

MAILERS+4[®]

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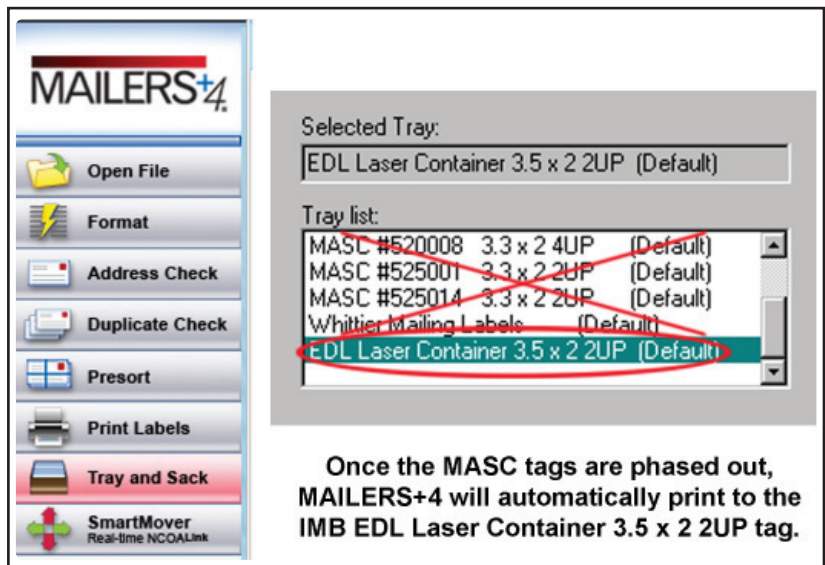
INSIGHT

MAILERS+4 SPOTLIGHT

MAILERS+4 to Phase Out "Old Format" Container Tags

Notice! Within the next two update periods, MAILERS+4 will phase out, and discontinue printing to the old format tray and sack tags, and will only print to the new, USPS[®] approved IM[™] Barcode container tags. In the meantime, you can continue to print to any of the tags listed in the selection menu. We will let you know which update this permanent change will appear.

Another change coming soon! MAILERS+4 will generate the reports for First-Class[™] and Standard Mail[®] mailings in .pdf format.



MAILERS+4

- Open File
- Format
- Address Check
- Duplicate Check
- Presort
- Print Labels
- Tray and Sack
- SmartMover Real-time NCOALink

Selected Tray:
EDL Laser Container 3.5 x 2 2UP (Default)

Tray list:

MASC #520008	3.3 x 2 4UP	(Default)
MASC #525001	3.3 x 2 2UP	(Default)
MASC #525014	3.3 x 2 2UP	(Default)
Whittier Mailing Labels		(Default)
EDL Laser Container 3.5 x 2 2UP		(Default)

Once the MASC tags are phased out, MAILERS+4 will automatically print to the IMB EDL Laser Container 3.5 x 2 2UP tag.

If you have any concerns about either of these issues, please contact our Technical Support staff at 1-800-800-6245, opt 4.

Latest Version of GeoCoder Now Available



GeoCoder was recently updated to give you the freshest demographic and geographic data to your addresses to the ZIP+4, ZIP+2, or 5-digit ZIP Code[™] level. GeoCoder appends lat/long coordinates (up to six decimal places), Census Tract, Block numbers, FIPS codes and County Names to records in a mailing list. This data can be used with a mapping program and Census data to plot customer locations geographically and identify demographic patterns in your list. The information will help you target your market more effectively, resulting in higher response rates and increased sales. For more information, please contact your sales rep at 1-800-Melissa opt 3.

New Postage Statements

Don't be surprised if you notice that MAILERS+4 is now generating new postage statements for your mailings. You don't need to do anything...so no worries. It's just a standard procedure to meet current USPS requirements.

POSTAL UPDATE



PMG Reassures Mailing Industry

Postmaster General Jack Potter reassured mailers that while the postal industry faces “one of the most hostile economic environments we’ve ever encountered” – he believes they can overcome their financial woes. Potter detailed a plan that could turn the tide around during his address delivered on National PCC day on Sept 16.

“It would be a great mistake to think – even for a moment – that we cannot influence the direction of our future, that we cannot bring a new level of stability to the Postal Service and to the entire mailing industry,” Potter said.

Potter discussed ways that the USPS can cut costs, among them is to move from a six-day to a five-day delivery service. Another plan to put into action – passing a revised bill that would provide the Postal Service™ with \$4 billion in financial relief (the bill, H.R. 22, recently passed). According to Business Mailers Review, the revised version of H.R. 22 would require the agency to pay \$1.4 billion into the Retiree Health Benefits Fund, instead of \$5.4 billion as required by the Postal Accountability and Enhancement Act (PAEA).

Potter also called for a change in the PAEA language that would prohibit the agency from getting into nonpostal businesses – an initiative that would increase costs rather than fueling revenue.

MELISSA DATA UPDATE

Melissa Data Launches Revolutionary Search Technology

Melissa Data, in partnership with SpeedTrack Inc., recently announced the availability of SpeedTrack – a new technology offering a completely new experience in terms of storage, access, and analysis of data. The technology is powered by the Guided Information Access Platform™ (GIA™), in which users are guided to exactly what they are looking for simply by selecting from the unique words, characters, and values contained in the data. And, SpeedTrack applications

work with any type of stored data, including relational databases, text, email, PDF, Microsoft Office documents, and legacy databases.

“SpeedTrack works differently than traditional relational databases that simply store and index data,” said Jeff Pratt, SpeedTrack Inc.’s director of strategic development. “Rather than just storing data, SpeedTrack stores all the associations between the data and what it describes. By capturing the associations, SpeedTrack enables users to quickly find and retrieve answers contained in the data – turning data into actionable information.”

For more information, please contact your sales rep.

MAILERS+4 FAQ

When I import my ASCII file into a dbase header, the data looks split between the fields.

A: When you import the data into a dbase header, both structures must match exactly, otherwise, MAILERS+4 fills the field with data and uses any leftover data in the next field. If you use the same file structure repeatedly, you can simply copy the dbase structure of an existing file to a new, empty header. This way, you will only have to create a header to import your ascii text file, one time.

During database modify, I accidentally deleted a field in my list. How can I get it back?

A: Whenever you use database modify, MAILERS+4 creates a backup of your list called “(your list name).bak.” Just open the .bak file and your list will be back to its original form.



You will have to rename “(your list name).bak” to “(your list name).dbf” to be able to open the file again. Remember to delete your current file that is ruined, otherwise, Windows will not allow you to rename the backup as 2 files in the same folder with the exact same name.

Useful Mailing Links

Industry Insights – Catch the latest news on the postal industry, USPS, and direct marketing hot topics.
<http://www.melissadata.com/postal/postal-links.htm>

USPS RIBBS Web Site – Get access to USPS products and services for business mailers. <http://ribbs.usps.gov>

Melissa Data Resources – Links to our white papers, case studies, and insightful articles to help you get the most out of your direct mail, marketing, data management initiatives.
<http://www.melissadata.com/resources>

Discussion Forums – Ask questions, talk product and get fast answers in our discussion forums.
<http://forum.melissadata.com>

Contact Information

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