



Your Direct Mail Postal Logistics Checklist

1. What is the difference between Commingling and Drop Shipping? **Commingling** is taking your letter mail and combining it with other mailers' mail to get closer to the final destination as well as getting postage discounts. **Drop Shipping** is prepared at the mailshop with your mail only, going to a destination NDC or SCF. This ensures better delivery and postage discounts if there is a density there to do so.
2. When mailing at Standard Letter Rate, Nonprofit or Commercial, always know the size parameters before you go into production. Your mailing piece should be between 3 1/2" x 5" and no more than 6 1/8" x 11 1/2" with a thickness no greater than 1/4".
3. Always consider and review the weight and size of your piece before production. You may unknowingly design what you thought was letter rate and it becomes a Flat. Your postal logistics provider and the USPS Mail Design Analyst (MDA) can provide expert guidance.
4. Track your mail. Your Postal Logistics Provider should provide tracking or have a partnership recommendation for a tracking service. When tracking your mail, in addition to always using a unique sequence number and Mailer ID (MID) in your Intelligent Mail Barcode (IMB), be sure to use the correct Service Type ID to ensure tracking.
5. Analyze your mailing data before you begin the production process to realize your greatest postage savings.
6. When Commingling, ensure your Postal Logistics Provider has multiple drops per week.
7. IMB's must be on all of your mailing pieces to receive automation rates. In order to receive the IMB, you must perform Coding Accuracy Support System Certification (CASS) on your data and perform the National Change of Address (NCOA) process.

Please contact MailSmart Logistics if you have any questions about postal logistics and your mailings. We're here to help!

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