One of the changes of the United States Postal Service is that "postal rates" have become "mailing prices", and according to Postmaster General Patrick R. Donahoe **NEW MAILING SERVICES PRICES WILL BECOME EFFECTIVE APRIL 17TH** of this year. Although price increases are limited to the Consumer Prices Index of 1.7%, actual percentage prices for services and products will vary.
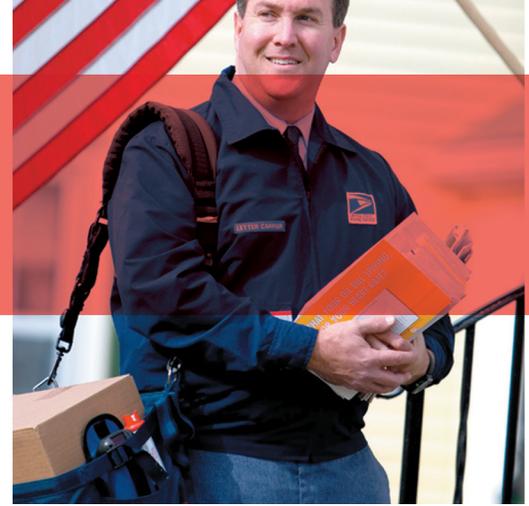
Keep Your Mailing Costs Down

mail[1] | māl |
noun: letters and packages conveyed by the postal system
verb [trans.]: send (a letter or package) using the postal system

Simple enough. Stamp it, drop it in the box and let the Post Office handle the rest.

But relying on the USPS to take care of mail processing is causing prices to go up. Is the mail deliverable? Is the address current? What about transposed numbers in street addresses and zip codes? Who takes care of the myriad of problems that arise each day from incorrect information? Who's paying the price for the Post Office to return undeliverable mail to you?

Data ages quickly. Over 43 million persons, families and businesses in the United States move each year. Let's face it, whether caused by incorrect or transposed information or by incorrect addressing, handling a piece of mail more than once costs your company money, and for all practical purposes it is almost a full-time job to enter customer information in a consistent format that is kept up-to-date without having duplicated information, especially if the database if utilized by more than one person or department.

MailMaster is committed to data quality. Using your mailing list, or lists provided by us, you will be assured that every address is verified with a CASS (Coding Accuracy Support System) approved system, using the current ZIP+4®/DPV (Delivery Point Validation) product from the US Postal Service. Using this procedure is essential for gaining mail automation discounts, and each mailing has postal documentation validating the accuracy of each address file. During this process, each valid address is updated to ensure the lists retain the highest standards of mail deliverability.

We also update your list using the NCOA, or National Change of Address, database to further update mailing addresses. Through NCOA^LINK™ we have access to more than 160 million change of address records. To maintain secure privacy, this list is only available through licensing from the USPS.

Address accuracy is required for mail automation discounts. Therefore, the more accurate the address file, the deeper the discounts you can receive for your mailings. MailMaster can reduce undeliverable, duplicated or inaccurately addressed mail pieces, which means that MailMaster will deliver you a greater return on your investment.

Mailmaster

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