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Postal Madness 2012 - ProList's Should-Be-Award-Winning Seminar Series is Back on May 17!

Postal Service Announces New Folded Self-Mailer Requirements for 2013!

Postal Service Announces New Intelligent Mail Rules for 2013 and 2014!

Postal Service Announces a Real Fondness for Announcing Things!

ProList, Inc. is an Industry Innovator in data management and direct mail services solutions.



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**Suddenly Talking About Postal Regulations is Back in Vogue – Was it Ever Really Out?**

The Washington DC area direct marketing community is all abuzz about the announcement that ProList will be hosting a special seminar on May 17 at the Washington Marriott at Metro Center:

### Postal Madness 2012: All Postal All the Time!

In the last few months, the Postal Service has unloaded a salvo of announcements about a variety of newly conceived changes designed to spice up their general theme of decline and despair. Changes include the closing of hundreds of distribution facilities, new folded self-mailer design requirements, new Intelligent Mail requirements, a new mobile barcode summer sale, and more.

Of course the general health of the Postal Service and mailing industry are an important backdrop to all of these new postal changes. Exhausted at trying to write newsletters fast enough to cover all of these topics, executives at ProList decided that the best approach was a gala seminar that could address these topics in depth, accompanied by a tasty Danish to make them more palatable.

The seminar will be hosted by Dave Lewis, ProList's Vice President of Marketing, with presentations by Ken Garner, President and CEO of MFSA (Mailing and Fulfillment Service Association), Ben Cooper of Williams and Jensen, who has worked with Capitol Hill and the USPS on critical postal issues, and other postal experts.

Key topics will include:

- New mail design requirements – changes you will need to make to keep your pieces mailable in 2013;
- Intelligent Mail – Big changes in how your mail is addressed and managed – new rules for 2013 and 2014;
- Mail delivery – how bad is it, how bad will it get, and what you can do to bypass most of the mess;
- Co-mailing and commingling – What they are and why you need to know about them;
- The Future of the USPS – a legislative and operational view;

Contact Us Today!

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We'll mix in a generous dose of snappy patter and heartwarming postal anecdotes. The price is a difficult to beat **FREE**.

If the mail has anything to do with how you make your living, this is essential stuff. If you just mail as a hobby it is still surprisingly entertaining. We'll start with continental breakfast at 8:30. The seminar starts at 9:00 and goes until noon.

Registration is open now. You can sign up [here](#), or wait for our multi-channel, integrated trans-media marketing blitz to rocket through your door – the choice is yours. We do expect a big crowd for this one – these changes qualify as a **Big Deal**.

See you May 17!

### Postal Service Announces New Folded Self-Mailer Requirements for 2013!

Origami for the Rest of Us...

What will you be doing on January 5, 2013? You won't be folding your self-mailer the same way – that's one thing you won't be doing. Actually, January 5, 2013 is a Saturday, so hopefully you won't be folding self-mailers at all. Still, if you do...

In response to requests from no one in particular, the Postal Service spent the last few years developing extremely complicated new rules for folded self-mailers that cover just about every imaginable way to fold a piece of (or multiple unbound pieces of) paper.

Many of the basic self-mailer designs will remain mailable, but there are some key design changes of which you should be aware:

- The maximum size for a folded letter-size self-mailer will be reduced to 6" high x 10.5" long.
- Minimum paper weight will be changed to 70# for up to 1 ounce, and 80# for more than 1 ounce – this may vary if there are perforations, enclosures, or die cuts;
- All self-mailers will require at least two tabs, the size of the tabs to be determined by the weight of the piece;
- The folded edge of the piece **MUST** be at the bottom, with the open, tabbed edge at the top. You won't be able to just slap on another tab and be OK.
- No perforated tabs will be allowed.

These are just the highlights. The actual rules include a highly entertaining spreadsheet that will test the very limits of your printer resolution, should you decide to print it out. Find it, and more details on new folded self-mailer rules [here](#).

These rules do not go into effect until January, but while they will be an afterthought for many, they may be a disaster for others. The penalty for deviating from acceptable design could be significant, rendering some pieces simply unmailable. Our advice: attend the May 17 seminar for more details, and let us look at your self-mailer designs before you go to print!

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