com/](http://www.napco.com/)  
[www.papercom.org/](http://www.papercom.org/)  
[www.sappi.com](http://www.sappi.com)

**Lists/Database Marketing/Privacy**

Electronic Privacy Information Center  
 Post Master Direct Mailing Lists  
 PrivacyExchange.org

[www.epic.org/](http://www.epic.org/)  
[www.FreeStuffCentral.com](http://www.FreeStuffCentral.com)  
[www.privacyexchange.org/](http://www.privacyexchange.org/)

**Delivery**

United States Postal Service  
 USPS Rapid Information Bulletin Board System  
 Mailing and postal information and links

[www.usps.gov/](http://www.usps.gov/)  
<http://ribbs.usps.gov>  
[www.mailingstuff.com](http://www.mailingstuff.com)

**General Statistics**

Bureau of Economic Analysis  
 Congressional Information Services Home Page  
 Economic Policy Institute (EPI)  
 US Census Bureau

[www.bea.doc.gov/](http://www.bea.doc.gov/)  
[www.lexisnexis.com/academic/](http://www.lexisnexis.com/academic/)

**Glossaries**

Glossary  
 Printing Glossary

[www.rainwater.com/glossary.html](http://www.rainwater.com/glossary.html)  
[www.execpc.com/~bosshard/printing/glossary.html](http://www.execpc.com/~bosshard/printing/glossary.html)

**Other**

Better Business Bureau Online

[www.BBBOOnLine.org/](http://www.BBBOOnLine.org/)

**Actives:** Customers on a list who are recent purchasers, contributors or subscribers, usually within the past 12 months.

**AIDA:** An acronym for the most popular formula for preparing direct mail copy. The letters stand for: Attention, Interest, Desire, Action.

**Back End:** The set of activities necessary to complete an order once it is received. Also called fulfillment.

**Bangtail:** An envelope with a second extra large flap, which is typically perforated and used to present a secondary offer or as an order blank. Also refers to some inline letter or mailing formats which have an integrated envelope. Many credit card billing payment envelopes utilize bangtails.

**BCS:** Barcode Sorter.

**Bounce Back:** An additional marketing effort delivered to a customer along with the fulfillment of a previous order.

**BRC:** Business Reply Card.

**BRE:** Business Reply Envelope.

**BRM:** Business Reply Mail.

**Broadside:** A single large sheet folded for mailing and opening into a single large advertisement.

**Buck Slip:** A small separate printed piece included in a mailing. It may feature an added purchase incentive, a secondary offer, or an attempt to overcome a common objection. So named because Buck Slips are often approximately the size of a dollar bill. Buck slips can be particularly useful for premium or offer testing.

**Bulk Mail:** A category of Third Class mail covering large quantities of identical pieces.

**Business Reply Mail:** Either a BRC or BRE, which includes FIM, Barcode and permit number. A Business Reply Mail permit is required to ensure payment of postage by the recipient.

**Card Deck:** One type of Co-op mailing, including dozens of separate offers, each on identical size lightweight Business Reply Cards.

**Cell:** All the recipients of a single version of a mailing in a multi-version test mailing.

**Cleaning:** The process of correcting or removing duplicates or inaccurate or obsolete names and addresses from a mailing list.

**Coding:** Identifying individual pieces within a package or various packages to allow response tracking across variables.

**Compiled Lists:** Name and address created from a variety of sources. Includes both huge quantity lists compiled from public sources or smaller more targeted lists from private sources such as trade show registrations or membership logs.

**Converting:** The process of turning a flat sheet into an envelope.

**Co-op Mailing:** A mailing in which two or more participating marketers share mailing costs and include separate offers. Includes card decks and envelope mailings including dozens of manufacturers' coupons.

**CPI:** Cost per inquiry, or total cost of mailing divided by the number of inquiries received. Used for lead generation or two-step sales processes.

**CPO:** Cost per order, or total cost of mailing divided by the number of orders received. Used for one-step direct sales.

**Decoy or Dummy:** See Seed Name. A unique name and address inserted in a list to detect and verify list usage or delivery.

**DPS:** Delivery Point Sequencer, a device that sorts mail in the order a letter carrier delivers it.

**Dupe:** The same or similar names/addresses in a list.

**Envelope Teaser:** Copy or graphics on the outside of an envelope.

**FIM:** One of 4 different patterns of vertical lines on the top edge of bulk or business reply mail, identifying the type of mail. FIM C, for example, identifies mail as Business Reply with postnet barcode.

**Fulfillment:** See Back End.

**Insertion Order:** The relative positions of individual pieces in an envelope. The art director may wish the recipient to see a letter first, then a brochure and then the reply device.

**Johnson Box:** A block of text in a letter which precedes the salutation, typically indented.

**KBN:** Abbreviation for Kill Bad Name, referring to removal of an undeliverable (or undesirable) name from a mailing list.

