

Mailing Dos and Don'ts

DO

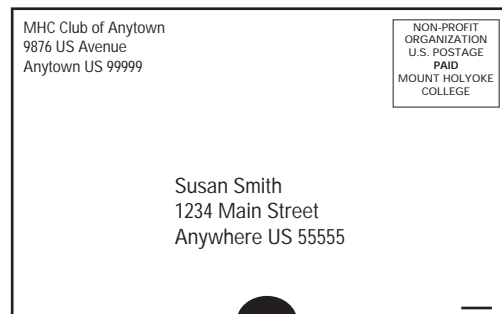
- Use wafer seals or tape to keep your folded newsletter together.
- Remember to seal at the top and keep the fold at the bottom.



correct format

DON'T

- Use staples to bind pages together or keep the folded newsletter together. Automated postal machines cannot process staples.
- Enclose envelopes, coupons, tickets, bumper stickers, etc. with your newsletter, unless you are mailing the newsletter and enclosure(s) in an envelope. The post office will not process self-mailers with loose enclosures.



incorrect format

BULK MAIL REMINDERS

- Unless your club has its own mail permit, you must send newsletters to the Alumnae Association for mailing. Be sure to include the bulk rate indicia in the upper right corner, and use the Alumnae Association's address for the return address.
- You need to send a minimum of 200 pieces to qualify for bulk rate.
- Plan ahead...bulk rate saves money, but takes longer than first class (bulk mail usually arrives within two-three weeks of the mailing date).