



PRINT MATTERS

A PUBLICATION OF JOHNSON PRESS OF AMERICA

Volume 11 | Issue 4 | July 2017



Here is an easy way to save money

“You work so hard on your magazine, and it doesn’t make sense to lose subscribers because your mailing list is inaccurate.”

Money talks.

In terms of postage, for example, the average JPA customer could save as much as \$50 per issue by paying a little more attention to its mailing list. Larger publications could save up to \$100 or more per issue. In either case, that is quite a good bit of savings over the course of a year.

We understand that you’re busy and that working on your mailing list is about as much fun as watching paint dry. But it really is worth it. You work so hard on your magazine, and it doesn’t make sense to lose subscribers and/or pay more postage than you should because your mailing list is inaccurate.

JPA reports

The good news is that JPA makes it really easy for you to correct errors in your mailing list. With each issue it produces, JPA sends two reports to you that detail the corrections that you should make. If you would just spend one hour per issue making these updates (and this time will decrease if you’re consistent with it), your list would be as good as gold.

To state the obvious, the main reason your magazine would be tossed by the USPS (instead of delivered) is because you have bad addresses in your file. Either the subscriber has moved multiple times and you don’t have a current address, or you have an error in the address. There are more ways to botch an address than you could imagine. We list some of the most common reasons in our pull-out sidebar, so please take a look at those. It’s great information to know when you’re inputting new subscribers and also when you’re fixing your current list.

Sometimes addresses are good enough to be used for mailing, but don’t have enough information to mail at the “zip+4” rate (i.e., the five digit zip code plus the four digit extension). Zip+4 is an automated rate and is therefore the least expensive delivery rate (and is also more expedient). Pieces that just have five digit zip codes mail at higher non-automated rates.

You may not be aware of this, but the USPS requires publishers to update their mailing addresses prior to each mailing (within a 95-day window). Therefore, as a service to our customers, JPA runs each mailing list through the National Change of Address (NCOA) database before distribution.

The nitty-gritty

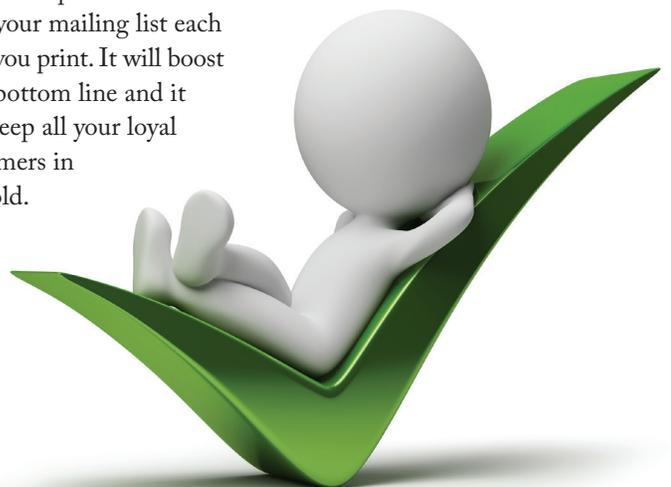
Once an issue has mailed, JPA sends a report with a list of addresses it has updated through the NCOA to you. You simply have to update your list with the new addresses. This is as simple as copying and pasting the records from the NCOA list to your subscriber list.

The second report JPA sends is a list of addresses that did not have a zip+4 postal code. Fortunately, many of these can be updated by using the zip code search tool at www.usps.com. You can use the tool to try to find the correct format of the address. You may need to enter the address in various formats in order or the correct +4 to be provided. For example: Hwy 29 South or S 29 Hwy or S US 29 Hwy.

Correcting the rest of the unverified addresses will require a little more detective work. If it is a business, you may be able to find an address via the company’s website or via a general search on Google. Sometimes you have to go back to the original subscription card to see if there is an error in your record or to find contact information for the subscriber. Don’t forget to check the Error Description field in our “No Zip 4” file for clues on what needs to be corrected.

JPA is also a great resource for its customers. “If our customers want feedback on their mailing lists, we are always happy to help,” said Postal Advisor Sue Casner.

It goes without saying that your subscribers are always happy to receive their issues, or they wouldn’t be sending their hard-earned money your way. So even though it isn’t your very favorite thing to do, please spend some time with your mailing list each time you print. It will boost your bottom line and it will keep all your loyal customers in the fold.



HOW TO KEEP YOUR MAILING LIST

CLEAN

1. There should only be two address fields. The delivery address should be in only one of them, and it should be the only information in the field.
2. Do not put non-delivery information in an address field with the delivery address (e.g. a business name).
3. Ste., Apt. and Unit numbers have to be listed after the address.
4. The # symbol is only to be used with Ste., Apt., Unit and other secondary unit designators; do not use it for highway numbers or street numbers.
5. Do not use slashes as a separator. You can use commas and spaces.
6. Hyphens are not recommended, with the exception of some Hawaiian addresses that do use a hyphen in the address number.
7. Do not abbreviate street names, e.g. Brdway for Broadway.
8. Do not abbreviate city names (yes, you have to spell out Saint Louis).
9. Intersections are not delivery addresses; an address must have a number and a street.
10. Do not use wrapped text on your mail file. This allows multiple lines within a cell, which is not acceptable.
11. Your foreign address file should be separate from your domestic file.
12. Always use a separate field for the country name.
13. US territories such as Guam, Puerto Rico and the Virgin Islands are domestic, not foreign, addresses.
14. Military addresses are domestic, not foreign.
15. Be consistent with the country names you use, e.g. use Slovakia or Slovak Republic not both.
16. If you need help with Canadian, Australian or United Kingdom addresses, please Google “zip code lookup [country].”



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