

Ner Tamid Mailing List Guide

Stewart A. Levin

6/7/97

Format of the mailing list

On this diskette, the Ner Tamid newsletter mailing list is kept on a Works database. The database has about 20 fields. The ones pertinent to newsletter mailing are listed in Table 1.

| <i>Field Title</i> | <i>Contents</i> |
|------------------------|--|
| Code | Membership code: 1=member, 2=employee, 40=prospect, 41=courtesy |
| Title | MR AND MRS, etc. All punctuation is omitted |
| First | First name (surname) |
| Spouse | Spouse's name - if none, an empty text string (a single " in Works) is entered |
| Last | Last name (family name) |
| FirmName | Company name, such as Jewish Community Center, if needed |
| DeliveryAddress | Street address or postal box in USPS standardized format (see below) |
| City | City (USPS standardized) |
| State | Two letter official USPS abbreviation |
| Presort | A spare column available for sorting codes |
| PostalCode | USPS ZIP+4 postal code in the form 75010-4138 |
| CRRte | Carrier route code (unused) |
| DPC | Two-digit USPS Delivery point code (From RIBBS or the Web site - typically the last two digits of the street address) |
| ChkDig | Barcode check digit which when added to the sum of the digits in the ZIP+4 and DPC results in a multiple of 10 |
| AADC | 3 digit Automated Area Distribution Center from labeling list L801 (see below) |
| BarCodeString | DPC barcode string in the form /zzzzz4444ddc: which, when typeset in 16 point USPS Bar Codes TrueType font, looks like |



Table 1. Mailing list column headings

Adding to the mailing list

To add a new name/address to the list, use the following procedure:

1. Standardize and complete the address using one of the USPS zip code servers listed in Table 2. The result will be in all capital letters and will provide values to be subsequently entered into the database fields **DeliveryAddress**, **City**, **State**, **PostalCode**, **CRRte**, **DPC**, and **CheckDig**. These *must be preceded by an initial "* (double-quote character) to signify that they are treated as text, rather than numeric values. No space should be placed between the " and the rest of the field.

2. From the Works **File** menu, select **Open Existing File...** and select NTAMILIS.WDB to bring the mailing list into view. Scroll to the place you want to insert the new record, and select the **Record/Field** option from the **Insert** menu. Once the blank record has been created, fill in the new name/address information.
3. Enter an empty string (a double quote character in Works) for entries without a spouse.
4. In the **Notes** columns, I usually include a date telling when the entry was added to the mailing list so that stale entries may be deleted.
5. The **BarCodeString** entry is constructed from the **PostalCode**, **DPC** and **CheckDig** entries by placing the digits from these fields (skipping the hyphen in the ZIP+4) bracketed between an initial "/" and a final ":" and formatting the result in 16 pt USPS Bar Code font. This font is on this diskette. This field can be constructed automatically by copying the =REPLACE(...) formula from an adjacent record. If the resulting barcode is empty or looks odd, you've probably forgotten a leading " in the **DPC** and/or **CheckDig** field.
6. Finally, the **AADC** column should be filled in. This is a 3 digit number based upon the first 3 digits of the ZIP code for the address. For 750 and 752, the AADC and the 3-digit ZIP prefix are the same. For other area ZIP codes, look on the mailing for another ZIP beginning with the same 3 digits and copy the corresponding AADC entry. In the rare event that you don't find one already on the list, you can use the AADC calculator in file L801.WKS on this diskette. Note that neither the **AADC** nor the **CRRte** fields are part of the **BarCodeString**.

| <i>Server</i> | <i>Connection Information</i> |
|----------------------|---|
| RIBBS Bulletin Board | telnet://ribbs.usps.gov Select ZIP+4 Demo from the main menu |
| USPS Web site | http://www.usps.gov/ncsc/lookups/lookup_zip+4.html |
| Envelope Manager Jr. | Download from RIBBS File Area 2 (Computer Utils) Current list of station dialup numbers can be retrieved from ftp://ftp.envmgr.com/STATIONS.DAT |

Table 2. USPS address standardization services

| <i>Service</i> | <i>Telephone No.</i> |
|-----------------------------|----------------------|
| Carrollton Main Post Office | (972) 418-7858 |
| Postal Business Center | (972) 393-6701 |

Table 3. Postal Information Numbers

Presorting the mailing list

An important part of newsletter mail preparation is address presorting. Obtaining the special discounted mailing rates of less than 10¢ a letter that Ner Tamid enjoys requires presorting the mailpieces according to specific rules spelled out in the Domestic Mail Manual, available for public inspection at all US Post Offices during normal business hours. For Ner Tamid, the rules boil down to insuring, by duplicating addresses if necessary, that we are mailing at least 200 newsletters at a time and that we have prepared them in two batches of mail—an *origin ZIP tray* and a *mixed AADC tray*. (A tray is a special two-foot long container and sleeve which can be picked up free of charge from the Carrollton post office. Ask in back at the business mail entry counter for EMM trays and sleeves.)

