

## ***Successful Direct Mail***

*Be Clear about the Who, What, and How*

- *Target your audience and your message*
- *Have a clear call to action*
- *Make it easy to respond*

### **Mailing List Tips:**

- The USPS requires certification of ongoing maintenance of your lists in order to get the discounted mail rate.
- Methods such as National Change of Address (NCOA) are available for nominal fees.
- If you build a database, use separate fields for each piece of information
- If you rent/buy a list, use a reputable source.

### **Mailpiece Design for the lowest Postage Rate:**

- Allow a min of 4 inches in length of white space for address and barcode placement.
- Mail should be rectangular not square.
- Design so the fold is at the bottom, to avoid use of additional wafer seals.
- Use the envelope to emphasize your message: add a teaser or incorporate graphics.
- For flat size mail, mail panel must be in upper half

## **Use DMS to optimize your postage costs**

**For more information contact:  
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