

## A Customer's Guide to Mailing: Key Features

### Illustrations

This photo shows customers step-by-step how to address their mail. Customers can relate to a mailpiece that looks like one they would send.

### Good Advice

The new DMM encourages good customer behaviors like legible addressing.

### Addressing Your Mail

The accuracy of the address affects the speed and handling of your mail.

**Return Address** — Write or type your address in the upper left corner on the back of the envelope.

**Recipients Name** — Write the name of the person or organization to whom you are mailing the mail.

**Name of Organization** — Write the name of the organization, if applicable.

**Street Address** — Use a post office box or street address, but not both. If the address also has a secondary or alternate address, include it.

**Apartment or Suite Number** — The correct apartment or suite number helps to ensure delivery to the right location.

**City, State, and ZIP Code** — To get the correct spelling of a city name or to find a ZIP Code, use www.usps.com or call 1-800-ASK-USPS. Using the correct ZIP Code helps to direct your mail more efficiently and accurately.

**Postage** — Use a stamp, postage meter, or PC Postage to affix the correct amount and stamp 20 to retire.

### Envelopes

Letters, bills, greeting cards, and other documents can be sent in standard airmail, manila, or recycled paper envelopes. Items requiring extra protection can be sent in bubble-lined, padded paper, or airmail envelopes. These envelopes, along with a bibliography and prepaid First-Class Mail postage and envelopes, can be purchased at the Post Office.

**Express Mail and Priority Mail envelopes** of various sizes are available free of charge at your Post Office for home use, using other of these services. While you are not required to use the free envelopes, you must use the address label provided for Express Mail.

### Addressing

**Placement** — Print the delivery and return addresses on the same side of your envelope or card. The address should be written parallel to the longest side.

**Addressing Letters** — Print or type clearly with a pen or permanent marker so the address is legible from an angle, lengthwise. Do not use capitals or periods.

**Return Address** — A return address helps return the mail to you if it is undeliverable.

**Express Mail** — For Express Mail, you must use the free address labels provided by the Post Office.

**Military Mail** — Military addresses must show the grade, full name with middle name or initial, and PO number, unit number, or ship name. Replace the city name with "APO" or "FPO" and the state with "AA," "AC," or "AP" and use a special ZIP Code.

### Abbreviations

AL	Alabama
AK	Alaska
AZ	Arizona
AR	Arkansas
CA	California
CO	Colorado
CT	Connecticut
DC	District of Columbia
DE	Delaware
FL	Florida
GA	Georgia
HI	Hawaii
IL	Illinois
IN	Indiana
IA	Iowa
KS	Kansas
KY	Kentucky
LA	Louisiana
MA	Massachusetts
MD	Maryland
MI	Michigan
MN	Minnesota
MO	Missouri
MS	Mississippi
MT	Montana
NC	North Carolina
ND	North Dakota
OH	Ohio
OK	Oklahoma
OR	Oregon
PA	Pennsylvania
RI	Rhode Island
SC	South Carolina
SD	South Dakota
TN	Tennessee
TX	Texas
UT	Utah
VT	Vermont
VA	Virginia
WA	Washington
WI	Wisconsin
WV	West Virginia
WY	Wyoming

### Useful Tools

We've included information that customers need every time they mail.

