

# Working with Mail Services

In working with Mail Services on a mail project, there are 3 essential “steps” or considerations to successfully execute the mailing. They are the:

1. Work Order
2. Mailing List (recipients and addresses)
3. Mailing Material

We will explore each step separately, even though they, as a whole, convey information to Mail Services that will help assure successful mailings.

## Work Order:

To access the work order form, click [www.kent.edu/mailservices](http://www.kent.edu/mailservices), then the menu item for Mail Services Work order, and then the link for Mail Services Work Order form. You will see the following:

Fields outlined in red are required fields

**KENT STATE UNIVERSITY**

ORDER FOR MAIL SERVICES

101 ADMINISTRATIVE SERVICES BUILDING - (330) 672-2164 - FAX: (330) 672-2056

DEPARTMENT  DATE  INDEX NO.  NO. OF PIECES

DESCRIPTION OF MAILING

MATERIAL TO COME FROM: ☐ DEPARTMENT ☐ OTHER VENDOR'S NAME

SERVICES REQUESTED:

**POSTAGE**

☐ 1st Class  
☐ BULK STANDARD  
☐ CAMPUS DISTRIBUTION

**SERVICES**

☐ ADDRESSING (Mailing list can be attached to email when submitting)  
☐ BULK SORTING ☐ FOLDING  
☐ TABBING ☐ INSERTING NO. OF INSERTS  ☐ OTHER

DESIRED DATE OF MAILING

SPECIAL INSTRUCTIONS:

AUTHORIZED BY:  PHONE:

The fields outlined in red are required fields; you will be unable to submit the work order unless they are filled in.

This is your chance to tell us all about your mail project and give us details which help us to get the best postage and labor costs for your project.

Some departments also use this form to track specific mailings; if so, please include a copy with your mailing material.

Final step is to click on SUBMIT and your order converts to a PDF and is attached to an email to Mail Services. You can attach your mailing list if it is ready to send at the same time.

# Mailing List:

Mailing lists for automated mailings must be sent to us in a format compatible with our postal processing software. The most common formats include CSV files and Excel worksheets. Both have separate fields for sorting and manipulation. Other types of files we can accept are “comma-delimited,” “tab-delimited,” and “fixed field.” These formats allow us to move the fields into the order required for postal automation and barcoding.

## Typical unformatted Excel file:

Name	Department	Company Name	Address 1	Address 2	City	State	Zip	Plus 4
Steve Finley	Mail Services	Boston University	1 Oyster Drive	POBox 0004	Boston	MA	123	4
Brett Edwards	Mail Services	Boston University	1 Oyster Drive	POBox 0004	Boston	MA	123	4
Steve Finley	Mail Services	427 Design	1780 Enterprise Pky	P.O.Box 711	Twinsburg	OH	44087	1234
Brett Edwards	Mail Services	Bank of Lexington	3424 State Road	P.O.Box 711	Stow	OH	44223	1234
Steve Finley	Mail Services	Buckeye State Cr Un	47 N Cleve-Mass Rd		Farmawn	OH	44333	1234
Brett Edwards	Mail Services	CASCOMM	1200 Southeast Ave.		Tallmadge	OH	44278	1234
Steve Finley	Mail Services	City Printing	1200 Southeast Ave.		Tallmadge	OH	44278	1234
Brett Edwards	Mail Services	EQ3 Partners	1200 Southeast Ave.		Tallmadge	OH	44278	1234
Steve Finley	Mail Services	Executive Marketing	529 Grant St	# B	Akron	OH	44311	1234
Brett Edwards	Mail Services	Galley Printing	3210 Glastonbury Circle		Canton	OH	44708	1234
Steve Finley	Mail Services	Hedges & Company	675 Wolfs Ledges Pkwy		Akron	OH	44309	9801
Brett Edwards	Mail Services	Hitchcock Fleming & Assc.	675 Wolfs Ledges Pkwy		Akron	OH	44309	9801
Steve Finley	Mail Services	Hot Cards.com	675 Wolfs Ledges Pkwy		Akron	OH	44309	9801
Brett Edwards	Mail Services	InnerWorkings/Scotts	Marvin University Center	306	Akron	OH	44325	9801
Steve Finley	Mail Services	InnerWorkings/Timken	277 South Broadway St		Akron	OH	44325	9801
Brett Edwards	Mail Services	Kent State University	Administrative Svs Bldg	PO Box 5190	Kent	OH	44242	1

Note the 0's are missing in the top 2 zips

## To reformat your Excel file:

Microsoft Excel - Excel example

File Edit View Insert Format Tools Data Window Help Adobe PDF

Format Cells

Category: General Number Currency Accounting Date Time Percentage Fraction Scientific Text Special Custom

Type: Zip Zip Code Zip Code + 4 Phone Number Social Security Number

Locale (location): English (United States)

Special formats are useful for tracking list and database values.

