



POSTAL STREAM



QUARTER 1

2009

WELCOME TO 2009!

postal

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It's a new year, and a new look! Our first issue of the year unveils what will be our standard presentation going forward - giving you a full update of both our mailing services and our printing solutions. It is exciting for us at PDQ to be able to offer our clients one-stop shopping and we look forward to working with you throughout the year in order to save you both time and money.

CANADA POST INCREASES:

That being said, of course Canada Post instituted rate increases effective January 2009, as they usually do! The standard first class lettermail rate raised from .52 to .54 (items under 30 grams) with slight increases across the board for larger items. There were

print

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If you are one of the many people who order print material and scratch your head trying to understand the specs on supplier quotes, this article is for you. Why does one quote refer to the paper as 70lb offset while the other says 6-point even though they're quotes for the same product? Or why does one describe the print as "full colour, double-sided" while the other says "4/4"? Does it really matter? Maybe.

No, printers are not trying to confuse you.

These apparent inconsistencies are created because of differing ways of defining paper grades as well as differing printing processes. Let's take a closer look to help you understand what's going on here.

data

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With the new year, it is time to reiterate the importance of maintaining a clean database. When getting ready to prepare a mailing, there is much to be saved - both time and money - in making sure your database is clean and ready to use for your mailing campaign.

If your office has more than one person inputting the information into the database, try to get everyone together and go over one standard way of creating that data. Name and address fields must be kept separate - if you have too much information for one name field, then just insert another field and use that! For example, if you are sending to John Smith at the ABC Company, do not put the ABC Company into the first address field - it does NOT qualify to be an address. Create a second field for the company. Keep in mind that when we receive your data, it has to be run through the Canada Post sortation software for

PDQ Post Group are proud to be members of:

- Surrey Board of Trade
- Greater Langley Chamber of Commerce
- Seattle Direct Marketing Assn.
- Direct Marketing Assn. of Southern California

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CANADA POST INCREASES CONTINUED FROM PAGE 1

across the board increases in both US and International first class rates ranging from .02 to .40, depending on the weight and class of the item, with International pieces having increased the most.

For those concentrating on larger direct mail campaigns, Addressed Admail, as well as Publication Mail pricing, has only seen slight increases of between .01 and .05 per category.

The biggest change has been to the Unaddressed Admail rates. Canada

Post have now broken UA into two categories: Standard and Premium. Standard rates used to apply to all delivery locations - homes, apartments, farms and businesses - for all items under the 12" x 6" guide. The new Premium category will apply to even the standard sized pieces for business address deliveries only. What this means is that while one item may be delivered to a home for .13 each, the business address at the place next door will be delivered for .15 each! While this may be troubling for some who mail to all ad-

resses within one area, it does have its advantages also. The new Premium category allows for larger items to be delivered as UA, such as samples etc - a service that was not available before in this price category. Unaddressed Admail continues to be an excellent solution for companies wanting to reach as many consumers as possible within a geographic location. Keep in mind that you can deliver three campaigns with UA for less than mailing one item at regular rates! Three mailing campaigns are sure to get attention!

USPS NEWS: NCOA - THE NEW MOVE UPDATE STANDARDS

FUEL SURCHARGE UPDATE

THE CURRENT FUEL SURCHARGE BY CANADA POST ON ALL PARCELS IS STILL 8.25%

THE USPS OPERATES THE WORLD'S LARGEST FLEET OF ALTERNATIVE FUEL VEHICLES - MORE THAN 36,000 THAT CAN USE CLEAN FUELS SUCH AS ETHANOL, COMPRESSED GAS, ELECTRICITY & BIODIESEL

The latest development is in the area of NCOA (National Change Of Address) with the United States Post Office. Whenever a change of address card is sent to the USPS, or online via the [USPS Change Of Address web page](#), a record is generated in the NCOA master database. By comparing addresses against this database, a mailer can find the new address when someone has moved. Originally started as an optional service, NCOA is now required for First Class and Standard Mail (bulk) when mailing within the USA and is expected to become a requirement for Periodicals in the latter part of 2009.

