# TechLines

# CoMail – A Way to Cut Postage Costs

CoMailing is the process of combining several dierent flat-size publications into one large mailing. By achieving greater presort volumes, mailers can take advantage of larger postal work-sharing discounts.

# **How CoMailing Works!**

CoMailing works much like our normal mailing procedures

feeders and titles are fed, as needed, by the machines software. Quality control procedures are taken to ensure that each address is on the proper mailpiece. All the mailpieces are presorted and physically prepared according to USPS specifications for palletization. As pallets of mail are ready for input into the mailstream, they are immediately dispersed to trailers for hauling to hundreds of Network Distribution and Sectional Center Facilities across the United States.

# **Benefits from CoMailing and Guidelines**

CoMail is designed for flat-sized publications with a circulation of 10 to 75 thousand pieces (circulations of 5 to 200 thousand may also see benefits).

### In addition to postal savings, you will see:

- Improvements to your presort.
- · Optimized and shorter in-home delivery windows.
- Better care of your mailpiece as it stays palletized deeper into the mailstream.
- · Free tracking to postal entry points.

# Other guidelines include:

- Minimum mail piece dimensions of 6.5 x 9 x .0625 thick.
- Maximum mail piece dimensions of 10 x 11 x .5625 thick.
- · No inside inkjetting.
- Addressing into a pre-determined restricted area.
- Flexibility to print and mail within a specific timeframe.
- Maximum address record field length cannot exceed 50 characters.
- Address block may contain no more than nine lines of data including OEL line and barcode.
- Other messaging outside address block available (depending on space)

# **Postage Estimating**

Estimating CoMailing postage is done by using an average savings calculated from the performance of previous pools. Actual postage will vary based on final pool size and presort content.

When providing an estimate, Walsworth will provide you with all fees involved with CoMailing. This will allow you to see the total costs when deciding if CoMailing is right for your organization.

# Postage

Mailers who participate in CoMailing have two options for paying their postage. CoMailing requires establishing an Enterprise Payment System (EPS) Debit account. This is a USPS program that allows mailers to pay for postage electronically. Mailers have the option to set up their own EPS account and mailing permit or to use Walsworth's EPS account.

