

ATTENTION NON-PROFIT MAILERS

You can mail at non-profit rates without having a non-profit permit!

Non-profit organizations can save several hundred dollars per year by not renewing their non-profit permits. Basin Printing & Imaging is able to submit non-profit mailings under our postal permit, and use your mail-owner information to "ghost" the non-profit eligibility to our account. If you are a non-profit mailer this is just one method we can use to save on your budget for direct mail efforts.

POSTAL SAVINGS

Postage savings can vary based on mail class and mailing type. Calculating postage savings is difficult, as items mail at different rates based on destination. For example, items destined to the Zip Code beginning with 813 will realize average savings of 25¢/item with possibilities of 30.8¢/item savings

Savings based on 45¢ single-item postage.

The easiest way to determine postage savings would be for us to process your database. In addition, we will show you exactly what we will correct, update, or delete, and how we boost deliverability.

INQUIRES:

(970) 247-5212
mail@BasinPrinting.com
Attn: Presort Dept.
Mail Center
Basin Printing & Imaging
1437 E. 2nd Ave
Durango CO 81301-5144



MAILPIECE DIMENSIONS

LETTER-SIZE & OVERSIZED POSTCARDS

Dimension Minimum Maximum
Height 3 1/2" 6 1/8"
Length 5" 11 1/2"
Thickness 0.009" 1/4"

STANDARD POSTCARD

Dimension Minimum Maximum
Height 3 1/2" 4 1/4"
Length 5" 6"
Thickness 0.007" 0.016"

The length is the dimension parallel to the delivery address. Aspect ratio for automation-compatibility (length divided by height) must fall between 1:1.3 and 1:2.5.

ADDRESS PLACEMENT

The placement of the address may render a piece unable to mail, or non-machinable. The location of the delivery address on a letter-size mailpiece determines which dimensions are the length and height of the piece. On a letter-size piece, the address must be placed within the optical character reader (OCR) read area, which is a space on the address side of the mailpiece defined by the following boundaries:

- LEFT:** 1/2" from the left edge of the piece.
- RIGHT:** 1/2" from the right edge of the piece.
- TOP:** 2 3/4" from the bottom edge of the piece.
- BOTTOM:** 5/8" from the bottom edge of the piece.
- POSTCARDS:** Minimum of 3 1/2" from the right edge of the mailpiece.

Scan this code to check for current specials with Basin Printing & Imaging. This QR Code changes monthly so keep scanning. We look forward to serving you in every way possible.



PRGRT STD
U.S. Postage
PAID
Permit No. 654
Durango, CO

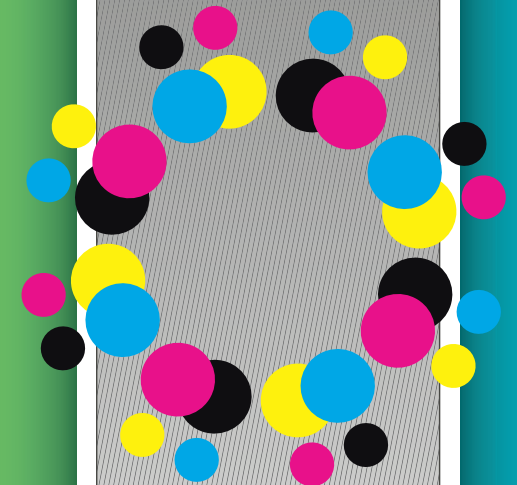


BASIN
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970-247-5212
www.basinprinting.com



DIRECT MAIL & DATA SERVICES

SOLUTION OVERVIEW &
GUIDELINES FOR SUCCESSFUL
DIRECT MAIL MARKETING



BASIN
PRINTING & IMAGING
beyondprint
basinprinting.com
A tradition of quality since 1967

SOLUTION OVERVIEW

Basin Printing & Imaging's experienced mail center staff feels that direct mail should be easy. From conception to completion, Basin Printing offers everything required to execute an effective and successful mailing.

DON'T HAVE A DATABASE? Let us help! Basin Printing has a comprehensive business-to-business or consumer database for our local area. If our offered data lists do not meet the required demographic criteria for your campaign, we can help find the data that is right for you. Basin Printing has strategically partnered with data compilers to provide industry leading data services and list acquisition.

HAVE DATA? We can update, validate, and cleanse it for you to produce the most efficient direct marketing campaign available. Basin Printing leverages cutting edge software and strategic partnerships with data service-providers to deliver industry leading data processing.

DON'T KNOW WHERE TO START? How about a phone call to our expert staff? We provide consultations on everything from mailpiece design to data compilation. We will get you off to the right start, or fulfill the entire operation on your behalf. Basin Printing & Imaging boasts the best deliverability and postage rates in the region. Every outsourced mailing is justified by the postage savings alone, as well as your reduction of in-house labor.