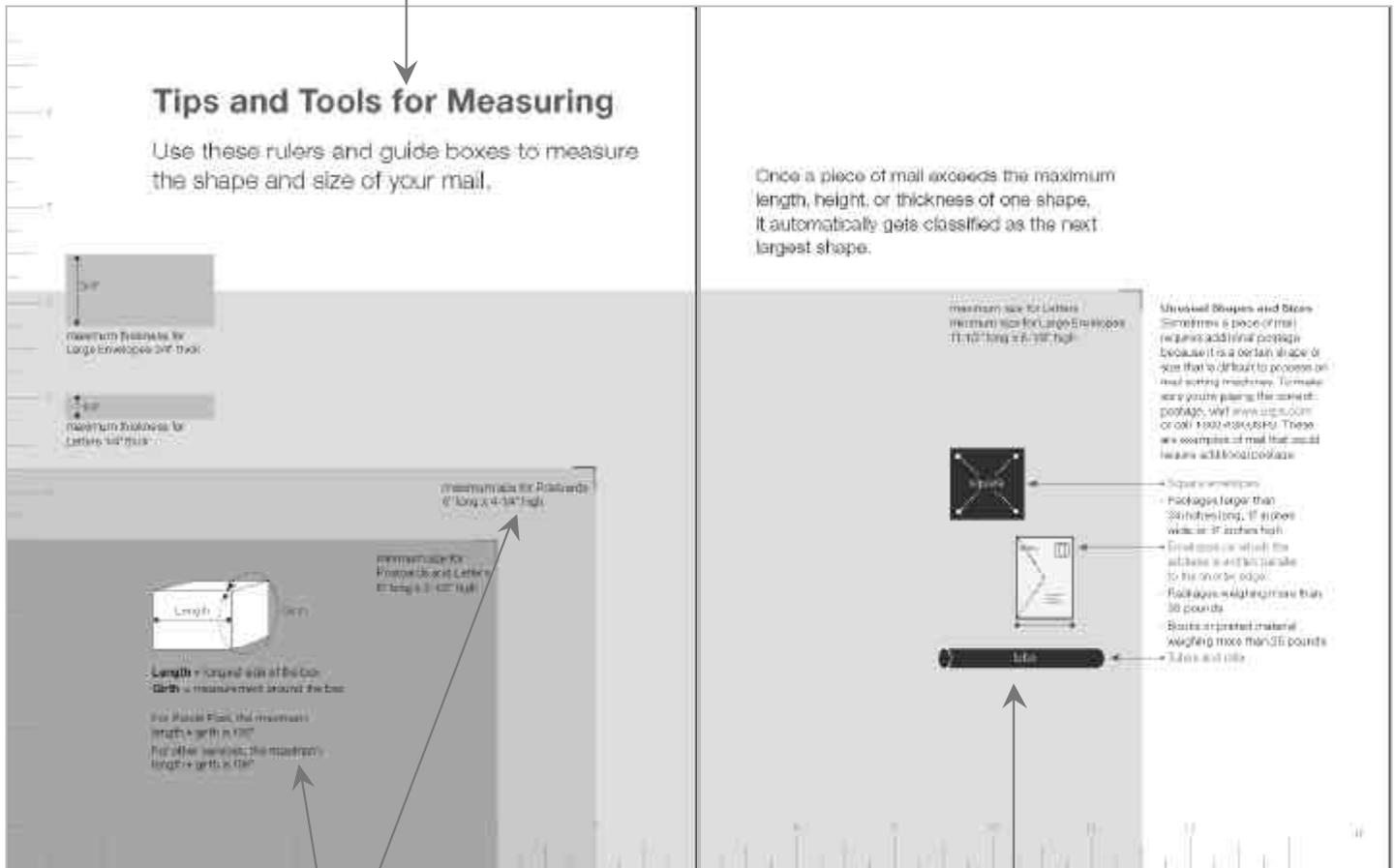
### "Why?"

The new DMM doesn't just list rules — it explains to customers why something is the way it is. Customers are more likely to follow our rules when they understand the reasoning behind them.

## A Customer's Guide to Mailing: Key Features

### Something for Everyone ●

Tools like these are universal and help all our customers with their mail.



### Rulers and Guides ●

Tools for measuring allow customers to make important decisions before they arrive at the Post Office.

### Nonmachinable Pieces ●

Customers pay the correct amount of postage when they understand how our surcharges are applied.

