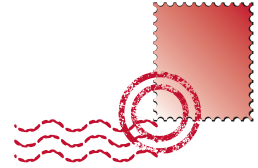


# New Bulk Mail Standards



From:  
SDSU Mail Services



To:  
SDSU Campus Departments



**Effective November 23, 2008:**

All bulk mailings utilizing SDSU Permit/Indicias and bulk mail stamps must adhere to a revised U.S. Postal Service (USPS) standard. The revised standards require that databases used for address information be updated every 95 days prior to the date of mailing. Address list(s) must be updated by a licensed National Change of Address (NCOA) provider.

The USPS will reject all bulk mailings that have not complied with the new standards and may suspend University bulk mail permits that are in violation.

For more information on how to comply with the new change, visit the United States Postal Service website at: <http://www.usps.com/mailpro/2008/mayjune/page5.htm> or you may also contact David Del Rio @ 40950.

## **What You Will Need To Do:**

- If you use Reprographic Services to handle both printing and mailing for your bulk mailing projects, your address list(s) will automatically be updated per the postal regulation. For more information, contact Jon Hyde at [repro@mail.sdsu.edu](mailto:repro@mail.sdsu.edu)
- If you send bulk mailings utilizing SDSU Indicia permits through Mail Services, you must update your address list(s) by sending them to a licensed NCOA provider. This means a purchase order must be processed through the normal procurement channel to a certified licensed provider. Mail Services will, at the time of pick up, require that departments provide documentation certifying address list(s) have been updated.
- If you use an off campus mail house to process bulk mailings utilizing SDSU Indicia permits or bulk mail stamps, it will be your department's responsibility to ensure that the mail house provides Mail Services with documentation certifying address list(s) have been updated. Mail Services will not process 3600, 3602 or 3541 USPS forms without certified NCOA documentation.