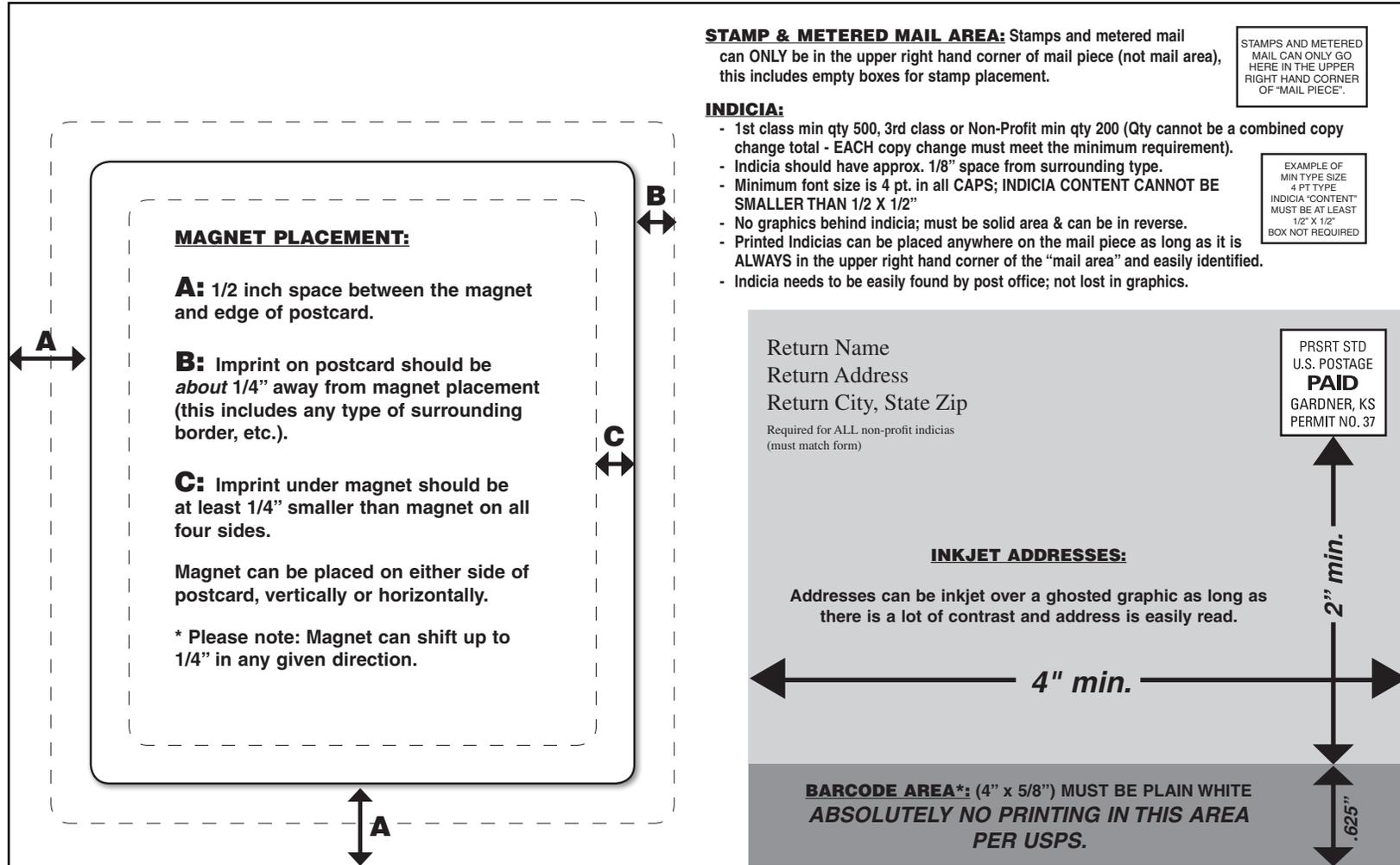


BULK MAIL GENERAL INSTRUCTIONS

USPS NON-AUTOMATED, MACHINABLE MAIL PIECES.



Effective Immediately



BULK MAIL FORMS (REQUIRED): Forms must be filled out and returned by distributor before proofing and/or processing order.

- If Gardner 1st Class, 3rd Class (std), or Non-Profit is selected, we MUST have USPS NCOA Processing Acknowledgement Form (PAF) returned.
- "Or Current Resident" is an option when using indicias.
- Non-Profit (Ship from Gardner) - Must meet certain criteria: USPS form 3623 signed by Officer. Forms may be faxed or emailed.

CUSTOM SIZE POSTCARDS: Min. custom size is 4.25x5". Any size over 6.125 x 11.5 will be considered a "flat rate" instead of "letter rate". The mail side of flat rate items must be set up in a portrait orientation and with the mail area at the top of the piece.

ALTERNATIVE ADDRESSING (POSTAL CUSTOMER, RESIDENTIAL CUSTOMER, BUSINESS CUSTOMER-ONLY THESE OPTIONS): We can print this on the postcard ONLY if the dist. is ALSO in the same city as the indicia that is being printed. Customer can ONLY use if it is a Rural Route--only box sections w/o city delivery. We cannot use our indicia and ship somewhere else other than Gardner, KS. (USPS A040.1.5)

Send all forms and mail lists to bulkmail@tradenetpublishing.com

* General instructions are based on "non-automated, machinable," mail pieces.