



## 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. Sorting must fall into the following criteria:

1st Sort	2nd Sort	3rd Sort	4th Sort	Last Sort
Longview	Kelso	First 3 digits of the ZIP code is 986	All Oregon	Other (not Oregon or 986)

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.

<b>BULK MAILING COUNT SHEET</b>				
<b>DATE to be Mailed :</b>		<b>This form must accompany the mailing.</b>		
<b>PROG :</b>		<i>Office Use</i>		
<b>YOUR NAME:</b>		Weigh out 20 pieces in ozs. =		
		Divide by 20 =		
		Divide by 16 =		
		Multiply by number of pieces for total Weight		
<b>TITLE OF MAILING:</b>		Total Weight =		
ZIP CODE	CITY	<b>YOUR MANUAL COUNT</b>	<b>ACTUAL COUNT</b>	<b>METER READING</b>
98632	LONGVIEW			
98626	KELSO			
	986			
	OREGON			
	NOT 986 or Oregon			
	0	<i>To be filled out by the mail room staff</i>		
	0.169			
	0.184			