

 **Bulk Mail Procedures**

Direct mail is the most cost effective way to get information into the hands of a target audience. To make it work, there are some rules of logic and postal regulations. Logic requires that you know who the target market is and that your mail piece reaches its destination before the event. Because of the considerable savings, the College requires that all mailings over 200 identical pieces be sent bulk mail rather than first class.

 **Sorting and Bundling**

All bulk mailings must consist of at least 200 pieces of identical material. (The mailing address is the only difference between pieces.) Bulk mailings must be sorted and bundled before they are submitted to the mailroom. Make sure it is sent to us at least 2 business days before your proposed mailing date. Sorting must fall into the following criteria:



You just need to fill out the Date to be Mailed, Program, Name, and Title of Mailing and then the counts in column titled Your Manual Count.

|  |  |
| --- | --- |
| **BULK MAILING COUNT SHEET** |  |
| **DATE to be Mailed :**  |  |  **This form must accompany the mailing.** |
|  |  |  | ***Office Use***  |   |   |
| **PROG :** |  |   | **Weigh out 20 pieces in ozs.**  |  |
| **BUDGET #:** |  |  |  |  |
|  |  |  | **Divide by 20 =** |   |
| **YOUR NAME:**  |  |   | **Divide by 16 =** |  |
|  |   |   | **Multiply by number of pieces for total Weight** |
| **TITLE OF MAILING:**  |  |   | **Total Weight =** |  |
|  |  |  |   |  |  |
| **ZIP** | **CITY** | **YOUR MANUAL** | **OFFICE** | **METER** |  |
| **CODE** | **COUNT** | **COUNT** | **READING** |  |
| **98632** | **LONGVIEW** |  |  |   |  |
| **98626** | **KELSO** |  |  |   |  |
|  | **986** |  |  |   |  |
|  |  |  |  |  |  |
|  | **OREGON** |  |  |   |  |
|  |  |  |  |  |  |
|  | **NOT 986 or Oregon** |  |  |   |  |
|  |  |  *To be filled out by the mail room staff* |  |  |
|  | **0.208** |  |  |  |  |
|  | **0.232** |  |  |  |  |
|  |  |  |  |  |  |

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