



DEPARTMENT OF MANAGEMENT  
**SERVICES**

4050 Esplanade Way • Tallahassee, Florida 32399-0950

LAWTON CHILES, GOVERNOR


WILLIAM H. LINDNER, SECRETARY

November 20, 1996

Suite 315

MEMORANDUM: No.12 (96-97)

TO: State Agency Purchasing Offices Addressed

FROM:  George C. Banks, CPPO  
Director, Division of Purchasing

SUBJECT: Automated Mailing Update Survey

On July 1, 1997 the U.S. Post Office will require all mailers to demonstrate that they have updated the addresses in their mailing lists when those addresses are used on Presorted or Automation rate First Class mailings. Failure to provide this documentation will disqualify the mailers of any pre-sort discounts.

The 3 most commonly used methods to update mailing lists are:

1. Address Correction Requested Endorsement

Placing this endorsement under the return address that the mailpiece will be returned to the sender with the new address information affixed.

2. Address Change Service

This method provides the mailer with an electronic or hardcopy notice of new address information. The mailpiece will be handled in accordance with a set of mailer customized endorsement instructions.

3. National Change of Address

This method corrects address lists electronically by using strict Postal Service approved name and address matching logic to identify individuals, families, and businesses that have moved within the preceding 3 years. This method does not include mail handling.

State Purchasing is considering the development of a contract for method #3 (National Change of Address). Please take time to answer the following questions to help determine if this service will be utilized by your agency. If any additional information is needed please contact Martha Hancock at (904) 488-2347 or Sumcom 278-2347.

GCB/mh  
Enclosure



Please return to Martha Hancock, Purchasing Specialist, no later than December 17, 1996.

1. Does your Agency do Bulk Standard Mailings or Presort First Class Mailings? \_\_\_\_\_
2. Please provide the approximate number of records per address your agency would be submitting for updating. \_\_\_\_\_
3. How often would you request updates? \_\_\_\_\_
4. Are your records on tape or disk? \_\_\_\_\_
5. Does your Agency have a need for this contract? \_\_\_\_\_
6. Would your Agency use this contract? \_\_\_\_\_

Responses can be faxed to Martha Hancock at (904) 488-5498 or Suncom 278-5498.