DIRECT MAIL SERVICES INCLUDE:

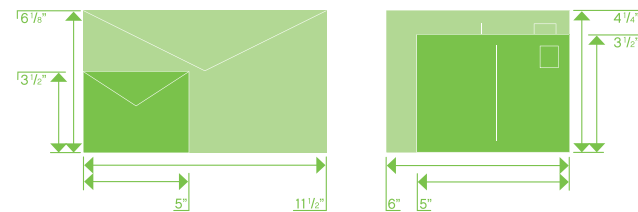
- CASS - Certified address correction
- Elimination of duplicate records
- Mailpiece design
- Bar-coded addressing of mailpiece for automated pricing
- Preparation of required documentation of mailing
- Full reporting on data quality
- Variable data printing for personalization of mailpiece
- Business-to-Business and Business-to-Consumer lists available

TYPES OF MAIL PIECES

There are three different types of mailpieces, each carrying different rates:

- Postcard
- Letter
- Flat

The classification of the different mailpiece types is based on dimensions and thickness as displayed below:



	LETTER		POSTCARD	
	Min.	Max.	Min.	Max.
Height	3 1/2"	6 1/8"	3 1/2"	4 1/4"
Length	5"	11 1/2"	5"	6"
Thickness	.009"	1/4"	.007"	.016"

CLASSIFICATION OF MAILERS

Several classifications of mail are available:

- First Class
- Standard
- Standard Non-Profit

Each classification carries with it a different rate, and the mail receives different levels of service based on which rate is claimed.

REQUIREMENTS FOR AUTOMATED PRICING

- Physical standards outlined above.
- Mailpiece must contain full delivery-point barcode.
- Mailpiece must be of equal weight and dimensions.
- Database must be processed through CASS, NCOA and PAVE-certified processes.

For more information on postal requirements, reference the Domestic Mailing Manual found on the postal service website www.usps.com, or consult a direct-mail specialist at Basin Printing.

CASS CERTIFIED ADDRESS CORRECTION PROCESS

The address correction process is a requirement for automated pricing, and a valuable tool in increasing a deliverable item. Address correction performs the following services:

- Standardize address lines for maximum deliverability
- Append missing suite numbers
- Convert rural street names to city names
- Generates full 12 digit zip codes
- Flags "Non-Validated" records for review

Reports on data quality are available upon request and include:

- A database containing all records that could not be confirmed as a valid delivery address.
- A database containing all addresses manually reviewed and corrected by mail center staff.
- A database of all addresses deleted during the address correction process.

NATIONAL CHANGE OF ADDRESS (NCOA)

NCOA processing compares your database to over 160,000 changes of address filed with USPS over the past 48 months. Any match during the NCOA process will be automatically updated within the database.

Basin Printing & Imaging performs NCOA processing on every mailing **FREE** of charge!

Required for automated pricing, NCOA is one of four preapproved move-update methods. NCOA is the only move-update method that can be performed prior to mailing.

NCOA reports available upon request

Tip: For best NCOA results make sure that names in your database are properly parsed into separate fields (First, Mid, Last) or the entire name is contained in one field (preferred). NCOA can pick up individual, family, and business moves. For businesses, please make sure the company name is in a company field and not contained in the name or address fields.

DUPLICATE RECORDS & MERGING MULTIPLE LISTS

We can use any field in the database as a criteria to search for duplicate records. Eliminating duplicate records reduces both postage and printing costs, making for a more efficient campaign. The most common duplicate searches are based on the following criteria.

- Name: Full or Last
- Address
- Company

If there are suite/apartment numbers appended onto the address, the Merge/Purge will identify each address as being a unique mail stop. Without the suite numbers, those records will be deleted in an address duplicate search.

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EXAMPLES OF DUPLICATES

THESE TWO RECORDS ARE NOT DUPLICATES

M2 Midstream LLC (Colorado) 1099 Main Avenue, Suite 210 Durango, Colorado 81301	Southwest Mortgage Loans, Inc. 1099 Main Avenue, Suite 213 Durango, CO 81301
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THESE TWO RECORDS ARE CONSIDERED DUPLICATES

M2 Midstream LLC (Colorado) 1099 Main Avenue Durango, Colorado 81301	Southwest Mortgage Loans, Inc. 1099 Main Avenue Durango, CO 8130
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BASIN

PRINTING & IMAGING

Speak to anyone of our customer service representatives to get a quote on your next direct mail project. Our expert staff can assist you in a complete design, print and mail campaign that can save you time and money. Call 970.247.5212 today to get started.