



Mailing Services & Proper Customer Artwork Set-up:

We have in-house mailing services and process millions of pieces per year. Occasionally, we'll have challenges when a customer does not set-up their artwork correctly to USPS standards i.e. proper mail-panel size or location to the fold, to qualify for the best postage rates. Oftentimes, we'll catch the problem before printing but there are instances on non-typical jobs when we haven't.

I'd like to know how other mailers error-proof the artwork set-up (during the preflight) before printing. Similar to proofreading when we try but can't always catch grammatical errors, we feel it's the customer's ultimate responsibility to sign off on their own artwork. Is this how others view this issue and do you have other error-proofing processes in place that you could share?

We send a proof of all mail pieces through our mailing department for approval. This is especially important with customer provided files. Most customers do not know the mailing regulations!

We also mail millions of pieces of mail and if the piece is anything out of the ordinary we have it approved by the post office prior to showing the final proof. All other pieces are signed off by our in house postal expert.

All of our Project Managers are USPS Certified Mail Design Professionals and Mail Design Consultants. We look at every job/piece to predetermine if it meets postal regulations. We offer our customers who print elsewhere, but mail with us the same service-We ask that they send us a PDF prior to going to press for review. If they are unwilling to do this-then we make it clear to them they'll be responsible for any additional costs or postage.

In addition we have a Postal Affairs Specialist and sales/customer care or even production can speak with. She looks at all mail piece designs to verify they meet standards for all jobs especially those with delivered services/drop shipping.

Finally, when in doubt we contact a USPS Mailpiece Design Analyst for approval.

We check all our proofs that mail against a mailing template.
