



IN FOCUS NEWSLETTER

From Eye/Comm Inc., Focused Direct Marketing

Spring 2009

New Postage Rates May 11, 2009

First Class Rates up to 1 ounce	New as of May 11, 2009		Standard Mail Rates up to 3.3 ounces	New as of May 11, 2009	
	Current			Current	
Regular letter	\$0.420	\$0.440	Presorted letter	\$0.260	\$0.273
Presorted letter	\$0.394	\$0.414	Automation letter	\$0.257	\$0.270
Automation letter	\$0.369	\$0.382	Presorted flat	\$0.553	\$0.558
Regular flat	\$0.830	\$0.880	Automation flat	\$0.489	\$0.496
Presorted flat	\$0.727	\$0.757			
Automation flat	\$0.702	\$0.725			
			Non-profit		
Postcards 1 ounce			Presorted letter	\$0.162	\$0.172
Regular postcards	\$0.270	\$0.280	Automation letter	\$0.159	\$0.169
Presorted postcards	\$0.242	\$0.245	Presorted flat	\$0.420	\$0.424
Automation postcards	\$0.223	\$0.230	Automation flat	\$0.356	\$0.362

Got Laughs?

- If you can't laugh at yourself, I'll do it for you.
- Broken guitar for sale - no strings attached.
- The fridge light DOES go out. Now let me out of here!!!!
- Dyslexics have more nuf!
- But I don't have an "any key" on my computer!

Got Hayfever?



Allergic rhinitis, often called hay fever, occurs when your immune system overreacts to particles in the air that you breathe—you are allergic to them. Your immune system attacks the particles in your body, causing symptoms such as sneezing and a runny nose. The particles are called allergens, which simply means they can cause an allergic reaction. An allergic reaction occurs only in people who have a condition called atopy. It means that allergens are likely to cause an allergic reaction. An atopic person often develops more than one allergy. Experts don't know why people become atopic and have allergic reactions. Most people who have allergies have family members who also have some kind of allergy. If your allergies occur only at certain times of the year, your symptoms are likely to be itching, sneezing, a runny nose, and watery and itchy eyes. If you have a pollen allergy, your symptoms may vary according to the climate and the types of plants that grow in your area. If you have symptoms in:

- Winter and spring, you are probably allergic to tree pollens.
- Summer, you are probably allergic to grass and weed pollens.
- Late summer and fall, you probably are allergic to ragweed or other weed pollens, such as tumbleweed or sage.

Special points of interest:

- **New Postage rates**
- **Move Update changes**
- **Flat size address placement**
- **Your questions answered**

From Eye/Comm

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USPS postpones penalties for move update noncompliance until 2010

The Postal Service has postponed implementation of penalties for mail that fails to comply with move update standards. USPS filed a notice to extend implementation of the Standard Mail Move Update noncompliance charge from May 11, 2009, to January 4, 2010. The \$0.07 per-piece penalty applies to Standard and Non-Profit mailings that fail to fully comply with the Move Update standards. USPS will continue to test mailings for Move Update compliance and Eye/Comm will provide those results to our customers. The current standard for compliance is at least 70% of moves in any mailing must have been correctly updated.

The new Move Update verification procedures will not be used to assess additional postage for First Class, Standard or Non-Profit Mail at the time of mailing until January 2010. The Postal Service stated that delaying implementation allows extra time to provide Standard Mail customers with additional feedback from their new postage verification systems. However, mailers must comply with the Move Update standard to qualify for automation or presort prices.

Since November 23, 2008 the Postal Service has required Standard and Non-Profit mail to comply with Move Update standards. Presorted First Class mail has required compliance for the last 10 years. To comply you must have updated your mailing list within 95 days prior to the date of mailing using one of the following authorized methods:

- NCOA^{Link} processing.
- FASTforward MLOCR processing (letter mail only).
- OneCode ACS (Address Change Service) in conjunction with an Intelligent Mail barcode and a mailer ID.
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement.*
- Use of an appropriate on-piece ancillary service endorsement without ACS.*

*If you use ACS or on-piece ancillary service endorsements you must incorporate the address changes received prior to subsequent mailings.

The Postal Service will use NCOA data as the standard for testing using their postage verification systems. For that reason, Eye/Comm recommends NCOA for Move Update compliance. If you need to use an alternative method, Eye/Comm can help you determine which method is best for you.

Remember, even though no penalties will be assessed until January 2010, in order to qualify for automation or presort postage rates, your list must be updated within 95 days of a mailing. For example, a mailing entered on Dec. 1 must bear addresses that were updated no earlier than Aug. 28.



