Dickinson

Bulk Mail Guidelines

All address files should be sent to Bulk Mail. Email Microsoft Excel files to bulkmail@dickinson.edu along with mail request form found on the Print Center home page.

All column and row fields in address file must be consistent for the entire document. If there is no information for a particular recipient's specific field(s) leave blank. First and last names can be separate or combined as full name, followed by city, state, zip and country if you have foreign addresses. Apartment or suite information should be in the same field with street information. Do not use punctuation in any fields.

It is crucial that you "clean up" your database of addresses to ensure that each field contains correct data. Make sure that you have proper upper/lower case conversion. Review your current database in detail. As you add new records, be careful to add correct information, so your list is correct and up to date.

Campus mailings can be done by Bulk Mail Services. You can supply your list or access the college databases and your mailing will be addressed and sorted.

Bulk Mail Services has the ability to use your database and then print the address and barcode on each piece according to USPS regulations. This gives you significant savings by mailing your pieces at the lowest possible bulk mail rates through qualification of using the college permit. The use of this permit has numerous restrictions. All bulk mailings should be coordinated with Bulk Mail Services to ensure compliance with postal regulations. No mail using the college permit may be submitted to the post office without notifying Bulk Mail Services. If using an outside printing or mailing vendor, campus department must notify Bulk Mail Services with postage amount, department account number, and number of pieces in mailing.

There are three different kinds of bulk mailing: presorted first class, presorted standard, and nonprofit (not all bulk mail qualifies for nonprofit status). All pieces must be identical in size, weight and enclosures. The permit must be on each piece along with barcode. No personal messages. Only US mail, no foreign mail.

PRESORTED FIRST CLASS - This indicia may be used when first class delivery is desired. Mailing must contain at least 520 pieces. Delivery time will be 1 to 3 business days and will cost the most. Mail must be processed by Bulk Mail Services for proper barcode order to receive presorted rate.

PRESORTED STANDARD - This indicia may be used when standard delivery is desired. Mailing must contain at least 220 pieces. Delivery time will be 7 to 10 business days and will have more of a discount. This class of mail is used for mailings that do not meet requirements for Nonprofit mail. Mail must be processed by Bulk Mail Services for proper barcode order to receive presorted rate.

NONPROFIT - This indicia has special limitations on its use. Only mailings related to the mission of the college apply. Mailing must contain at least 220 pieces. Delivery time will be 7 to 14-days (shorter or longer depending upon USPS mail volume) and will have the most discounted rate. Mail must be processed by Bulk Mail Services for proper barcode order to receive presorted rate.

For any questions please call 245-1306. Hours: 8:00 a.m. to 4:30 p.m. M-F.