

# Vertis Optimal Postage

## The best postage rate - guaranteed!

Vertis Communications can't control rising postal rates. However, we can control what you spend on postage for your standard-class, letter-size mail.

With the new Vertis Optimal Postage (VOP) program, Vertis takes the guesswork out of postage costs by providing you with a guaranteed, flat-rate postage and processing fee for your direct mail programs. Using a strategic combination of Data Processing, Sortation and Logistical Planning, Vertis optimizes your mail program and moves your mail deeper into the mail stream. Not only does this optimization result in greater efficiency and faster and more predictable delivery to customers, but it also wins you significant discounts from the USPS.

Call **800.577.8371** to learn more.

### See how one financial services company benefitted from VOP:

This company's average rate per piece was \$0.196. Vertis analyzed their mail files, and through a combination of co-mingle, co-pallet and drop ship techniques, we guaranteed the mailer a reduced postage rate of \$0.182 per piece for all future mail campaigns. This financial services company saved more than 7% in pure postage dollars!

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The Vertis Optimal Postage solution includes:

- **Data Processing.** Vertis offers a wide variety of data hygiene services, including mandatory NCOA processing. To adhere to postal regulations and maximize postal savings, we use Group 1 Software for sorting and combining addresses.
- **Sortation.** Vertis performs physical sortation, standard sorting directly from the data file into a mail tray, or commingling, which combines mail from multiple sources in order to get greater zip code saturation and deeper postal discounts.
- **Logistical Planning.** Vertis utilizes logistical planning, which consists of destination entry or moving the mail to BMC or SCF entry points, and co-palletization, or combining trays to like destinations.

The result: A single, guaranteed postage rate and postal processing cost, including postal analysis, load planning, commingling and/or co-palletizing, freight, and freight handling, for your entire mail file and for future programs. Plus, an easier, more effective way to plan and budget for your direct mail campaigns!

Call **800.577.8371** to learn more.

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