

MOVE UPDATE

The Postal Service is stepping up its efforts to reduce undeliverable-as-addressed mail. Effective November 23rd, the Move Update standards will provide ways for mailers to reduce the number of mailpieces that require forwarding, return or are undeliverable as addressed by the periodic matching of a mailer's address records with customer-filed change-of-address orders.

Here are the changes related to Move Update processing:

- . Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.
- . Extend the new Move Update standards to include all Standard Mail, including Non-Profit---letters, flats, parcels and Not Flat-Machinables--- as well as automation- rate and presort-rate First-Class Mail.

The new Move Update Standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates. High-quality addressing, best possible depth of ZIP+4 codes and accurate Intelligent Mail and Post Net barcodes that result in the delivery of the mailpiece to the intended recipient in an efficient manner should be primary tools that mailers use to reduce Undeliverable-as-Addressed mail volume.

The authorized method to be used by this university will be the NCOALink processing, through our BCC software. Each list file sent to our List Processing Technician will be ran against the NCOALink for updating. This completed file will be sent back to the customer, stating this file has been verified and updated with the most current Address changes. There will be a minimum charge for the list file sent, all based on the number of names on that file.

If you are doing your own mailing, I ask that you contact us to get your mail list file updated for the Move Update program. A transition period has been implemented for standard (non-profit) mailing, which runs until May, 2009. After the transition period, noncompliant Standard mailings will be charged an additional 7 cents per piece to get their mail delivered.

Please contact Ken Reining, if you have any questions at this number 472-7029.