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AMi

Industry Alert

Supporting Marketing with Impact

May 17, 2010

Mailing Impact

Did you know that AMi offers various training segments to assist your staff in their direct Marketing Efforts?

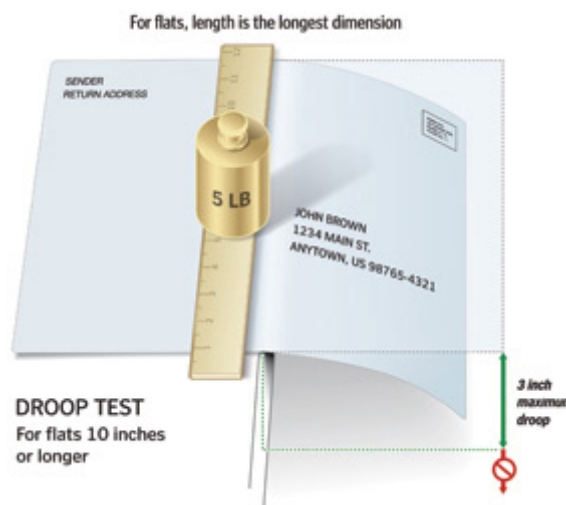
Our team is currently amassing a client presentation, "Addressing Your Data," that addresses important considerations about your database to help secure postal discounts and ensure & expedite delivery. This segment for AMi's Workshop/Training program will be customized to meet the specific needs of each client.

Could your team benefit from this or other direct marketing topics? Email us at solutions@amidirect.com and we will have one of our experts contact you.

Deflection - Will Your Flats Meet the New Standards?

Effective June 7, the new standards for commercial flat-size mailpieces will take effect.

The new standards reduce the amount of "droop" currently allowed for flats by 1 inch (from 4" to 3"). According to the US Postal Service, if a flat is too flimsy it can jam postal automation equipment. These jams can cause slowdown of processing as well as damage to your mailer and the processing equipment.



The good news is that the USPS wants to help you meet the requirements. To determine if your flats meet the new deflection standards, Business Mail Entry employees and Mailpiece Design Analysts at the USPS will work closely with mailers. In addition to this advice, the Postal Service is delaying implementation of revised price eligibility until **October 3, 2010.**

Network with Us!



Issue: #

Month/Year

More assistance needed?

AMi encourages you to work closely with your mail service provider to best determine your requirements, assess current designs, and assure that you meet the new standards.



The More the Merrier



For more information on this or any other postal issues,

call 703.370.0382 or send us an [email](#) .

Solutions at AMi Direct
AMi Direct Marketing Solutions

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We want your total marketing experience to be a positive one. Send us your project specifications to solutions@amidirect.com, and we will promptly respond with pricing and time frame for completion.

We always work to provide fair pricing and top customer service.

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