## Which DMM Is the Real DMM?

DMM 100, *A Customer's Guide to Mailing*, carries the same weight and authority as the DMM that you know today. DMM 100 can answer most of the questions asked by retail customers. For more complex issues, such as questions about hazardous materials or free matter for the blind, you should continue to use the current DMM Issue 57.

DMM 100 for retail mailing is ready now. DMM 200, 300, and 400 will be published in stages. In the meantime, DMM Issue 57 and the new DMM 100 are your authorities for mailing standards.

## Availability

In late September, each Post Office will receive a bulk quantity of DMM 100, along with a cardboard holder, for display in retail lobbies. Customers are encouraged to take a free copy. Each rural carrier will receive five copies for customers on their route.

DMM 100 will be available soon to view and download from [www.usps.com](http://www.usps.com). Beginning in early October we will enclose a copy of the document with every order from the Postal Store on [www.usps.com](http://www.usps.com).

## Feedback

We hope that you find the new DMM easier to use. Be sure to fill out the comment card located on the back cover of DMM 100. We are counting on your feedback. Your comments will shape the rest of the DMM transformation and help us improve future versions of *A Customer's Guide to Mailing*.

— Mail Preparation and Standards

Help us make this guide better for you.

Tell Us Your Thoughts!  
We hope that you found "A Customer's Guide to Mailing" helpful. Your comments will help us improve future editions. Please take a moment to fill out this survey and let us know what you think. Please mark your responses with an "x" like this [X]. Thank!

1 What is your overall impression of the document?  
 Very useful     Somewhat useful     Not useful

2 In your opinion, does this document contain:  
 Too much information     Just the right amount of information     Not enough information

3 What is your opinion of these parts of the document?

	Very helpful	Somewhat helpful	Not helpful
What Are You Mailing?	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Choosing a Service for Mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Adding Extra Services	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Examples of Smart Choices	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Addressing Your Mail	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Preparing Packages	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Tape and Tools	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Package Rates	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

4 In the future, how likely are you to use the following sources to answer your questions about the Postal Service?

	Very likely	Probably	Not likely
A Customer's Guide to Mailing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
www.usps.com	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
1-800-ASK-USPS	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Visit a post office	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

Yes! I would like to receive future editions of "A Customer's Guide to Mailing" and other information about Postal Service products and services. I have included my name, address, and telephone number below.

Name: \_\_\_\_\_  
 Street Address: \_\_\_\_\_  
 City: \_\_\_\_\_ State: \_\_\_\_\_ ZIP Code: \_\_\_\_\_  
 Daytime phone number: \_\_\_\_\_

Please do not stamp this card. This card is for use only with the comment card provided. Do not use this card for any other purpose. We do not collect the information you provide on this card for any other purpose. Your privacy is our priority. We will not share your information with any other USPS unit, or with any other agency, or with any other person, without your permission. We will not share your information with any other USPS unit, or with any other agency, or with any other person, without your permission. We will not share your information with any other USPS unit, or with any other agency, or with any other person, without your permission.

Sample comment card

# Taking the Mystery Out of Periodicals

*USPS Offers Additional Opportunities to Attend This Popular Class on Mailing Periodicals.*

