

How to Drive Postage Savings

Mailing and database management knowledge are becoming increasingly important skills when executing a printed mail piece. The United States Postal System (USPS) changes their procedures and standards quite often for how printed pieces should be submitted to them for mailing. In order to garner the lowest postage rate possible and get it through the mail stream in a timely fashion, one needs to know how a piece should be folded, wafer sealed, ink-jetted and bar coded.

Elk Grove Graphics has extensive knowledge and the tools necessary to make sure your printed piece is postal compliant and gives you the lowest postage cost possible. Our team will present you with options before your piece is designed to avoid any potential challenges or penalties. Additionally, we will cleanse your data through National Change of Address (NCOA) and CASS software tools to make sure your mail count is accurate and gets to its correct destination.

An Example:

A new client presented us with their annual conference brochure that they typically printed and mailed in an eight page, 8.5 x 11 format. They printed 15,000 copies while mailing 14,500 and sending 500 back to the corporate office. We suggested that they refold the 8.5 x 11 brochure to 5.5 x 8.5 and reposition the mailing panel to gain significant postage savings. Granted we had the extra expenses for folding and wafer sealing, but the postage discount made up for the difference by \$2,813.

Cost Center	8.5 x 11	8.5 x 5.5
Wafer Sealing	N/A	\$0.02
Folding	N/A	\$0.04
Postage	\$0.424	\$0.17
Total per piece	\$0.424	\$0.23
Multiply by 14,500 pieces	x 14,500	x 14,500
Total	\$6,148	\$3,335
Savings		\$2,813

By saving the client almost \$3,000 it enabled them to print several thousand additional copies and mail them to a wider audience of interested attendees. From this new batch of individuals, they secured new members and drew a larger crowd to their annual conference.

Our team enjoys working with our clients in gaining efficiencies in time and savings in postage when mailing a printed project. Please never hesitate to contact your account executive and ask them for ideas. We are here to serve you.

