

# MAILERS+4<sup>®</sup>

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## INSIGHT

### MAILERS+4 SPOTLIGHT

#### New Interface Launches

Get a first-hand look at the new interface in MAILERS+4. The interface makes it easier and friendlier to navigate and gain access to the various functions in the software. If you look at the left bar menu of the MAILERS+4 screen, there is a list of categories to click on, such as open file, address check, duplicate check and print label. These functions



aren't new – they're just relocated to the left side of the screen to make them more visible and easier to read. You will have the option of operating from the existing interface, or trying out the BETA version of the enhanced interface, for the September update only. After that (beginning in November), you will only have the new interface to work with. In the meantime, try out the new interface and let us know what you think. Go to

[www.melissadata.com/cgi-bin/mp4-feedback.asp](http://www.melissadata.com/cgi-bin/mp4-feedback.asp) to send your comments.

#### Auto Updates

Along with this new interface comes the ability to download MAILERS+4 maintenance patch files from the Internet – automatically. The new Auto Update feature will enable mailers to update their software to include the latest fix patches to known issues and last minute postal requirement changes. The Auto Update feature can not be used to download the actual monthly/bimonthly updates of MAILERS+4. These must be provided on DVD due to the substantial size of the files.

#### How to Access the New Interface

Accessing the new MAILERS+4 interface is different from how you normally would access the software. Just follow these 3 steps:

1. Click on the *Start Menu*.
2. Click *All Programs*.
3. Select MAILERS and click *MAILERS+4 (Beta)*.

## MELISSA DATA UPDATE

### New Email List Released

Email marketing can be a great way to develop and maintain customer relationships – and acquire new ones as well. Melissa Data offers a comprehensive database of more than 60 million consumer email addresses – all with a 100 percent deliverability guarantee. Selects include household income, home value, contact age group, geography and more. For more information, please go to:

[www.melissadata.com/listemail.htm](http://www.melissadata.com/listemail.htm)

## POSTAL UPDATE

### UAA Mail - No More!

Don't you just hate undeliverable-as-addressed mail? The Postal Service® probably has no love for it either. That's why it's ramped up efforts to reduce UAA mail by 50 percent in 2010. On Nov. 23, the new NCOA<sup>Link</sup>® Move-Update standards officially take effect.

In case you don't already know, Move Update processing:

- Extends to include all Standard Mail® – letters, flats, parcels and non-flat machinables – and automation-rate and presort-rate First-Class Mail®.
- Increases the frequency of address updating from 185 days to 95 days prior to mailing.

### Stiff Penalties Proposed for NCOA Noncompliance

This is a little unsettling. If your Standard mailings don't comply with the new Move Update requirements going into effect Nov. 23 – then you could be looking at a penalty of 7 cents per address across the mailing. According to the Business Mailers Review, USPS® will use the MERLIN verification system to check for NCOA compliance. If there are a few mail pieces that are deemed noncompliant, then your entire mailing will be found noncompliant. As a result, you could be subject to the 7 cent per mail piece penalty. There is a 60 or 90-day grace period to allow everyone an opportunity to address the issue, states Business Mailers Review. But think about it – if you had a 100,000 piece mailing, and the Postal Service determines that your mail is not NCOA compliant, you could be penalized \$7,000 – even if they found you had only a few pieces that were noncompliant.

### MAILERS+4 FAQ:

#### How do I enable Address Check to recognize non-standard suffix abbreviations?

Non-standard suffix abbreviations (i.e. Boul for Boulevard, Pk for Parkway, Av for Avenue, etc) can cause addresses not to code in Address Check. To enable Address Check to recognize non-standard suffixes, you need to edit the MP4SFX.DEF file of street suffixes. This file is located in the MAILERS+4 directory. The USPS standard suffix abbreviation is on the left and the non-standard abbreviation is the right of the equal sign. Be sure to use a text editor like NotePad and not a word processor program like Microsoft Word.