



Are you Ready for Move Update Compliance?

Beginning November 23, 2008, the Postal Service will require all mailing lists be updated within 95 days of the mailing date using one of several USPS approved move update methods. This will include all standard mail as well as nonprofit mailings.

If you mail to your customers and prospects, Eye/Comm can help you comply through these USPS approved methods:

NCOA (National Change of Address): We run your data file against the USPS's file of known moves. It will append the corrected move address to your file, which we will then provide back to you.

Once you have a correct file, as long as you continue to check for and process updates as they happen you will remain compliant with the postal requirements. To get updates you can use our **Automated Move Update Service** that utilizes one of the approved methods, OneCode ACS™ (Address Change Service). Eye/Comm will download move update information from USPS and transmit directly to you to keep your mailing list current.

Another method is the **Ancillary Service Endorsement**. You can add an endorsement line to your mail piece and get address changes sent to you to be updated manually.

Keeping your list up to date cuts down on undeliverable mail which can lower your printing, mailing and postage costs, reduce waste and make your business greener.

For more information contact us at 619-448-6111.

GOT BREW?



HERE IS A FUN LITTLE HALLOWEEN DRINK "BREW" RECIPE

INGREDIENTS

- 1 (.13 ounce) envelope unsweetened grape soft drink mix
- 1 (.13 ounce) envelope unsweetened orange soft drink mix
- 2 cups white sugar
- 3 quarts cold water
- 1 liter ginger ale

DIRECTIONS

To make a frozen hand, wash a disposable glove, fill with water, seal with a rubber band and freeze until hard. Stir together grape soft drink mix, orange soft drink mix, sugar and water until solids are dissolved. Combine with chilled ginger ale just before serving. Dip the frozen hand briefly in warm water, then peel off the glove. Float the prepared hand in the punch bowl for a ghastly effect.

Got Laughs?

- Where do ghosts mail their letters?
At the ghost office!
- Why did the witch's mail rattle?
It was a chain letter.
- What do goblins mail home while on vacation? Ghostcards.
- What happens if you get scared half to death twice?

Special points of interest:

- Move Update changes
- Why Direct mail?
- *Greener Direct Mail*
- *Intelligent Mail Barcodes*
- *Your questions answered*

From Eye/Comm

10960 Wheatlands Ave, Suite 108
Santee, CA 92071
619-448-6111 · 619-448-6153
Email: info@eyecomm.org



Why Direct Mail?

TV... Radio... Outdoor... Email... Web... Newspaper... Magazine.

With so many media choices today, why choose direct mail? Here are several compelling reasons:

- **Direct Mail is Targetable**

Unlike most other media you can select your target audience and deliver your message directly to their home or office. Your offer can be customized to the recipient's known behaviors. Direct mail is perceived to be more personal and important than other media.

- **Results are Measurable**

You can easily calculate your return on investment. You know how many pieces you mailed, what each piece cost, and how many responses you received. Most other media send your message to a less defined audience, including many people you don't want to reach.

- **Mail is Flexible**

You can include product samples, send a simple postcard, mail a catalog, send a letter in an envelope...mail whatever you need to meet your marketing goal. All direct mail is dimensional and the recipient interacts with it in both a visual and a tactile way. Unlike email or TV, the recipient can't just hit delete or a button on a remote to make your message disappear.

- **Direct Mail is Versatile**

You can easily customize your message to your target audience. Use it to drive traffic to your website, generate store traffic, identify qualified leads, gather information on your customers, make a direct sale, or support concurrent web, broadcast or print advertising.

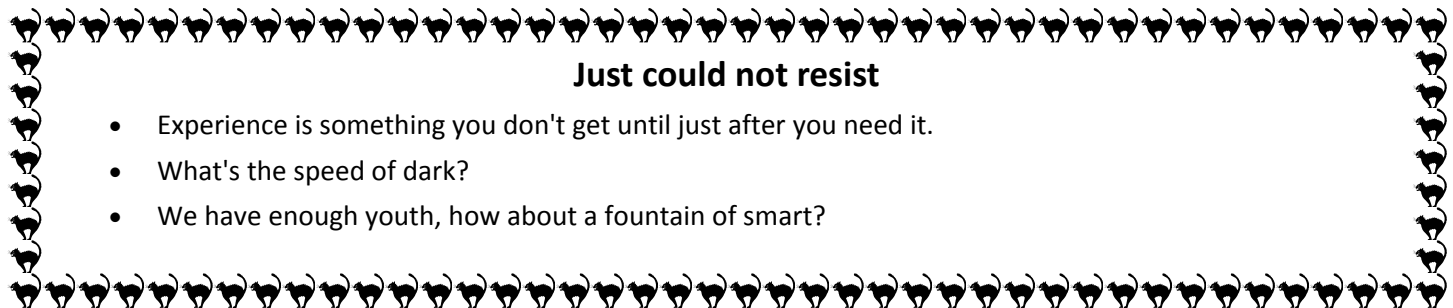
- **Direct Mail is an integral part of your advertising mix.**

Direct mail is a critical part of your business advertising. Your customers and prospects respond to different types of media. Many will prefer the personal touch of mail. Use it as a vital part of your multimedia marketing.