The origin ZIP tray is very simple to prepare. It consists of all mail with addresses whose ZIP code begins with the three digits 750. Within this origin tray, mail should be sorted in increasing ZIP code order.

The mixed AADC tray take more work to prepare. All addresses with ZIP codes not beginning with 750 should now be separated and sorted according to increasing AADC number.

Using the mailing list database, these presorts can be accomplished in several ways. I recommend the following procedure (in List view):

1. Select the column below the **Presort** title and, using the **Fill Down** option on the **Edit** menu, fill it with a large number, e.g. 9999.
2. Sort the mailing list by increasing **PostalCode** (i.e. ZIP code).
3. Find the block of entries beginning with **PostalCode** 750 and fill in the value 1 in the corresponding **Presort** column block.
4. Sort the mailing list by increasing **Presort** value and increasing **AADC** as the secondary sort key. This completes the presort.

Preparing the newsletter labels

Once the mailing list is properly presorted, peel-off mailing labels should be prepared. We use 1"x4" white labels (Avery 5161 or equivalent). These labels come 20 per sheet. The Works word processor is capable of formatting and printing them directly from the mailing list database. The file NTAMILIS.WPD on the diskette is preformatted. The format of each label is as follows:

```
BARCODE  
TITLE FIRSTNAME LASTNAME (if not blank)  
FIRMNAME (if not blank)  
DELIVERYADDRESS  
CITY STATE POSTALCODE
```

Note that there are no punctuation marks except for the hyphen in the ZIP+4 postal code. A sans-serif font such as 9 pt *Arial* or *Helvetica* is used for the label text, except for the barcode. The delivery point barcode is inserted in 16 pt USPS Bar Code font from the **BarCodeString** field of the mailing list.

To print the labels from Works, click the cursor anywhere within the label area at the top of the document. Then use the **File** menu to **Print** the labels. You will be prompted to select the mailing list database file as input. If you use the **Print Preview** option, be aware that the barcodes may only appear after zooming the view.

When first formatting the mailing label document template, you should try printing a sheet on plain paper to check that your printer properly aligns the text on the labels. There should be at least an eighth of an inch of white border on the label. If not, play around with margins, row and column widths, etc. until the result fits the label area properly.

Newsletter folding and labeling

Once the labels have been prepared and the newsletter printed and delivered to the Goodman's, they must be collated, folded, taped and labeled. It helps to have extra hands at this stage, hence the monthly newsletter folding party. Newsletter folding and labeling supplies (tape, label guides and rubber bands) are kept in a box on top of the cabinets in the kitchen area.

When the printer prints the newsletter, multiple copies (about 250) of each sheet are run off together. Collating is the process of combining these separate stacks into finished newsletters. Place each pile of sheets face down in order so that the visible left hand page numbers of the piles read 2, 4, 6, Take one at a time from each stack and put them together.

Once a newsletter has been collated, it needs to be folded twice. The first fold is down the center of the sheet, making it into an 8½" by 11" booklet. The second fold is horizontal, folding the front page of the newsletter in on itself, leaving the return address and permit imprint visible. Do not worry about folding exactly along the horizontal separator line on the back; simply make the folded newsletters neat.

After the second fold, the Post Office requires the newsletters to be tabbed to prevent them from opening freely. A piece of transparent tape applied to the 8½" side works just fine to hold the folded newsletters closed.

The last step before postal sorting and trayng, is applying the labels. This must be done carefully, respecting the following rules:

1. Each label must be parallel to the bottom of the mailpiece, i.e. the second newsletter fold.
2. There should be at least 5/8" clearance between the label and the bottom of the mailpiece.
3. The maximum allowable tilt away from parallel is 5° skew.
4. Hand corrections to the label text are not permitted.

