



Move Update Requirements are here. Are you Compliant?

The US Postal Service now requires all mailing lists be updated within 95 days of the mailing date using one of several USPS approved move update methods. The requirement applies to all presorted first class mail, standard mail and nonprofit mailings.

If you mail to your customers and prospects, Eye/Comm can help you comply through these USPS approved methods:

NCOA (National Change of Address): We run your data file against the USPS's file of known moves. It will append the corrected move address to your file, which we will then provide back to you. Once you have a correct file, as long as you continue to check for and process updates as they happen you will remain compliant with the postal requirements.

To get updates you can use our **Automated Move Update Service** that utilizes one of the approved methods, OneCode ACS™ (Address Change Service). Eye/Comm will download move update information from USPS and transmit directly to you to keep your mailing list current.

Another method is the **Ancillary Service Endorsement**. You can add an endorsement line to your mail piece and get address changes sent to you to be updated manually.

Keeping your list up to date cuts down on undeliverable mail which can lower your printing, mailing and postage costs, reduce waste and make your business greener.

All mailing lists provided by Eye/Comm are Move Update compliant.

Currently, no penalties are being assessed by USPS for non-compliance. However, to qualify for discounted presorted postage rates, you must comply with Move Update requirements. USPS has announced that penalties will be assessed beginning in January 2010. They have not yet determined what those penalties will be.

USPS is testing mailings for Move Update compliance and Eye/Comm will furnish those results to our customers.

For more information contact us at 619-448-6111.