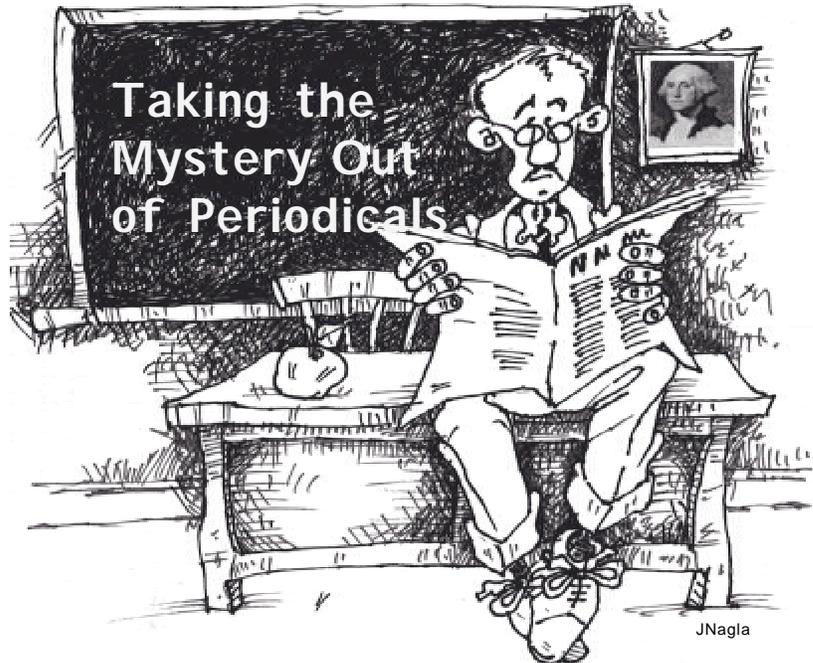
In an effort to help our postal customers plan training requirements for the upcoming year, we are pleased to offer several more opportunities to catch our popular course on Periodicals mailings. If you haven't had a chance to attend in the past, you should definitely sign up for it now.

Did you know there are advertising limitations with Periodicals? Are you sure you are mailing at the lowest postage rate? Do you know that not understanding the characteristics and content of a publication can cost you thousands of dollars in additional postage? If your answer to any of these questions is a resounding "no" then read on.

The USPS has discovered that many of our customers are unfamiliar with Periodicals mailings and the different standards and the requirements to qualify for lower rates. This comprehensive course, "Content and Preparation of Periodicals Mailings," is provided in a classroom setting over a period of three full days.

You will leave with a complete understanding of how to correctly identify and define advertising in Periodicals, measure the percentages in marked copies, and learn about the application process and the preparation requirements to receive the discount in postage. Managers, supervisors, and advertising executives will all benefit from this comprehensive three-day workshop on the essentials of Periodicals mailing.

Unlike other courses and training that have only highlighted small segments of this complex industry, this essential course delivers the skills and knowledge critical to ensuring a successful Periodicals mailing, whether you are a novice or an expert.



The course is being offered at both the National Center for Employee Development (NCED) in Norman, Oklahoma, and the William F. Bolger Center for Leadership Development in Potomac, Maryland. Course dates are as follows:

- October 8-10, 2002 Norman OK
- November 18-20, 2002 Potomac MD
- December 17-19, 2002 Norman OK
- February 18-20, 2003 Norman OK
- March 24-26, 2003 Potomac MD
- April 8-10, 2003 Norman OK
- July 14-16, 2003 Potomac MD

To enroll, complete the attached registration form. The enrollment fee at both locations is \$1,050, which includes lodging, three meals per day, and all course materials. Topics to be covered over the three days include:

- Basic Elements and Categories of Periodicals
- Rate Eligibility

- Original Entry Application Process and Additional Entry, Reentry, or Special Rate Request
- Content and Characteristics
- Measuring Advertising
- Preparation, Documentation, and Statement of Ownership

Why spend valuable time learning or fine-tuning these critical skills through trial and error? Get the solutions that other successful managers, supervisors, and advertising executives are using to succeed with Periodicals mailings. Remember, even if you are an expert in your field, it is constantly changing and there is always new information to be gained from attending.

If you have any questions or need more information about the course, please call Tom Myers at 703-292-3544.

— Business Mail Acceptance  
— Employee Development



# Content and Preparation of Periodicals Mailings

## Registration Information

You may register by mail, by fax, or by phone. You may pay by credit card or check. However, until payment is received you will appear on our 'tentative list' and your seat may be given to another student presenting payment. Payment must be processed before the start of the class. It is in your best interest to pay for your seat at the time you register to secure your seat.