**Lettershop:** An organization that handles many of the mechanical or technical details of mailings, including addressing, personalization, inserting, collating, sorting, mailing. Often, lettershops also provide printing services, or represent departments of larger printers' operations.

**Lift Note:** Like a Buck Slip, a Lift Note is an additional piece in a package. Typically, a lift note is a folded piece, while a Buck Slip is usually flat. Often used to test package or offer variations, add an extra incentive, or provide testimonials.

**List Broker:** Business or individual who arranges for the use of one company's mailing lists by others, including terms of use. Larger list brokerages offer thousands of lists, along with research and recommendations.

**Matching:** Refers to the process of ensuring that multiple personalized pieces all match in a mailing.

**Merge/Purge:** The process of integrating two or more lists, either to create one larger list without duplicates or to completely remove the contents of one list from another.

**Nixie:** An incorrect or undeliverable address.

**Nth Name Select:** A method of randomization when using only a portion of a larger list. By selecting every Nth name, you can avoid statistical anomalies such as only mailing people whose names start with the letter A.

**OCR:** Optical Character Reader.

**Offer:** Special terms or incentives for a product or service crafted to create interest and action.

**One-time Use:** List rental terms are most often for one-time use, typically a single mailing. However, addresses of responders to the direct mail effort are usually considered to be owned by the advertiser, who can then use those names without further payment to the list owner. Terms of use are often negotiable.

**Package Insert:** A promotional piece that accompanies some other mailing, such as a bounce-back offer in a product shipment.

**Penetration:** The ratio of number of names on a mailing list vs. the number of possible names with the same characteristics. 20% penetration means that 1 out of every 5 matches is included in the list.

**Piggyback labels:** Labels which can be easily peeled off and reapplied. Particularly useful for simplifying ordering. If the reply mechanism is not pre-addressed, recipient can peel and affix the piggyback label as an alternative to filling out name and address information.

**Polybag:** A sealed plastic bag, used as an alternative to a paper envelope. Usually, but not always clear, allowing recipient to see contents.

**Postnet Bar Code:** A system developed by the postal service to improve automation. A set of tall and short bars on the lower right of an envelope which provide binary encoded ZIP code or ZIP+4 information.

**Postcard:** Single sheet mailer on card stock.

**Premium:** Something extra, usually added to sweeten an offer at little or no additional cost to the buyer or prospect.

**Prospecting:** Mailings that are designed to generate sales leads rather than direct sales.

**Ridealong:** See Package Insert.

**Rollout:** Higher quantity mailing following a successful small-quantity test mailing.

**Seed Name:** Similar to a Dummy or Decoy, but seed names are typically inserted by the mailer rather than the list owner. Used to verify successful delivery or to track delivery dates.

**Selects:** Variables used to define smaller groups within a list, like: ZIP code, income, occupation, sex, recent purchase, etc. More selects result in fewer names, and typically higher list cost per thousand.

**Statement Stuffer:** A type of ridealong that goes with a bill or statement.

**Tip-On:** A separate item which is glued onto a printed piece.

**Token:** An involvement device, either perforated or adhesive-backed which is designed to be removed and placed on the reply device.

**Universe:** The total number of available people who fit the same specifications as those in a mailing list.

**Window Envelope:** An envelope with a die-cut hole which reveals the address.



## PRINTING ON SOFT FINISHES

Soft-finished papers have their own set of production needs. The very surface and finish qualities that make them attractive—including their good opacity, bulk, and readable/writable non-glare surface—also make marking a concern. Using inks formulated with hardeners, Teflon® or scuff resistors will reduce the problem. Applying dull or gloss varnish over inked areas helps prevent inks from rubbing off onto facing pages. Varnishes and metallic inks may lose some reflective qualities.

## PRODUCTION NOTES

### Paper

*Cover:* Opus Gloss Cover 120lb./325gsm

*Letter:* Somerset Matte 80lb./118gsm

*Text pages:* Opus Web Dull 80lb./118gsm

*Short pages:* Somerset Matte 80lb./118gsm

*Postcard pages:* Specifics noted on each sheet

### Colors

*Cover:* Outside: Standard four-color process, match blue, match yellow with overall satin aqueous coating.

*Inside:* Two hits black with overall satin aqueous coating.

*Letter:* Match blue, black

*Text pages:* Standard four-color process, match blue, two hits of match yellow, dull cream tint varnish and spot dull varnish.

*Short pages:* Two hits match green and black, overall satin aqueous coating.

*Postcard pages:* Standard four-color process with spot dull varnish.

### Printing

*Presses:* Printed on a 38" 8-color web press with 23.25" cutoff and a 40" 8-color sheetfed press.

### Type Faces

Helvetica Neue, ITC Franklin Gothic and New Baskerville.

### Credits

*Cover and direct mail example photographs:*

John Reed Forsman, Minneapolis

*Concept, copy and design:* Agency Eleven, Minneapolis

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The word for fine paper

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