Our complete Bulk Mailing Services include:

- Mail insertion by machine or by hand
- Direct ink jet addressing
- Press-applied labels
- Bulk mail drop-off

MAILING TIPS

Vanderbilt Printing Services sent out over three million pieces of mail last year. We know, from experience, the most cost-effective and efficient ways for you to send your mail; the following tips will help you better understand USPS requirements and, ultimately, save you time and money.

WHAT TYPE OF MAIL ARE YOU SENDING?
Size, Shape, and Weight Matter

AUTOMATED MAIL
Making sure that your pieces meet automated mail requirements will help you stay within your budget.

	Size (inches)	Thickness (inches)	Weight (ounces)
AUTOMATED CARDS	3.5 x 5 to 4.25 x 6	.007 to .0016	up to 3.5
AUTOMATED LETTERS	3.5 x 5 to 6.12 x 11.5	.007 to .25	up to 3.5
AUTOMATED FLATS	6.125 x 11.5 to 12 x 15	.25 to .75	3.5 to 13
AUTOMATED PARCELS	3 x 6 to 17 x 24	.75 to 17	2 to 35
NON-FLAT MACHINABLE MAIL	rigid pieces over 15	over .75	2 to 6

These specifications apply for Standard & Non-Profit mailings. First Class has no restrictions on size, thickness, and weight.
Please see the "How will you be sending your mail?" section for additional information on the differences in these three classes.

NON-AUTOMATED MAIL
If your mailed piece contains any of the following characteristics, it will be sent as Non-Automated:

Size, shape, and/or weight exceed Automated mail requirements
Aspect ratio that is less than 1.3 or exceeds 2.5
Rigidity and/or uniformity do not comply with Automated mail requirements
Mail is wrapped or bagged
Mail contains clasps, ribbons, buttons, etc.
Delivery address is parallel to the shorter edge

** Downsize and Save! Remember these tips for your next mailing:
   1) *Folding a flat and mailing it in an envelope as a letter can help you save almost half in Standard mail.*
   2) *Focus on Shape! Rectangular pieces with an aspect ratio of 1.3 to 2.5 will mail less expensively and more efficiently.*

HOW WILL YOU BE SENDING YOUR MAIL?
First Class, Standard, and Non-Profit Mail

FACTORS TO CONSIDER
What percentage of the budget is set aside for mailing your project? Is your mail time-sensitive? Does the size, shape, or weight of your mail create any restrictions on how it can or cannot be sent? Is it important for you to keep track of returned mail and change of address notifications? *These questions will help you to determine the most effective way to send your mail.*

FIRST CLASS MAIL

Time:　　　　　Time sensitive materials should always be sent First Class.

Budget:　　　　When you mail First Class, you are paying for faster service. Letter rates begin at 41¢, Flats start at 80¢, and $1.13 is the base for Parcels.
Mailings of over 200 pieces can be sent First Class Permit, and 500 pieces can be sent First Class Presorted, which reduces your cost.

Requirements:　First Class has no minimum requirement for weight and accepts oddly-shaped, rigid, and uneven mail.

Address Lists:　Mail with incorrect or forwarding addresses is returned to the sender, along with any corresponding information.

STANDARD and NON-PROFIT MAIL

Time:　　　　　Allow additional delivery time when sending Standard or Non-Profit mail.

Budget:　　　　Standard rates for letter begin at 18¢, Flats at 19¢, and Parcels at 40¢. If your mail qualifies, Non-Profit postage can be as low as 7¢. Standard and Non-Profit rates vary based on zip code delivery. Mailings of over 200 pieces can be sent Bulk Mail, which additionally reduces your cost.

Requirements:　Size, shape, rigidity, and flexibility will determine whether your mail can be sent Standard or Non-Profit.

Address Lists:　Mail with incorrect or forwarding addresses is not returned.

*** Non-Profit Standards and Requirements to Remember:**
1) ***Solicitations and advertisements may not be included on <u>any</u> area of the mailing – requests for funds, volunteering, petitions, or attendance are not considered solicitations.***
2) ***Vanderbilt University, Vanderbilt University Medical Center, or Vanderbilt Children's Hospital must appear first on the return address (the department name may follow).***

HOW SHOULD YOU SEND US YOUR MAILING LISTS?
Mailing List Do's and Don'ts

MAILING LISTS 101
Correctly prepare your mailing list to decrease processing time, ensure delivery, and maintain privacy.

1) Lists must contain a header, identifying the corresponding information in each column.
2) Separate lists by delivery location – Station B, 17, Peabody, and US Mail delivery.
3) Never include Social Security numbers!
4) Remember that, generally, the maximum number of lines for window envelopes is 5.

MAILING LIST DO'S
Acceptable information to include in your xls/cvs, dbf, or txt file:

First	Last	Address 1	Address 2	City	State	Zip
Alexander	Bailey	123 Belle Road		Austin	TX	11111
Benjamin	Smith	4567 Harding Place	Apt. # 8	Nashville	TN	22222
Amy	Reynolds	890 26th Avenue	D-121	Birmingham	AL	33333

In addition to the above, you may choose to include Department, Title, Company, ID Number, or relevant Campus Mail Information. Please include instructions for variable data printing placement:

<First, Last>
<Address 1>
<Address 2>
<City, State, Zip>

Dear <First>,

<First, Last>
<Title, Company>
<Address 1>
<Address 2>
<City, State, Zip>
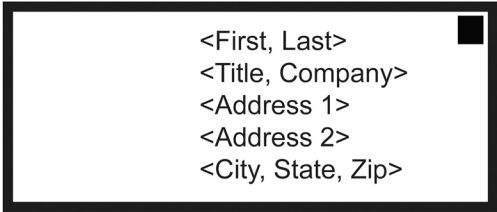
MAILING LIST DON'TS
To protect your mail recipients' privacy, all submitted lists will be reviewed for unidentified fields and unnecessary personal information.

First	Last	Address 1	Address 2	City	State	Zip	Phone	Birthdate
Alexander	Bailey	123 Belle Road		Austin	TX	11111	(123) 456-7890	1/2/2003
Benjamin	Smith	4567 Harding Place	Apt. # 8	Nashville	TN	22222	(234) 567-8901	2/3/2004
Amy	Reynolds	890 26th Avenue	D-121	Birmingham	AL	33333	(345) 678-9012	3/4/2005

** Please do not send lists that contain collapsed/hidden columns, as Vanderbilt Printing Services expands all fields during processing – personal information must be DELETED off data files.

SS#	First	Last	Address 1	Address 2	City	State	Zip	P
###	Alexander	Bailey	123 Belle Road		Austin	TX	11111	#
###	Benjamin	Smith	4567 Harding P	Apt. # 8	Nashville	TN	22222	#
###	Amy	Reynolds	890 26th Ave	D-121	Birmingham	AL	33333	#

If your mailing list contains INTERNATIONAL ADDRESSES, please contact Printing Services for detailed information on your mailing.

<u>INTERNAL CAMPUS MAIL</u>
The correct format for addressing internal Campus Mail is as follows:

Name
Department
Box Number

No other information (building name, street address, etc.) is necessary.

QUESTIONS?
For further information, please call 936-4544 or send us an email at
printingservices@vanderbilt.edu.

For additional information on Vanderbilt's campus mail system, please visit the [University's Mail Services](#) website or the [Medical Center's Post Office](#) website.