Another change which has occurred is that the mailing list must have been processed through NCOA within 95 days prior to the date of mailing. Previously, the standard was 185 days. PDQ Post Group,

through our partner in the USA, can process your database so it meets the requirements of the USPS. In order to be compliant, a PAF (Processing Acknowledgment Form) must be filled out by each client wishing to deposit mail in the USA. (PDQ can provide you with the PAF forms and submit them on your behalf). The stipulation is that the NCOA must be completed on all new files. So if you have repeat mailings with the same data within the 95 days you won't incur another processing charge, but if you are using multiple lists you must NCOA your list for each mailing.

Besides the threat of losing presort discounts on current and future mailings, there are other reasons to use the Move Update resources. If you clean your list to include

current, non-duplicate, deliverable addresses, you mail fewer pieces, qualify for automation discounts and your items are delivered more accurately.

Ultimately, the USPS goal is to reduce the amount of undeliverable mail items.

It has been heard that Canada Post will eventually make NCOA a mandatory service as well in the next few years. The Canadian NCOA service is currently offered by PDQ Post Group and again for a little investment your overall savings will be realized. This is an important process and we need to have you sign off so we can make your data compliant with the USPS. If you have not yet been contacted, and you have mailings going to the USA, please contact Lorraine for more information.

PAPER STOCK DEFINITIONS

In Canada & US, paper is typically characterized by **WEIGHT** of a ream (500 sheets) of varying “basic size”. But paper weighting is not consistent as basic sizes vary.

Bond/Writing stock is that which we typically use for everyday use in our desktop printer. A ream of 20lb bond 8.5x11, which you may buy at Staples, weighs 5 lbs. It’s defined as 20lb because the original “basic size” is four times this size (17”x22”), then

cut down.

On the other hand, Book/Offset/Text stock is more durable and comes with different coating options. It’s typically used for marketing collateral and reports. It’s basic size is 25”x38”, so the weight of a ream is heavier than a Bond/Writing ream.

Cover stock (aka cardstock) comes in a basic size of 20”x26”.

Besides weight, another way

paper is defined is by its **THICKNESS**, measured in 1000ths of an inch by a caliper and expressed in “points”. So a 12 pt. stock is 0.012” thick. Note that types of finishes (e.g. coated vs. uncoated) has an effect on thickness.

The table below shows you how these paper grades are similar so you can better understand the lingo as well as the many quotes that hit your desk for review. Enjoy!

TYPICAL STOCKS USED

BROCHURE
80LB TEXT GLOSS

POSTCARD
120LB COVER

SELL SHEET
80LB TEXT

BOOKLET
80LB TEXT

PRESENTATION FOLDER
12PT COVER

LETTERHEAD
70LB TEXT

PAPER GRADE EQUIVALENCIES

BOND / WRITING	OFFSET / BOOK / TEXT	COVER	AVG. CALIPER (UNCOATED)
20 lb <i>similar to</i>	50 lb		4 pt.
24 lb <i>similar to</i>	60 lb		5 pt.
28 lb <i>similar to</i>	70 lb		6 pt.
32 lb <i>similar to</i>	80 lb		7 pt.
	100 lb		8 pt.
	120 lb	65 lb	9 pt.
		80 lb	12 pt.
		100 lb	14 pt.
		120 lb	
		130 lb	18 pt.

PRINT PROCESS DEFINITIONS

There are a number of processes used to put ink on different materials. For paper, there are two basic ways:

1—Offset Printing

Described by the number of ink colours being applied on the number of sheet sides. 1/0 = one colour; one side. 1/1 = one colour; two sides. 4-colour is known as full-colour and covers all colour ranges

(e.g. photos). Prices incl. a notable set-up charge and depends on how many colours used. Best for larger runs. Printed on offset presses, print turnaround time 3-6 days.