I find that the large plastic tabs used to label hanging file folders work quite well as guides. Or prepare a carefully precut, folded piece of heavy paper. In either case, insert the bottom edge of the mailpiece flush against the bottom of the guide and apply the label against the top edge of the guide.

Sorting and trayng the newsletter

Assuming you have presorted and printed the mailing labels before applying them, the newsletters should now be in correct order for trayng. Place the 750 group into one tray and all the rest into the other (mixed AADC) tray. Properly barcoded labels for these trays are either already printed by myself or generated from a small Excel spreadsheet workbook I prepared. They can also be ordered free of charge (albeit in minimum quantities of 300 at a time) from the Post Office through the Postal Business Center. The compressed archive LABSHEET.ZIP on the diskette contains a Works word processing document LABSHEET.WPS which you can print to produce two labels. After printing, cut them out carefully and glue to a heavy white paper backing. I find the address change forms that the Post Office mails us when someone has moved work well as a backing. Place a 750 label in the label holder at the end of one tray and the 760 label on the other tray.

In the likely event the trays are not full, or not at least 3/4 full, the newsletters will need *packaging* to prevent them from getting jumbled up in transit. Packaging consists, in this case, of bundling groups of newsletters up to 6" thick together with elastic rubber bands. When the package is more than 1" thick, two bands are used. The first goes around the mailpieces the long way (parallel to the bottom edge) and

the second around the short way (perpendicular to the bottom edge). Omit the first elastic band if the package is less than 1" thick. Making packages consist of multiples of 10 newsletters helps to make counting easier.

After the mailpieces are fully trayed, place them within their cardboard sleeves. Be careful not to crimp or crush the newsletters during this process. Once sleeved, the trays must be secured with a plastic strap. The strapping kit is a white box in the kitchen closet on the top of one of the back shelves. Instructions for its use are imprinted on the side of the kit. The strap should go around the tray lengthwise, depressing, but not crushing, the ends of the sleeves. The plastic buckle should be approximately centered on the top of the tray and the trailing ends of the strap trimmed close to the buckle.

Bringing the mail to the Post Office

Bulk mailings are submitted at the Bulk Mail Office, which is entered around back of the main Carrollton Post Office on Jackson Road, across from the police station. Each bulk mailing must be accompanied by two pieces of paper:

1. the postage statement Form 3602-N, and
2. a copy of a current Form 3553 CASS address certification.

Blank postage statements are available from the Carrollton Post Office or may be downloaded from the RIBBS bulletin board or USPS web site for printing with Adobe Acrobat. With a JAVA-capable browser, you can even fill one out electronically from the USPS web site and print it on your local printer. A similar facility is available in the form of a Microsoft Word template I devised, which is available on the Internet via my web page <http://sepwww.stanford.edu/oldsep/stew> at Stanford University. Whichever way you do it, the key information you need to supply are:

| | |
|------------------------------------|---|
| <i>Post Office of Mailing</i> | Carrollton TX 75006 |
| <i>Permit No.</i> | 163 |
| <i>Mailing Date</i> | Date you bring trays to the Post Office |
| <i>Permit Holder</i> | Congregation Ner Tamid PO Box 112772 Carrollton TX 75011-2772 |
| <i>Telephone</i> | (972) 416-9738 |
| <i>Processing Category</i> | Letters (DMM C050) |
| <i>Prepared Under DMM</i> | M810 (Automation letters) |
| <i>Number of Containers</i> | 2-Ft EMM Trays: 2 Total Ltr. Trays: 2 |
| <i>Authorized nonprofit rates?</i> | Yes |
| <i>Mailing Agent</i> | Your name and address |
| <i>Total pieces</i> | The number of newsletter mailed |
| <i>Postage Part A</i> | Basic Letter computation from back of form |
| <i>Total Postage</i> | Same as Part A total |
| <i>Mailing Agent Signature</i> | Your signature |

The CASS certificate can either be photocopied or printed directly from a text file supplied by the CASS certifier. CASS0597.WPS on this diskette contains a duplicate you can print from Works. You will need to fill in your name and address and sign the form in the areas provided.

Once you have the paperwork ready, the clerk at the bulk mail acceptance counter will check and weigh the mailing and take your money. It's a good idea to prepare the postage statement in duplicate so that you can use one for a receipt. However, the clerk will normally cheerfully prepare a separate receipt if you request it.

That's it! Job well done!