

# Mailing Checklist

## Print Checklist

- **FAX SAMPLE** to Flanagin's before printing – 219-464-9787
- **PRE-PRINTED LABELS** will **cost more** in postage. (electronic lists preferred) We cannot get you the best postage if you print labels or pre-address the mail piece.
- **IDENTICAL PIECES**. A bulk mailing **MUST** be identical. That means color, weight, and text. Even a poor cut can affect weight.
- **ENOUGH PIECES** to cover the full mailing. We need 10-20 piece overrun.
- **CORRECT PERMIT** on the piece. If there is no permit imprint, there is an additional charge. If you are uncertain of which permit to put on the piece, call us first.
- **FOLD ON BOTTOM AND TAB ON TOP**. If the opening is at the bottom, we cannot mail it.



- **28 LB MINIMUM PAPER WEIGHT**. USPS requirement. 20# paper is too thin.
- **ADDRESS & BARCODE SPACE**. An easy safeguard is leave the lower right hand corner blank. 3 3/4" x 2 1/8". Fax us your design before printing so we can approve for postal qualifications.



- **ASPECT RATIO**. Measure your mail piece. Length divided by height must be more than 1.3 or less than 2.5.
- **NO AQUEOUS OR VARNISH**. Our ink will not adhere to coated paper, it will just smear. Request the mail side free from coating. If it comes coated, we will have to apply labels.
- **MOVE-UPDATE REQUIREMENT**. All discounted mail must have proof of move-update. All forms of move-update are good for only 95 days. You need to choose one of the options:
  - Have us add "Or Current Resident" to your piece
  - Have us add "Return Service Requested" to your piece

(you will pay first class return postage for any that are returned)

- Have us add "Change Service Requested" (you will pay address correction fee for each separate notice)
- Have us send your list through National Change of Address at \$.02 per submitted record. You will receive a report of all moves located to update your master database. Preferred option for overall savings. Reduce postage, printing, & labor on all future mailings.

