

## Samford University Bulk Mail Guidelines

Chris Roper, bulk mail specialist (726-4091, clroper@samford.edu)  
bulkmail@samford.edu

### What is Bulk Mail?

- A program that reduces postal expenses
- Bulk mail must be Samford business-related to qualify
- No advertisement for any vendor, company, organization or individual
- Domestic mail only, no international mail
- Clients absorb some United States Postal Service [USPS] work to obtain discounts:
  - Meet all USPS regulations
  - Correctly prepare data files

### Quantities and Processing Time

The Samford Post Office can process most jobs within 3–5 business days. Limited staff and equipment require additional time to handle simultaneous orders.

USPS minimum	200 pieces
Samford Post Office maximum*	20,000 postcards (processed within three business days) 20,000 letters (processed within five business days) 10,000 flats (processed within five business days)

\*no maximum for USPS

### Bulk Mail Indicias

Two indicias are available:

Nonprofit Org.	Presorted Standard
US Postage PAID	US Postage PAID
Permit No. 1083	Permit No. 1083
Birmingham, AL	Birmingham, AL

Indicias must be preprinted on each piece in the top right corner of the mail panel; the Samford Post Office cannot print these.

If you haven't preprinted an indicia, you may borrow a rubber stamp to add the indicia to each piece by hand from Samford's post office (ink pad not included).

### Nonprofit Indicia

- Cheapest option
- Use this in almost all cases
- USPS does not guarantee delivery times for any type of delivery other than express mail. In general, nonprofit mail takes 5–21 days to be delivered once the USPS receives it.
- No individualized, personal handwriting
- No individualized information other than address and salutation
- No bills or billing information

- No SSN or account numbers
- Must be related to a Samford University function

### **Presorted Standard Indicia**

- Not as cheap as nonprofit
- Use when advertising (offering something in return for payment)
- Use for for-profit events (such as athletics camps)
- USPS does not guarantee delivery times for any type of delivery other than express mail. In general, presorted standard mail takes 5–21 days to be delivered once the USPS receives it.

### **Return Address**

Must be included in the top left corner of the mail panel and contain all of the following information:

Samford University  
800 Lakeshore Drive  
Birmingham, AL 35229

An office or department name may be added below the Samford logo. Without the Samford logo, the office or department name may be the first line. The logo may be downloaded at <http://www.samford.edu/communication/univlogo.html>

### **Types of Bulk Mail**

#### **Postcards**

Minimum dimensions      5 x 3.5, 0.007" thick  
Maximum dimensions      6 x 4.25, 0.016" thick

#### **Letters**

Minimum dimensions      5 x 3.5, 0.009" thick  
Maximum dimensions      11.5 x 6.125, .25" thick  
Must be stuffed and sealed

#### **Flats** (large envelopes, some newsletters or booklets)

Anything that exceeds any one or more Letter dimensions but falls under maximum dimensions below (such as 8 x 10)

Minimum dimensions      11.5 x 6.125, .25" thick  
Maximum dimensions      15 x 12, .75" thick

#### **Brochures**

Must be tabbed correctly  
Could mail as a letter or a flat, depending on dimensions

#### **Tabbing\***

- Multipage pieces not in envelopes must be tabbed. Flats do not have to be tabbed

- Single tabs on horizontal pieces must be at the top, not bottom, edge for automated mailing.
- Pieces with an open side, top and bottom must be tabbed at each open edge for automated mailing. Any letter-sized stitched piece must be double tabbed.

\*The Samford Print Shop can provide tabbing services.

**Costs per Piece (weighing up to 3.3 ounces)**

Type	Nonprofit	Nonprofit	Standard	Standard
	Automated	Nonautomated	Automated	Nonautomated
Postcard	Not Available	Not Available	Not Available	Not Available
Letter	.169	.172	.27	.273
Flat	.362	.424	.496	.558

**Costs per Piece (weighing up to 1 ounce)**

Type	First Class	First Class	First Class
	Presorted	Presorted	Full Rate
	Automated	Nonautomated	
Postcard	.23	.245	.28
Letter	.382	.414	.44
Flat	.725	.757	.88

**Automated vs. Nonautomated**

**Automated**

- Processed by the Samford Post Office with an electronic data file provided by the client
- Each piece is printed with a ZIP+4 and barcode
- Cheapest option

**Nonautomated**

- Client provides pieces with printed labels in ZIP code order to the Samford Post Office
- Client must provide exact count of all pieces
- Not as cheap as automated

**Preparing Mail for Processing**

- Contact the Samford post office five business days before you intend to deliver your bulk mail pieces to the post office for processing. The post office will work with you at this time to determine the best options for each mailing.
- Bulk mail requires a work order prior to processing.
- Pieces must be tabbed, stuffed and sealed prior to processing
- Nonautomated pieces must have printed addresses in ascending ZIP code order
- Automated pieces must have an electronic data file (Excel) provided by the client

**Electronic Data Files**

- Must meet USPS requirements with National Change of Address [NCOA] certification. Lists from the Office of Advancement Services (alumni and friends) already meet these requirements. The Samford post office can provide NCOA certification for other lists if needed.
- Must be provided in Excel via e-mail or on disk
- Each column must contain only one data point:

Prefix FirstName LastName Suffix Address1 Address2 City State ZIP

### **Types of Paper Stock**

Samford Post Office can process pieces printed on uncoated paper stock or coated paper stock. Please note that processing time is slower on coated paper because it must be run through the machinery at a slower rate.

### **Bulk Mail vs. First Class Mail**

The Samford Post Office can address bulk mail. It cannot meter and seal bulk mail.

The Samford Post Office cannot address first-class mail. It can meter and seal first-class mail.