

TechLines

CoMail – A Way to Cut Postage Costs

CoMailing is the process of combining several different flat-size publications into one large mailing. By achieving greater presort volumes, mailers can take advantage of larger postal work-sharing discounts.

How CoMailing Works!

CoMailing works much like our normal mailing procedures except for a few new design guidelines and scheduling concerns. Walsworth processes the files as usual but instead of preparing the mailing to drop locally, files are prepared for merging into one grand mailing. These grand mailings or “pools” may consist of 30 or more different titles from several different mailers. After combining pieces into one presort pool, mailers will see benefits of this volume-based presort and work-share discounts provided by the U.S. Postal Service (USPS).

At our partner facility, bound pieces are loaded into pocket feeders and titles are fed, as needed, by the machines software. Quality control procedures are taken to ensure that each address is on the proper mailpiece. All the mailpieces are presorted and physically prepared according to USPS specifications for palletization. As pallets of mail are ready for input into the mailstream, they are immediately dispersed to trailers for hauling to hundreds of Network Distribution and Sectional Center Facilities across the United States.

Benefits from CoMailing and Guidelines

CoMail is designed for flat-sized publications with a circulation of 10 to 75 thousand pieces (circulations of 5 to 200 thousand may also see benefits).

In addition to postal savings, you will see:

- Improvements to your presort.
- Optimized and shorter in-home delivery windows.
- Better care of your mailpiece as it stays palletized deeper into the mailstream.
- Free tracking to postal entry points.

Other guidelines include:

- Minimum mail piece dimensions of 6.5” x 9” x .0625” thick.
- Maximum mail piece dimensions of 10” x 11” x .5625” thick.
- No inside inkjetting.
- Addressing into a pre-determined restricted area.
- Flexibility to print and mail within a specific timeframe.
- Maximum address record field length cannot exceed 50 characters.
- Address block may contain no more than nine lines of data including OEL line and barcode.
- Other messaging outside address block available (depending on space)

Postage Estimating

Estimating CoMailing postage is done by using an average savings calculated from the performance of previous pools. Actual postage will vary based on final pool size and presort content.

When providing an estimate, Walsworth will provide you with all fees involved with CoMailing. This will allow you to see the total costs when deciding if CoMailing is right for your organization.

Postage

Mailers who participate in CoMailing have two options for paying their postage. CoMailing requires establishing an Enterprise Payment System (EPS) Debit account. This is a USPS program that allows mailers to pay for postage electronically. Mailers have the option to set up their own EPS account and mailing permit or to use Walsworth’s EPS account.

Using Walsworth's EPS account has the advantage of allowing mail to drop from our location if CoMailing becomes undesirable for any reason. Mailers not using Walsworth's EPS account will need to purchase a company permit.* This requires completing PS Form 3615 as well as paying application and annual permit fees. After this permit is purchased, a EPS Debit account must be set up. Information on EPS can be found at <https://postalpro.usps.com/EPS>. Postage would then be withdrawn directly from the mailer's bank account. Mailers opting to use the Walsworth EPS Account would make postage checks payable to Walsworth.

*CoMail is also Mail Anywhere Pay Anywhere approved. If you already own a company permit, purchasing another may not be required.

Indicia

Depending on which EPS account is used, the indicia on the mailpiece may need to be altered. Walsworth will provide assistance to mailers setting up their own EPS account. Mailers choosing the Walsworth's EPS Account may use either of the following examples

<p>Example A</p> <p>PRSRT STD US POSTAGE PAID WALSWORTH</p>	<p>Example B</p> <p>PRSRT STD US POSTAGE PAID City, ST PERMIT #</p>
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Design Needs

The template on this page will assist in making sure cover artwork is designed properly to CoMail specifications. All measurements place the catalog in the upper right hand corner of the template.

Scheduling

Advance planning and CoMailing go hand-in-hand. When a CoMail date is determined, we can advise you of a production schedule. Co mailing will add some time to the overall program and should be discussed even at the design phase of your project. Changing books already in-house to CoMailing can also be an option as long as the mailpiece design fits the required guidelines.

Another component of scheduling is reserving a spot in a pool. Pool dates are held on a first-come, first-serve basis. If a pool is full, the mail will have to move to a different mail date. If a change in pool date is needed, 10 days notice should be provided to avoid penalties.

We look forward to helping you save postage dollars!

CoMail Template