2—Digital Printing

Known as quick printing, what’s important is whether its Black (B/W) vs. Colour printing and Single-Sided (S/S) vs. Double-Sided (D/S). There

are no set-up charges and colour prices are significantly higher than B/W. Printed on digital printer machines, print turnaround time 1-3 days.

Offset print quality is traditionally superior to digital, but the gap is shrinking.

PDQ can help you with offset and digital printing—whatever makes better sense.

QUANTITY TIPPING POINTS (APPROX)

BROCHURE 4/4 8.5x11
< 1000UN = DIGITAL
1000UN+ = OFFSET

POSTCARDS 4/4 8x5
< 1200 = DIGITAL
1200+ = OFFSET

SELL SHEET 1/0 BLACK 8.5x11
< 10,000 = DIGITAL
10,000+ = OFFSET

PDQ POST GROUP — *YOUR POSTAL, PRINT & DISTRIBUTION PARTNER*

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**NEED TO TALK TO SOMEONE?
OUR TEAM IS HERE TO HELP:**

LORRAINE DUCLOS - PRESIDENT

PAM ERIKSON - DATA PROCESSING, CUSTOMER
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GRAPHIC DESIGN; LIST ACQUISITION

JENNEY DRUMMOND - OPERATIONS

JOANNE BROWN - ACCOUNTING

JUDY GILMORE - SALES COORDINATOR

CATHERINE BROWN - OPERATIONS/ADMIN

JESSICA NEEF - OPERATIONS

OUR VALUED SERVICES:

- One-stop-shop for print and mail campaigns
- Ongoing print & mail program support, incl fulfillment pick & pack, warehousing and scheduled distribution
- Canadian, US and International Mailing Services
- Database processing and acquisition
- Digital printing, incl. advanced variable data printing (personalization)
- Offset printing for large runs
- Graphic design support
- Large-format signage printing
- Auxillary services, incl. saddlestitch, folding, inserting, shrinkwrapping and CD/DVD duplication services

COMPLETED PROJECTS INCLUDE:

- 6,000 newsletters distributed to association members
- 2,500 promotional kits printed, assembled and delivered to clothing stores across North America
- 121,000 postcards printed & mailed to residential postal code targets
- 18,650 course calendars printed & mailed to prospect students
- 2,072 postcards designed, printed and mailed to nutrition retailers

data

CLEAN DATA

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correction of postal codes and validation of all information, along with sortation for the appropriate letter carrier routes. If there are names in address fields it confuses the software - which then in turn has to be manually cleaned up - depending on the severity of the cleanup this can be a big expense and hold up the mailing for several hours. The Canada Post software will verify that you have correct addresses and postal codes, but it will not fill in postal codes where there are none. When creating information in your database and you have questions or doubts about a certain address, you can easily check it out at the Canada Post website: www.canadapost.ca

FREQUENTLY ASKED QUESTIONS!

Question: Our direct mailing campaign consists of delivery to both local, provincial and national addresses - when can we expect our piece to reach our customers?

Answer: If you are taking advantage of the Addressed Admail service with lower postal rates, delivery will vary from 3 business days locally to 4 - 15 days within a province and nationally. Be sure to allow enough time if your item or event is time sensitive.

Question: We were informed that our mailing pieces did not qualify for machineable rates - what is machineable?

Answer: In order to qualify as a machineable piece, your mail must be presented in a specific format, including the placement of the addressee information, location of the postal indicia, and the

appropriate 'quiet' areas of the mailing surface. For example, all areas beside and below the address block must be free of any other markings or type. This enables Canada Posts automated mail processing equipment to read the address block and move the mail quickly and efficiently through the system without hand sorting.

REMEMBER OUR HOURS!

PDQ IS OPEN TO SERVE
YOU AND RECEIVE DELIVERIES
MONDAY TO FRIDAY
7:30 AM TO 4 PM.

WE ARE CLOSED WEEK-
ENDS AND STAT HOLIDAYS