



Office of Marketing

Coordinating a Large Mailing

Mailings of more than 500 pieces may be sent standard mail saving the University 18- 58 percent in mailing costs depending on the quantity of the mailing.

If you plan to send a large mailing, discuss your project with Brenda Carver, mailing services manager, in the early stages of planning, before your materials are printed. To determine if your mailing meets the requirements for standard mail, you'll need to supply the following information:

- quantity of pieces
- types of inserts
- date you need the piece to reach your customer
- whether you will be using an envelope or preparing it as a self-mailer
- whether you will be using variable data in your mailing
- if additional finishing work, such as folding, will be needed

You'll need to supply a mailing list no less than a week prior to the mailing date. The list should be prepared using Excel or ASCII files. Our mail service bureau checks the addresses for accuracy, duplication and move updates using National Change of Address (NCOA) and Coding Accuracy Support System (CASS) software and makes corrections as necessary. The corrected list will be returned to you to update your files.

Brenda Carver will coordinate a pick up date. Once materials are printed, they're picked up from the Marketing Office by our mail service bureau. If you're in possession of the materials, bring them to the Marketing Office a day prior to the scheduled pickup. You are responsible for all materials being double checked for proper quantities and proper items. Please allow a minimum of three days for the mailing to be prepared and mailed.

After mailing, unused materials are returned to Marketing and you will be notified to them up.

Invoices for mailings are sent to Brenda Carver who will direct them to the appropriate budget officers who will need to authorize payment with the Business Office. Postage fees will be billed to the appropriate account through the Business Office.