

FREQUENTLY ASKED QUESTIONS

CO-MAILING

1) What is Co-Mailing?

Co-mailing is the process of merging individual mail pieces from multiple mailing streams into a single mailing stream. This process improves the USPS delivery sortation characteristics of the total mailing which reduces postage and the number of times mail pieces are handled within the USPS. Co-Mailing allows mailers to achieve a better rate of postage by grouping larger quantities of like zip codes. The process is similar to selectively stitching multiple versions of the same title but on a larger scale.

2) What is the difference between co-palletization and co-mailing?

Co-palletization groups the physical bundles of mail, which have already been addressed and presorted, onto pallets in order to reduce bag mail and create more pallets. These pallets then can be drop shipped to a corresponding postal facility. Co-mail, on the other hand, combines individual pieces of mail into new, better presorted bundles and has a huge impact on presort and drop ship-eligible pallets. So, co-palletization does not change the publication's presort qualification or package make-up. Co-mail does, because each title's file is merged with other participants' files and the entire "pool" is presorted into qualifying packages as a larger mailing.

3) What type of co-mail machines do you utilize?

Our co-mailing will be done on two SIM 30 pocket co-mail machines. These machines are over 250 feet long and feature a one of a kind twin back end. The back end is set up with two arpac and two stackers to ensure high production speeds. We have are running domino bit jet inkjet heads and a Fastech Controller. Our pressure sensitive labels are applied by a label-air system. We have duplicated the inkjet and the label system to reduce any down time.

4) What are the benefits of co-mail?

Co-mailing allows your mail title to achieve a more advantageous presort which in turn reduces postage costs. Postage costs are further reduced by increased drop ship savings. Co-mailing also optimizes your delivery time with the USPS because the process creates better sorted packages and pallets that move through the postal system without much processing.

5) What kind of mail qualifies for co-mail?

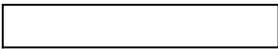
Walsworth can co-mail both Periodical and Standard flats. Both mail types see a large benefit when co-mailed. We currently do not co-mail letter size mailings or parcels.

6) Does my mail piece have to be a specific size to fit into co-mail?

Our co-mail line currently runs pieces that are varied in height and width within one inch. Our minimum and maximum sizes for height are 10 inches by 10.88 inches. Our minimum and maximum sizes for width are 7 ¾ by 8 ¾. These specs are from the manufacturer. If you have a size that you would like us to test we are willing to do so. We want to ensure that the machine keeps optimum performance and speeds. If we test additional sized product and find that it can be processed without a slowdown we will update our specs.

The co-mail line does not have a maximum weight but does have a maximum thickness. Our thickness tolerance is a minimum of .0625 up to a maximum of .5625 inches.

Please review our co-mail inkjet templates. We can supply the templates electronically as a PDF or we can mail full size clear plastic version.



7) Is an inkjet window required for co-mail and if so does it have to be in a specific position?

In our co-mail program customers have the option of using an inkjet window/area or a pressure sensitive label. The location of the inkjet or label must be in the lower portion of the front or back cover. The placement of the inkjet or label can vary in position from spine to face of the book.

Please see our inkjet templates for allowable areas.

8) What quantities work best for co-mail?

There are definitely quantities that fit into the "sweet spot" for co-mailing. The minimum size per title or version is 5,000 copies. The maximum size for Periodicals is different than Standard Mail. When we began modeling data we saw that a Periodical file that was too large had a negative effect on a co-mail pool. We then decided to limit the Periodical file size to a maximum of 300,000 pieces. Standard Mail, however, had a completely opposite reaction. The larger the mail file for standard co-mail the better the co-mail pool savings. We found that a Standard Mail co-mail pool performed best when there was an anchor file. We define an anchor file as a Standard Mail title that has a large quantity (250,000 – 500,000) and has a large CR or 5Digit presort split on its own. This file then helps the rest of the titles within a co-mail pool achieve a higher presort level. Regional address files will not benefit from co-mailing.

9) Can I send you 10 titles of only 5,000 each?

No, unfortunately we will limit the number of small titles that run in each co-mail pool. If a co-mail has 10 pockets occupied of 5,000 pieces each the presort discounts will not be achieved and the entire pool will show a low savings. We will control the file sizes within our web based scheduling tool.

10) Can you run poly bagged mailings on your co-mail machine?

Yes, as of June 2007 we can feed and run poly bagged pieces. Please contact us for our poly bag specifications if needed.

11) How is postage paid for titles within co-mail?

All mailings must open a CAPS Debit account with the USPS. A CAPS Debit account allows the USPS to deduct postage directly from a customer's bank account.

Periodical titles must open an additional entry in Bolingbrook, IL 60440.

Standard titles must open a permit in Bolingbrook, IL 60440.

12) Who does the data processing for co-mail?

The customer may choose to CASS Certify the list on their own or we can run the CASS for you. We must run the mail stream/presort for all address files included in co-mail. We have a specified field layout and type for the data.

13) How many extra books will you need sent for spoilage?

At this point we are requesting 300 extra books for spoilage. We may decide to reduce that number. All product left over from the extra material will be scrapped.

14) When are address files due for co-mail?

Address files are due no less than 72 business hours prior to a pool start date. For example, if a pool starts on a Monday the address files are due by the previous Wednesday.

15) When is product due for co-mail?

Product is normally due no less than 48 business hours prior to a pool start date.