### For Classes at the William F. Bolger Center for Leadership Development, Potomac, MD

1. **Phone** in your registration for the fastest service. Please call 202-268-7738 and one of our customer service representatives will be happy to take your enrollment.
2. **Fax** your registration with your credit card information to 202-268-5879.
3. **Mail** the registration form with your payment to: US Postal Service, 475 L'Enfant Plaza SW, Washington DC 20260-4215, **ATTN: Debbie Branagan, Room 1P-650.**

### For Classes at the National Center for Employee Development, Norman, OK

1. **Phone** in your registration for the fastest service. Please call 405-366-4639 and one of our customer service representatives will be happy to take your enrollment.
2. **Fax** your registration with your credit card information to 405-366-4012.
3. **Mail** the registration form with your payment to: US Postal Service, NCED, 2701 East Imhoff RD, Norman OK 73071-1198, **ATTN: BRJ, Business Mail Academy.**

**The enrollment fee includes student lodging, three meals per day, and all course materials.**

*Please print or type:*

Name and Title \_\_\_\_\_

SSN \_\_\_\_\_

Company \_\_\_\_\_

Mailing Address \_\_\_\_\_

City, State, ZIP Code \_\_\_\_\_

Email Address \_\_\_\_\_

Telephone \_\_\_\_\_ Ext. \_\_\_\_\_

Fax \_\_\_\_\_

Federal ID Number \_\_\_\_\_

### Payment Information (please pay before seminar)

- Location:**  William F. Bolger Academy for Leadership Development, Potomac, Maryland (\$1,050 per student)  
 National Center for Employee Development (NCED), Norman, Oklahoma (\$1,050 per student)

Confirming phone registration: # \_\_\_\_\_

Charge to:

- MasterCard  
 Visa  
 AmEx  
 Diners Club

Check enclosed payable to **US Postal Service**

Check # \_\_\_\_\_ Check Amt. \_\_\_\_\_

Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

Signature \_\_\_\_\_

# Dr. Barcode

## Dr. Barcode



Send questions regarding mail preparation, standards, or regulations to **"Ask Dr. Barcode"** via email to [jnagla@email.usps.gov](mailto:jnagla@email.usps.gov) or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

**Q.** I will be doing an Enhanced Carrier Route (ECR) saturation letter-size mailing using the simplified address format "Postal Customer" for non-city delivery routes, and the occupant address format "Postal Customer" including the other address elements for the city delivery routes. How should the second line of the tray labels read?

**A.** Pieces with exceptional or "occupant" addresses (see DMM A040) contain enough address elements to generate a delivery point barcode and therefore must be

barcoded and automation-compatible to claim ECR saturation and high density letter rates. In this case the second line on this tray label would read "STD LTR BC WSS," followed by route type and number.

Mailpieces with the simplified address format do not contain the necessary address elements to generate a delivery point barcode. These pieces still qualify for the ECR letter-rate but will use "MAN" on Line 2 in place of "BC." The second line of the tray label would read "STD LTR MAN WSS," followed by the route type and number.

## Subscription Form



You can subscribe, change address information, or cancel a subscription one of three ways:

- Email this form to [mncsc@email.usps.gov](mailto:mncsc@email.usps.gov)
- Fax it to (901) 821-6252
- Mail it to:

**MAILERS COMPANION**  
DATA ENTRY  
US POSTAL SERVICE  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001



- Subscribe
- Change Address Information\*
- Cancel Subscription

Name \_\_\_\_\_

Title \_\_\_\_\_

Company Name \_\_\_\_\_

Delivery Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP+4 \_\_\_\_\_

\* Clip and enclose a complete address block from the back of your *Companion* — or enclose at least the long number at the top (such as "1234 5678 9012 3456").

**MAILERS COMPANION**  
DATA ENTRY  
US POSTAL SERVICE  
6060 PRIMACY PKWY STE 201  
MEMPHIS TN 38188-0001

PRSR STD  
POSTAGE & FEES  
PAID  
USPS  
PERMIT NO. G-10

**CHANGE SERVICE REQUESTED**