

Learn the Language

INDICIAS AND PERMITS

An indicia is a notice printed in the upper right-hand corner of a mailing piece indicating that the postage has been paid at the rate used by the mailing, the post office at which the mailer has the permit registered, and the permit number. The format of the indicia is very important and must be followed exactly or the Post Office may reject the mailing. To the right are examples of the proper wording for bulk mail indicias. Printing Services can paste up the appropriate indicia on your original before reproduction if you are unsure about which one to use. **Always** check with PSMD *before* you put an indicia on your piece. If you use the wrong one it can end up costing you more money in the end.

When designing your printed piece, please contact Printing Services for information on the appropriate indicia to use. All university bulk mailings, both Pre-sorted First-class and Standard Mail (A), mailed at the Manhattan Post Office require the use of a permit number. **A department is NOT allowed to take a mailing directly to the U.S. Post Office when it has Printing Services 525 permit on it**, prior permission must be obtained to do this. Pre-sorted First Class mail using permit 525 must have paper work showing break down of sorts, this break down is generated by postal software. Therefore, PSMD must generate your mailing labels, or a department or company that can provide postal information to submit with the mailing. However, Central Mail provides metering services of letters where you receive the presort rate and you can do the labels yourself. If you are unsure about the labeling process please call 532-1536, Connie or Annette.

Pre-sorted
First Class Mail
U.S. Postage
PAID
Manhattan, KS
Permit No. 525

Pre-sorted
Standard
U.S. Postage
PAID
Manhattan, KS
Permit No. 525

Pre-sorted
Bound Printed Matter
U.S. Postage
PAID
Manhattan, KS
Permit No. 525

Non-Profit
U.S. Postage
PAID
Manhattan, KS
Permit No. 525

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Order From Your Desk!!

Printing Services is helping to make your job easier. As the times and technology changes everyone is looking for quicker, more efficient ways of doing everyday jobs. In doing our part, K-State Printing services is now able to take orders for your business cards online.

Log on to our website - www.ksu.edu/printservices


Go to the forms - electronic BC form -

Choose your logo and click on it -

Fill out your information *exactly* the way you want it to appear on your card - you will not get a proof to look at so check your spelling carefully! You will also need to print a *BC order form* or a *Printing Requisition* and fax or mail it over to our office. Your cards WILL NOT be printed until we receive your requisition.

Below is what the form will look like that you need to fill out.

Just highlight the line and enter your information the same as what the line has. If you do not need all of the lines that are listed just delete that line of the form.



Name & Degree(s)	Room # & Building Name
Degree(s) Line #2	Room # & Building Name Line #2
Job Title(s)	City, State & ZIP + 4
Job Title(s) Line #2	Phone Number
Job Title(s) Line #3	Cell Phone Number
Department Name	FAX Number
Department Name Line #2	E-mail Address
College Name	Web Address

Check back often for more ways that Printing Services can

help you do your job quicker and more efficiently. Our networked high speed copier can provide quality copies at 135 pages per minute. We can print color copies at both our office in Kedzie Hall and our copy center at Hale Library.

Printing Services has a Busy Mailing Department

After a job is printed it needs to go somewhere, right? If it does not go back to the customer then it probably needs to be mailed. Printing Services Mailing Department (PSMD), processes mail for campus distribution and U. S. Mail to include First Class mail, Standard Class mail, and Periodicals.

There's a great deal that goes on once your mailing job is brought to Printing Services. All mail jobs are evaluated before production, as to the proper, most efficient process to retain cost savings as well as maintain the quality and integrity of your communication. We have the automated equipment necessary to handle a large variety of mail piece designs as well as a large array of software applications to insure the quality of the address and the most efficient delivery whether it's a campus mailing or mailing going through the United States Postal Service (USPS) system. We have the ability to produce mailings that are in full compliance with postal automation criteria. We provide:

Consulting for development of new pieces; what permit to use and options on mailing delivery

Counting of mailing pieces, computation of the amount of postage, and preparation of the required postal statement

Folding, tabbing and metering

Inserting different mailing pieces into envelopes by machine or hand

Presort services

Labeling

High Speed InkJet Addressing

Bar Coding for faster, less expensive mail delivery

If you are unsure of procedure, policy, proper addressing, format of database, postal regulations and rates, or the capabilities of our equipment, please call us before you get too far in the planning stages of your mail piece.