OK Cancel

If column showing “Plus 4” is separate, format as text

## Field layout suggestions:

### *Business Record Suggestion*

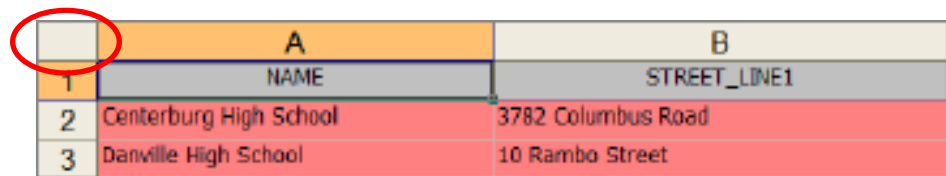
ID #	Sal.	FName	LName	Title	Employer	Add1	Add2	City	St.	Zip	+4
800000	Mr	Steve	Finley	Manager	Kent State University	POB 5190	1500 Horning Rd.	Kent	OH	44242	-0001

### *Home Record Suggestion*

FName	LName	Add1	Add2	City	State	Zip	email
Steve	Finley	POB 5190	101 ASB, 1500 Horning Rd	Kent	OH	44242	sfinley7@kent.edu

## Sorting your data:

### **A Word of Caution:**



	A	B
1	NAME	STREET_LINE1
2	Centerburg High School	3782 Columbus Road
3	Danville High School	10 Rambo Street

*Be sure to click the upper left corner of the worksheet before sorting. This will select ALL cells in the worksheet.*

*Then proceed with sorting by accessing “Data” and then “Sort.”*

### What Mail Services can (and can't) do with your lists:

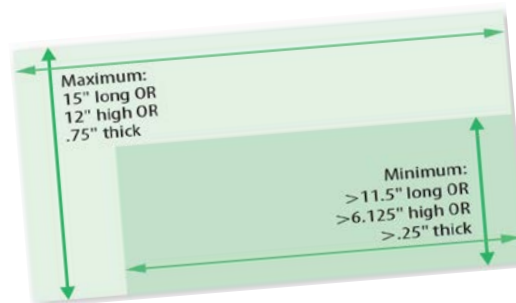
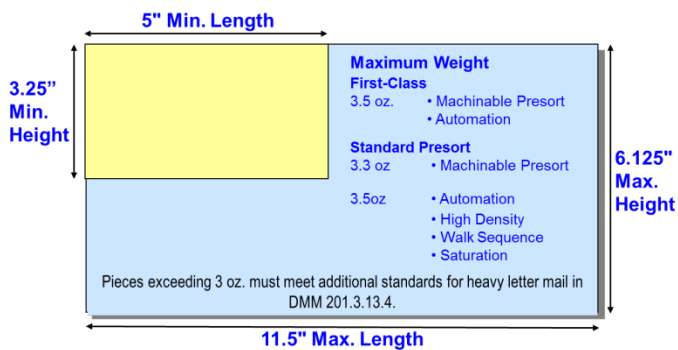
- ✓ Mail Services will gladly CASS (Verify the address is deliverable through the Coding Accuracy Sorting System) and NCOA (National Change of Address) your mailing lists free of charge.
- ✓ Mail Services has limited capabilities in merging/purging multiple lists from separate sources, but we have access to outside sources who will help us (for a reasonable cost).
- ✓ If you have multiple lists on the same Excel file, we can select multiple tabs as long as they are similarly formatted.

# Mailing Material:

If you have material for us to mail and need a pickup, call 330-672-2164 to arrange that service. We pick up material in the afternoon, so be sure to call before 12:30!

Other material should be sent to:                      Mail Services (ASB Building corner of Horning & Loop Rds)  
P O BOX 5190  
1500 Horning Rd., Room 101  
Kent, OH 44242-0001

All material is subject to inspection and suitability to the equipment required to complete the project. Most of the rules are similar to postal regulations for size, weight, and class of mail; we just request that it arrive well marked with quantity per box and a sample of the printed piece taped to the outside of the box/container.



## Reminders:

- ✓ **You need 200 pieces for non-profit and 500 for 1<sup>st</sup> class presort mailings.**
- ✓ **Addressing takes an area about 4" from the right side, and 3" from bottom.**
- ✓ **We cannot machine insert square flap envelopes, ask for "machine insertable" with your envelope order.**
- ✓ **Pick up of material is NOT automatic; you must call and arrange for pick up.**
- ✓ **Left over material will be returned, along with list corrections, after the mailing is submitted and accepted at the USPS.**
- ✓ **Tracking only takes place if requested...and then on a limited basis for letters and flat sized mail.**
- ✓ **Call for questions about other classes of mail and possible options.**