More Direct Mail Facts

According to recent USPS research:

- Two-thirds of Americans view traditional mail as more personal than internet communications.
- The same number say mail is more private than email.
- 68% of Americans say mail is more secure than internet communications.
- Among the age groups known as Gen X (born 1965-1976) and Gen Y (born 1977-1994), 70% say they sort their mail immediately and 66% say they read it regularly.



Just could not resist

- Experience is something you don't get until just after you need it.
- What's the speed of dark?
- We have enough youth, how about a fountain of smart?



Greener Direct Mail

Your customers are asking for more environmentally responsible practices. There are many things you can do to make your direct marketing greener. Here are a few to consider.

1. List Hygiene. Keep your in-house mailing lists clean and up-to-date. Eliminate bad addresses, update old addresses and drop uninterested recipients to help reduce your environmental impact by eliminating paper, ink and energy used to produce undeliverable pieces. It saves you money too. Eye/Comm provides numerous resources to refine your lists and reduce waste:

- Address standardization corrects address errors.
- Move update provides correct addresses.
- Deduping eliminates duplicate addresses.
- Predictive list modeling targets your best prospects.
- Personalized messaging increases relevance and can boost response.

Here are some things you can do to keep your lists clean:

- Provide opportunities for recipients to easily opt-in or opt-out.
- Maintain a do-not-mail list of those who choose to opt-out.
- Provide ways for customers to notify you of mailing preferences or incorrect address information.

2. Design with Green in mind. Design your mail piece to minimize the environmental impact.

- Choose recycled paper with high post-consumer content.
- Select papers certified by the Forest Stewardship Council (FSC) or other sustainability organization.
- Use the lightest weight paper possible.
- Choose a format that requires less paper.
- Print on both sides wherever possible.
- Pick a size that fits efficiently on a press sheet.
- Avoid plastic envelopes.

3. Streamline production. Take advantage of available technology to reduce waste.

- Apply predictive list models to target a smaller, more specific audience.
- Utilize production methods that reduce print overruns, waste allowances and in-process waste.
- Take advantage of print-on-demand technology instead of printing large quantities and storing them until needed.

4. Encourage recycling. Although direct mail generates only 2 percent of all U.S. municipal waste, consumers generally view unsolicited mail as wasteful. Those same consumers view recycling of mail more positively.

- Encourage recipients to recycle by including a “recycle please” logo.
- Make it easier for them to recycle. Consider including recycling instructions or directions to the nearest recycling center.
- Let customers know what you are doing to recycle and be more eco-friendly.

Intelligent Mail Barcodes

Have you ever wondered when, or even if, your direct mail has been delivered?

Now you can know. By encoding delivery confirmation data into a single intelligent mail barcode on your mail piece, we can provide you with a report that shows when each piece is delivered. This can help you with follow-up phone calls, emails or mailings. You can also see how long it takes for mail to be delivered in different areas so you can better plan future schedules. For more information give us a call at 619-448-6111.



SAN DIEGO DIRECT MARKETING ASSOCIATION



10960 Wheatlands Ave, Suite 108
Santee, CA 92071
619-448-6111 · 619-448-6153
Email: info@eyecomm.org

Did you know...
Cats have over 100 vocal chords.

What can we do for you?

- **Is it beneficial to print 50,000 postcards now and mail 25,000 right away and 25,000 in two months?** Yes, your cost per piece on printing will be cheaper if you print them all at one time. We will store them here for you at no additional cost.
- **I'm hearing a lot lately about list modeling. What is it?** Predictive list modeling helps you target customers that are most likely to respond to your direct marketing campaign. It can identify and target new prospects most like your best customers. By analyzing your current clients, modeling profiles the unique characteristics of your best and most profitable customers. We can then search for other potential customers who share those characteristics. List modeling can help boost your direct response rate, increase your market penetration and dramatically improve your advertising ROI.



Questions? Please call or email them to us and you might see your question in our next newsletter.
info@eyecomm.org

A SPOOKY STORY...

Two men were walking home after a Halloween party and decided to take a shortcut through the cemetery just for laughs. Right in the middle of the cemetery they were startled by a tap-tap-tapping noise coming from the misty shadows.

Trembling with fear, they found an old man with a hammer and chisel, chipping away at one of the headstones.

"Holy cow, Mister," one of them said after catching his breath, "You scared us half to death -- we thought you were a ghost! What are you doing working here so late at night?"

"Those fools!" the old man grumbled. "They misspelled my name!"