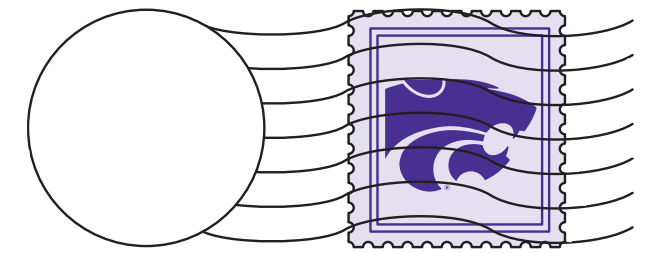
Preparation Tips of Mail Pieces

Printing Services will work with you throughout the development of your mail piece to ensure your mailing meets USPS requirements and is mailed at the lowest possible cost. The USPS is charging a 2¢ per piece surcharge if mail pieces do not meet certain requirements.

It is important to use the proper addressing formats on all your mailings. PSMD maintains updated USPS software to fully comply with the ongoing changes in rates and regulations to insure proper delivery of all your mail pieces expeditiously. PSMD utilizes inkjet addressing to allow our clients to take advantage of substantial USPS automated mailing discounts as well as reducing presorting time and expense. For inkjet labeling, it is recommended to use a matte finish paper. It is more difficult to inkjet labels on a coated glossy stock. Some paper colors and fiber papers are not recommended for USPS mailings, please be sure to check with PSMD before you have your piece printed. If you have a piece that is developed that is very colorful you must leave a white box where the label will go if you want it to be inkjetted on. If you are using stick on labels this is not a problem. To make the best use of Printing Services mailing software, your mailing data needs to be formatted correctly. Mail Manager 2000 can import data from a variety of formats, including Access or Excel, data base or comma delimited files. We are unable to us MacIntosh files. You can bring in a disk with your order or you can email it to Connie at clarson@ksu.edu. Before you email your list please call for a job number to refer to so that your list will be properly combined with your print job.

If you are developing a piece that has staples along the spine you will need to have TWO tabs applied to mail it. Most tri-fold brochures and pieces without staples only need one tab. You can not seal brochures with staples. You need to develop your mailing panel to have the folded edge at the *bottom* and the return address near the *open* edge. This is due to the high speed readers the USPS uses. If the open end is down the piece will get caught in their machines and possibly be damaged or cause damage.

If you are bringing over (or having picked up) pieces that are to be metered you need to be sure that the flaps are laid down and they will be sealed as they are metered. If it is a large envelope please make sure that they are sealed.



Mail Piece Dimensions

Since machinable mail processed by automated equipment must move at high speeds, it must fit within either Letter Mail or Flat Mail dimension guidelines. Please consider the final size of your mailing, since separate postage rates are set for each size range.

A **'flat'** is a mail piece that consists primarily of large envelopes, newsletters, magazines, and catalogs that are a minimum of 6" and maximum of 12" high and a minimum of 5" and maximum of 15" long. The flap should be on the right side of the envelope when looking at the address. The one exception to this is when the flap is on the longest side of the envelope. In that case, the flap would be at the top. For a flat mail with a bound or folded edge, such as a newsletter or magazine, the height is the dimension parallel to the bound or folded edge.

A **letter** is a mail piece that primarily consists of business envelopes, flyers, and folded self-mailers that are less than 6 1/8" x 11 1/2", but larger than 3 1/2" x 5". The flap of an envelope should be at the top when looking at the address.

A **postcard** must be larger than 3 1/2" x 5", but smaller than 4 1/4" x 6", in size.

A tri-fold and half-fold mailer is acceptable for domestic mail but not encouraged due to the tattered appearance at its final destination and possibility of non-delivery of the piece. When using this type of mailer the fold should be at the bottom with the opening at the top secured by tape or a tab. No staples are accepted.