What to say on your next job interview

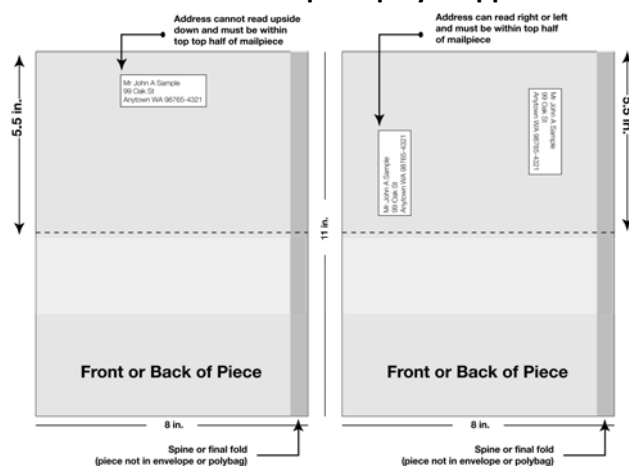
- How are you at answering the phone? *I use to never answer the phone, because I was afraid. But the psychiatrist really helped me to get over it. Now I answer it whether it rings or not.*
- Can you do anything that other people can't? *Sure, I can read my handwriting.*
- Whom are you working for? *Same people. My wife and four kids.*
- Are you a self-motivated worker? *Work fascinates me - I can look at it for hours!*
- Do you prefer weekends off? *Yes, but Monday is an awful way to spend 1/7th of your life.*
- How good are you at making company decisions? *Well, 98% of the time I am right. Why worry about the other 3%.*

NEW ADDRESS PLACEMENT REQUIREMENTS FOR FLAT-SIZE MAIL PIECES ARE NOW IN EFFECT

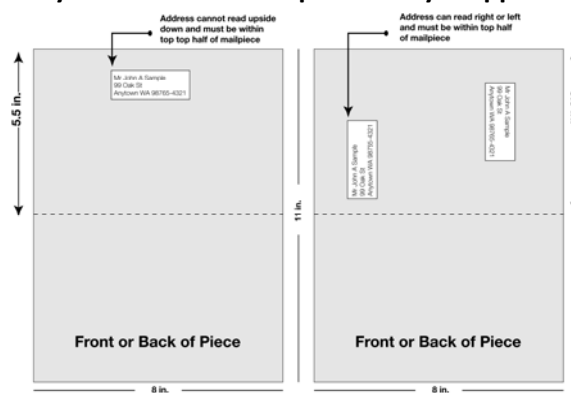
Effective March 29, 2009 The Postal Service has adopted new address placement and formatting requirements for flat-size mail pieces.

The new standards require the delivery address in the upper portion of all flat-size pieces mailed at automation, presorted, or carrier route rates. Mailers may place the address parallel or perpendicular to the top edge, but not upside down as read in relation to the top edge. The new standards define "upper portion" as the top half of a mail piece, but mailers are encouraged to place the address as close to the top edge as possible (while still maintaining a 1/8-inch clearance from the edge). An indicia must be above and to the right of the mailing address. The "top" is the upper edge of the mailpiece when the bound or final folded edge is vertical and on the right side of the piece. See the illustrations below:

Delivery Address on Bound or Folded Pieces not in an envelope or polywrapped



Delivery Address on Enveloped or Polywrapped Pieces



Call us if you have any questions. 619-448-6111.



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Did you know...
Children grow faster in the spring

What can we do for you?

- **What does it mean when my address is coded as bad by CASS/DPV?**
It means that one or more elements in the address are incorrect or missing. This does not necessarily mean that a postal carrier may not know where to take it, just that the USPS does not recognize it as a valid address. Therefore if you choose to mail them you will pay a higher postage rate since they cannot be coded with barcode information.
- **Is it true that excel 2007 has been fixed to hold as many rows as I need, so that my data cannot run out of room?** Yes, that is true. If you are using excel 2007 you can pass the old limit of 65,000 rows.
- **If I have you NCOA my list, can I get the changes back?** Yes, we will give you back a list of the people who moved with their new addresses and the people who moved and left no forwarding address.



Questions? Please call or email them to us and you might see your question in our next newsletter.
info@eyecomm.org

Words to the Wise

- It may be that your sole purpose in life is simply to serve as a warning to others. - John Kirinrich
- The greatest pleasure in life is doing what people say you cannot do. - Walter Bagehot
- A computer once beat me at chess, but it was no match for me at kick boxing. - Emo Philips
- Duct tape is like the force. It has a light side, a dark side, and it holds the world together. -Anonymous

