



iAddressUpdater

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Happy 2012!

We wish all our customers a prosperous and happy 2012. If there is anything Flagship Software staff can do to help with your mailing questions or issues, please let us know. We look forward to a great year working with you!

USPS Pre-Payment of Mailings

There has been some media coverage of a new policy at USPS that went into effect on January 5, 2012. This policy allows some mailers to avoid pre-paying postage. It is important to know that this is ONLY for mailers with a Negotiated Service Agreement (NSA). These are normally very large mailers who have committed to increasing volume over a period of time. They will be allowed to pay after mailings have been inducted with the USPS.

Although this is currently only for select mailers, the USPS has the authority to determine how postage will be paid. It is possible this model, if successful, might be rolled out to a broader group of mailers. The DMA is actively pushing the USPS to provide trade credit as a way to encourage mail.



Changes to Unaddressed Admail

HDR Surcharges:

Canada Post has made some significant changes to the pricing of Unaddressed Admail. The first is a surcharge (Canada Post terms this a "premium") for what they refer to as High Demand Routes. This is defined as a route which receives an average of more than 7.5 Unaddressed Admail items per week. Canada Post will decide each year which routes are to be considered High Demand and the surcharge will remain in place for that route for a 1 year period. The surcharge is \$0.015 per piece and will start with mailings on or after April 23, 2012.

There are approximately 2,700 HDR routes now designated. Most are within the suburbs of major cities (905 area of the GTA, north-west Vancouver, and Edmonton). The current list of designated High Demand Routes can be found at this link:

<http://www.canadapost.ca/tools/pg/supportdocuments/USAsupportdocuments-e.asp?ecid=murl07001179>

Seasonality Discount:

Unaddressed Admail deposited in the months of January, February, June, July, August and December will now automatically receive a 10% discount. This applies to customer whether or not they have contract pricing in effect with Canada Post. It is hoped this discount will offset the HDR charges for regular mailers. The discount will be applied only to the base charge (Excludes Transportation fees) and does not apply to the HDR surcharge itself.

New Tool but Launch Delayed:

Canada Post will be launching a new, interactive tool to assist with Unaddressed Admail named the "Admail Precision Targeter". Although Canada Post intended to have this tool functional for January 16th, they have opted for a two-stage roll-out. The application will have a limited release on January 30, 2012 to selected customers, some Partner program participants and internal teams. This will be followed by a national launch on February 13, 2012, presumably if all goes smoothly with the initial roll-out.

Canada post has shown "sneak peeks" of this application at a NAMMU Chapter meeting and it looks very slick. Here are some of the enhancements available to mailers:

Mapping: A sophisticated but simple-to-use (as far as we can see) mapping interface will allow mailers to select and deselect specific routes. It will also include suggestion features based on the target audience selected by the mailer. High Demand Routes will be identified as well.

Pricing: Contract pricing will be used if applicable. The interface will estimate Basic or Premium postage costs, determine High Demand surcharges or Seasonality discounts, and estimate Transportation Fees.

Ordering: Flows to the ordering process so users can configure Mailing Plans and determine final pricing. Users can then print the order, labels and any other documentation required as well as view a map of the closest deposit locations.

We look forward to your feedback on this new tool once it has been rolled-out. Please send comments to Kristi@flagshipsoftware.com.



Web Training Available

Flagship Software continues to offer web training! If you would like a refresher course on **iAddress™** or if you have new hires, please contact Carolyn at carolyn@flagshipsoftware.com to schedule a web session.



National Postal Forum Update

The USPS National Postal Forum will be held April 1 to 4, 2012 in Orlando, FL this year. This conference is a great opportunity to attend workshops on all aspects of the US mailing system as well as seeing the latest and greatest in mailing equipment and supplies.

We are excited to announce that, due to the popularity of the topic, Kristi Kanitz, General Manager, has been invited back to present the "Mailing Across Borders" workshop with her favourite USPS guru, Rick McConville of Axiom Corporation. The workshop examines the important differences in address cleaning and mail preparation between Canada and the US. It was very reassuring to see so many US companies interested in mailing to Canada last year; hopefully we will have the same response this year as well.

If you are interested in attending the NPF or would like further information, please visit their website at www.npf.org.