

How to save postage on your next mailing using JLS Mailing Services

- ❖ Discuss your upcoming mail project and schedule with JLS to determine if any changes should be considered in design, schedule or process, well in advance of your project deadlines.
- ❖ Consider the dimensions and weight of your piece carefully before finalizing your design. JCL can provide estimates for postage from dummy layouts available from the printer or paper supplier. Sometimes slight adjustments can save thousands in postage.
- ❖ Use standard sizes when possible and be aware of any wafer seal or other postal requirements that will add additional costs.
- ❖ Always design your mail piece as a letter, not a flat, if possible. The maximum letter dimensions are 6-1/8 x 11-1/2. Letter postage is generally 40% less than flats.
- ❖ When using Eagle Print Services or other mandated printers for your project, discuss your mail requirements so that they can coordinate with JLS.
- ❖ Account for postage costs in your budget and make any necessary arrangements with the Camus Mail Services for permit use.
- ❖ Make sure you ask the mail service provider to eliminate all the duplicates in your address file. This is provided by JCL as a free service.
- ❖ Request JLS run your address file through the NCOA software and apply the correct, most recent addresses. The added cost for this service is \$50 per database. This is a requirement to be done within 6 months to be eligible for the lower postal rate.
- ❖ Utilize the Non-Profit rate for mailing and save over 50% on your postage costs, when possible. BC is an authorized Non-Profit mailer with the USPS. Make sure to allow an extra week in your schedule for mail delivery when using this method.
- ❖ If you must mail first class, utilize JLS' first class postage discounting service. At no cost to you, this will save you at least 10% on your postage costs.
- ❖ Consider printing your materials in large quantities and get a lower per piece pricing. Then you can store the materials at JLS free of charge, assuming that JLS will be performing the mailing of those materials for you.
- ❖ JLS has been approved for the "USPS mail anywhere program". JLS does not charge for trucking your mail to the Boston post office. It can be mailed directly from JLS facilities saving time and money.