



CAS Solutions
for New Postal Regulations



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Quality Focused

Turbo-Marketing.net

May 2007 Webinar

Presenting:

Mark Winn – Regional Sales Manager – CAS, Inc.

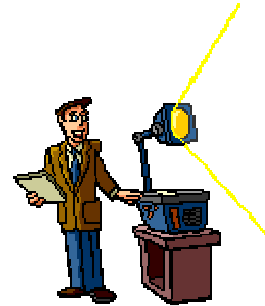
Mike Failor – Account Representative - USPS

Webinar Outline

Introduction

Why are we doing this?

- Why is it changing?
- When is it changing?
- What is CASS, DPV, NCOALink, LACSLink?



CAS Postal Hygiene Products & Solutions

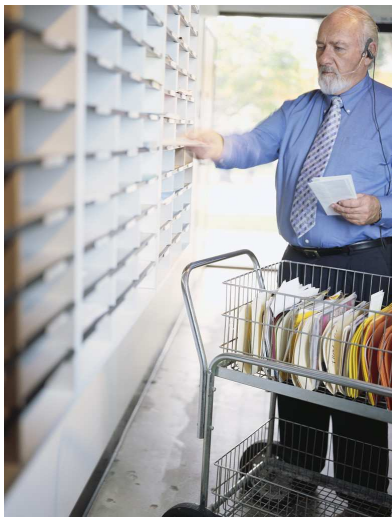
- CAS Full Turnkey Solutions

FAQ With Mike Failor

\$50 OFF Coupon details

Why are the rates changing?

- The Post Office spends, on average, more than \$1.8 Billion sorting through and attempting to deliver nearly 10 Billion pieces of mail ---- that are undeliverable.



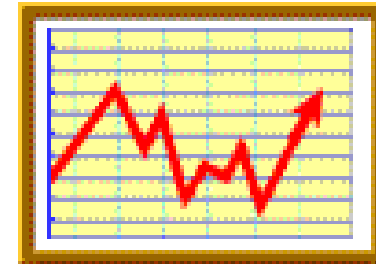
This includes:

- Old addresses, that have not been updated with Move/Forward.
- Returned Mail – No such address or person.
- Waste – Addresses that are incomplete or invalid in the first place.

Examples of the rate increase

Examples of the rate increase*

Express Mail.....	12.50%
Priority Mail.....	13.60%
Parcel Post.....	16.60%
Standard Nonprofit ECR.....	8.80%
Standard ECR.....	6.90%
Standard Nonprofit.....	6.70%
Standard Regular.....	9.50%
Periodicals Outside County.....	11.70%
Periodicals Within County.....	18.30%
FCM Letters and Cards.....	6.90%



Overall Average Increase.....7.60%

* USPS Rates signal enhanced efficiency and assure all types of mail cover their costs

So What Happens and When?



May 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
		1	2	3	4	5
6	7	8	9	10	11	12
13	14 	15	16	17	18	19
20	21	22	23	24	25	26
27	28	29	30	31		

May 14th, 2007

- Price of a first class stamp – From \$.39 to \$.41
- Shape Based Pricing
- Flats and Automation Increases
- Delayed implementation for periodicals – July 2007

And July?

July 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

July, 2007

- Any direct mailer wanting automated discounted postage rates on letters, flats, or parcels must properly code and match their addresses using one of the following methods:
 - CASS – Certified Address Matching Methods
 - Use the correct ZIP+4 code on each mail piece

And August?



August 2007

Sunday	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday
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August 1, 2007

- With this change, you will be required to process your mailing files through CASS, DPV, and LACSLink in order to qualify for Automation discounts.
- A Move Update will be required on First Class discounted mail and Standard Mail (NCOALink is one of the processes available that meets the Move Update requirements).

And August?

August 2007

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Required Processes

- **NCOALink** – National Change of Address – Provides forwarding addresses – Available in 18 and 48 month spans (one of the Move Update processing options)

And August?



August 2007

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Required Processes - continued

- **CASS** – Coding Accuracy Support – Lets the USPS evaluate the accuracy of address-matching software in three areas:
 - ZIP+4 delivery point coding
 - Carrier route coding
 - Five-digit ZIP coding

And August?

August 2007

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Required Processes - continued

- **DPV** – Delivery Point Validation – A system which aids mailers in getting accurate delivery addresses – and identifying erroneous addresses.

And August?

August 2007

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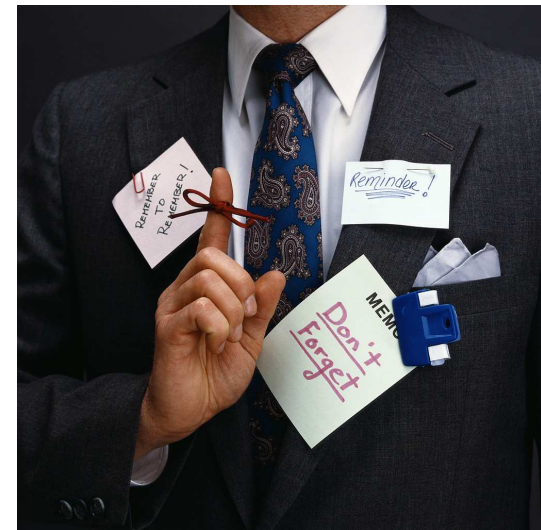
Required Processes - continued

- **LACSLink** – Locatable Address Correction Service – LACS-911 address conversion from rural (*John Smith, RR 1*) to city-style addresses (*John Smith, 123 Main Street*).

The Bottom Line...

Postal Regulations will demand that mailers' data be accurate and up-to-date.

The more accurate your mailing list is, the less postage you will pay, and the dollars spent on undeliverable mail will decrease.



Don't wait until the week before a mailing to update your data. The changes are coming.

You can be ready for them.

CAS Postal Hygiene Solutions

CAS offers all of the processing available to ensure you will qualify for the greatest postal discounts.



- NCOALink
- CASS Certification
- DPV
- LACSLink
- DSF2
- Pre-sorting with our own CASS and PAVE Certified **Proprietary Postal Optimization Software**
- Deceased File Processing
- Prison File Suppression
- Merge/Purge and Duplicate Removal
- Address Element Correction (AEC)
- Patented **Phantom Finder** Technology



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Frequently Asked Questions

Now we will take a few minutes with our Postal Expert, Mike Failor, from the US Postal Service.

Mike will go over a few of the most frequently asked questions about the upcoming changes.

He will also be able to field a few questions from our audience.



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If at any time you have questions regarding the deliverability of your database, or what services are needed to get the lowest postal rates, please call one of our experienced sales consultants at: **866-249-1977**.



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A \$50 Coupon

will be e-mailed to you today!

- Fax to Chris Blaylock on the day you place the order (402) 963-2102
- Include your company name and order number
- Coupon good for your next order
- Coupon can not be used for previous orders
- Minimum order \$200
- Coupon Expires May 31, 2007
- Coupon must be received the day the order is placed



Thank You for Attending

Contact Information

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