

Mailing List

The list of addresses where the books will be mailed. Addresses need to include Recipient or Company Name, street address or PO Box, with apartment or suite number, City, State, and Zip Code. The list should be submitted as an electronic file, preferably Excel or CSV.

UGI Services

UGI takes the list from the customer and runs it through software that encodes the address. That makes it fit the United States Postal Service (USPS) specs for abbreviations, etc, and adds the 4 digit extension to the zip code (Zip + 4) when possible. We run the list through the USPS Change of Address database (NCOA) to verify that it is the latest address for that person or business. We sort the list to fit the USPS routing codes as best we can, which lowers the postage rate. UGI prints the address and sorting information onto each piece, packages the mail to fit USPS standards and delivers it to them.

Mailing Permits and Indicias

A permit allows us to pay the postage into our account when taking the mail to the post office, rather than needing to attach stamps, stickers, or other postage labels. The permit is printed onto each piece as an indicia (the box in the upper right corner that says Postage Paid). Permits are required for different classes of mailing, like First-Class, Periodicals, and Standard. Each class requires its own permit, and the permit must be purchased from the post office where the mail is dropped off. UGI has permits for First Class and Standard Class at the Mattoon post office. Generally, UGI will use its own Standard permit and deliver the mail to the Mattoon post office, but we can obtain permits to deliver to other post offices. Customers who want their name to be in the indicia must purchase their own permit (usually \$185 per class).

PAF- Processing Acknowledgement Form

All customers who send a mailing list are required to submit a PAF once a year. This form includes information about the list owner (not necessarily the UGI customer), the list processor (our software), and the mailing agent (UGI). Other than this info, the form mainly says that once the list is processed, we won't use it to build our own list of updated addresses. The CSR should request the customer to fill out this form on all new mailings, including if it is a new list from an existing customer who we have already mailed for. The only time one is not needed is if we do multiple mailings with the exact same list. Our Mailing department will keep track of PAFs we receive and let the CSR know if one we need is over a year old.

Domestic- Addresses in the 50 US states, along with Puerto Rico and the Virgin Islands.

International (Foreign)- All other addresses, including Canada, Mexico, and Great Britain.

Return Addresses

Not UGI address, not necessarily our customer address.

Person or Company name, Street Address, Apartment or Suite # if there is one, City, State, Zip.

All international addresses are required to have a return address.

Domestic addresses (US, Virgin Islands, and Puerto Rico) can have them, but are not required to have them unless they want an ancillary endorsement (see below).

Ancillary Endorsements

These are lines included that request an extra service if the package is UAA (Undeliverable As Addressed). If no service is requested and the package is undeliverable, the post office will dispose of it. A return address is required on any package that has a service request on it.

The services vary, but for books the main services are "Return Service Requested" or "Address Service Requested". For Return Services, any book that is undeliverable would be returned to the Return Address, and charged to that address. For Address Services, this means the piece is run through the USPS computer to see if there is a newer address available. If there is, the piece is sent on to the new address and the return address is charged for the service. If there is not, the piece is returned to the return address and they are charged for that. Part of UGI's services when mailing is to run it through the USPS computer to get the newest address, so this should not be a necessary Requested Service.

International addresses will not receive Address Services (Canada will usually honor Return Address Services). Undeliverable international mail will be disposed of.

Intelligent Mail Barcodes- IMB

These are the newest barcodes, and they hold much more information than the old barcodes, including Mailer ID, Zip Code, Routing info, and Tracking info. These barcodes will be required in May 2011 in order to qualify for the best automated postage rates. UGI is already using them.