



# BULK MAILING INFORMATION

## HERE ARE A FEW THINGS TO KEEP IN MIND:

- There is a 200 piece minimum per mailing. We specialize in smaller mailings, which are often too small for the giant bulk mailing companies to handle efficiently.
- To qualify for standard letter rates, each piece must weigh under 3.3 oz. and be no larger than 6.125" x 11.5". A piece of bulk mail larger than this is considered a [flat](#). All pieces in one mailing must be identical in size, weight and content.
- Each piece must have a bulk rate permit (or "[indicia](#)", see below) printed on it. If you do not have a [self mailer](#) or envelope with a bulk rate [indicia](#) already imprinted on it, let us know, we can help you with that.
- If you don't yet have a mailing list, let us know. We can help you with that also.
- We can accept your mailing list in Microsoft Excel or .csv format. If your list is formatted in other software, call us to check compatibility.
- Bulk mail cannot be dropped off at just any local Post Office or street side mailbox. They must be delivered to the [Bulk Mail Entry Unit](#) by the permit holder with the proper qualifications reports. We handle all of this for you.
- Standard bulk mail generally takes 2-10 business days, depending on where it is headed. Any undeliverable pieces are not returned, unless you indicate that [service request](#).

All items in this document highlighted in [RED](#) are defined below.

## BULK MAILING DICTIONARY

**ECR** abbreviation for "Enhanced Carrier Route", which is a type of mailing list that will include every address in a specific area. This type of list is sometimes called a "Saturation List".

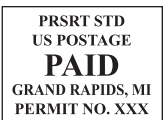
**BMEU** short for "Business (or Bulk) Mail Entry Unit", which is a postal facility set-up to receive bulk mailings.

**3ADC** all the zip codes within the same 3 digit prefix. For example, all the Grand Rapids area zip codes begin with the same 3 numbers, 495. 5ADC indicates one zip code.

**BARCODING** a service that encodes and prints your addresses on your mailers in a format readable by high volume mail sorters.

**FLATS** mailing pieces that are larger than 6.125" x 11.5", such as catalog envelopes or giant postcards.

**INDICIA** sometimes called a "Bulk Rate Permit". There are many types of indicias, and they are required to submit bulk mail to the BMEU. One variety of indicia is pictured here.



**MAIL MERGE** A printing process that will individually address each of your pieces while they are being printed.

**MIXED ADC** All domestic zip codes outside of the 3ADC area. In our case, all zip codes not in the 495 (Grand Rapids), 494 (Holland/Muskegon) or 493 (Belding/Hastings) areas are considered mixed ADC.

**OCR** abbreviation for "Optical Character Recognition", which is software that allows computer scanners to read, recognize, and sort mail by their addresses.

**SELF MAILER** a mailing piece that does not need to be put into an envelope. It will have it's own mailing panel printed on it, including an indicia. Postcards, newsletters and sometimes brochures are all self mailers.

**SERVICE REQUESTS** five specific services that you can request from the post office when sending bulk mail. These services, like **RETURN SERVICE REQUESTED** for example, incur additional fees.

**TABBING** sealing your self mailer so that it can safely travel through the mail system without being damaged.



# BULK MAILING CALCULATOR

Use this series of questions to estimate your mailing costs. We can handle the entire project, or, by doing some of steps 1 and 2 yourself, you can make your mailing more cost effective.

## 1 PREPARING YOUR MAILING

Is your piece of mail a [self-mailer](#) or will it be put in an envelope? If it is a [self mailer](#), it needs to be sealed (or "[tabbed](#)"). Or, if it needs to be stuffed into an envelope, we charge around \$69 per 1,000 to stuff envelopes, depending on how many items go into each envelope. There may also be folding costs and the cost of printing the envelope, if we haven't already calculated that. If you want to use your own existing envelopes, we will have to add our [indicia](#) to those envelopes.

\*Mailing lists can be purchased for as little as \$

Pieces to be tabbed	Tabbing Costs
Min. of 1000 x .02 =	<input type="text"/>
Envelopes to be stuffed	Stuffing Costs
x .069 =	<input type="text"/>
	Folding Costs
	<input type="text"/>
	Envelope Costs
	<input type="text"/>
<b>STEP 1 TOTAL</b>	
	<input type="text"/>

## 2 ADDRESSING YOUR MAILING

In most cases, there are two ways to address your mailing, "[Mail Merge](#)" or "[Ink Jetting](#)". If you have a [self-mailer](#), we can merge your mailing list with the printing of your document to produce individually addressed mailing pieces. There is a small set-up fee for this service, based on the size of your mailing list. We need to ink jet the addresses onto your mail for mailings of 5,000 or more. Ink Jetting is better for mailings of 5,000 pieces because the [barcoding](#) will save you postage costs. [Barcoding](#) cannot be done with [mail merge](#).

5,000 or LESS	Mail Merge, 1000 or less	Mail Merge Costs
	\$28.95	<input type="text"/>
5,000 or MORE	Mail Merge, 1001 or more	Mail Merge Costs
	\$37.95	<input type="text"/>
5,000 or MORE	Ink Jetting set-up fee	Ink Jetting Costs
	\$14.95	<input type="text"/>
5,000 or MORE	Ink Jetting, per piece (Minimum of \$95)	Ink Jetting Costs
	x .025	<input type="text"/>
<b>STEP 2 TOTAL</b>		<input type="text"/>

## 3 MAILING YOUR MAILING

Now we are ready to mail. You need to know the total number of pieces being mailed to each of 2 categories of zip codes. The first category is called [3ADC](#), and includes zip codes in the Grand Rapids area, starting with 495, 494, or 493. The other category is all other zip codes, called "[mixed](#)." You will also note the difference in rates between the ink jetted/[barcoded](#) pieces and the [mail merged](#) pieces.

Finally, there is a \$19.00 service fee that covers our permit fees, qualification reports and [BMEU](#) delivery charges.

3ADC, mail merged pieces	Postage Costs
x .216 =	<input type="text"/>
Mixed, mail merged pieces	Postage Costs
x .260 =	<input type="text"/>
3ADC, ink jetted with barcodes	Postage Costs
Call for pricing	<input type="text"/>
Mixed, ink jetted with bar codes	Postage Costs
Call for pricing	<input type="text"/>
<b>Service Fee</b>	\$19.00
<b>STEP 3 TOTAL</b>	
	<input type="text"/>
<b>GRAND TOTAL</b>	
SECTIONS 1, 2 & 3	
	<input type="text"/>

**IF YOU HAVE ANY QUESTIONS, CALL US AT 616-456-6636. WE ARE HAPPY TO HELP YOU.**  
Screaming Gnat Studios • 215 Logan Street, SW • Suite #200 • Grand Rapids, MI 49503 • [www.Screaming-Gnat.com](http://www.Screaming-Gnat.com)