



Ensuring a Successful Mail Campaign



Charlottesville, Virginia
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GENERAL INFORMATION

- Please notify MSV as early as possible to reserve your time in the production schedule.
- Normal turnaround time for mail production is five business days following final approval by client and receipt of all suitable materials. Please add 5-7 business days if MSV is also providing the printed pieces for your mailing. During peak mailing season (October-December) turnaround may take longer.
- Rush service to cover overtime expenses may be available for an additional charge.
- Delays in delivery of materials or data, or any change in the scope of work, may affect the mailing date.
- All postage must be prepaid in advance of mail date. MSV can not front postage, or manage a customer's permit. Please contact your Account Manager if interested in establishing a postage escrow account.
- If MSV is utilizing your corporate USPS permit number, please double check your permit fee is up to date and the appropriate amount of funds will be available on the mail date.
- Labeling surcharge may apply for over-sized pieces, or for pieces which require additional, manual labeling labor.
- First Class mail generally is delivered within 1-3 days.
- Standard and Non-Profit mail is processed by USPS on a "time available" basis. There is no guaranteed delivery time.
- Please remember the USPS is especially busy from October through December. Mailings may take longer than usual to be processed through the mail stream.
- If samples of your job are needed, please request them when placing your order. Please specify quantity and distribution.
- When submitting your jobs, please, inform Account Manager on how you want any overage of materials handled.
- MSV attempts to verify the quantities and counts of materials upon receipt from the client. However MSV is not responsible for any shortage of materials, regardless of assumed counts from the client. If a shortage occurs due solely to an error by MSV, MSV assumes liability only up to the value for services rendered by MSV for that particular job.



Purchasing Data/Mailing List Guidelines

MSV RENTAL LIST CHECKLIST

The following is to be used as a guideline when renting a mailing list through Mailing Services of Virginia.

- MSV uses outside companies to rent mailing lists. These lists are compiled using public information from various sources and are owned by the list company not MSV.
- MSV uses professional list suppliers that have been in business for many years and are known to MSV.
- Rental lists are not 100% accurate in all cases. While each list is run through the, National Change of Address (NCOA) software there are occasions that NCOA might not catch an actual address change. Here are a few of the reasons why that might happen;
 - Not everyone files a Change of Address (COA) form with the USPS.
 - The name and address filed with NCOA must match exactly the name and address on the COA.
 - A COA may have occurred outside of the limits of the data in NCOA files which is 48 months.

MSV recommends the following when renting a list for mailing;

- Provide as much information as possible in regards to the overall goal of the mailing to your MSV Account Manager.
- Use "Or Current Resident" underneath the actual name in the address block. This will ensure the piece is delivered even if the person no longer lives at the address.
- Do not use an ancillary endorsement, i.e. Address Service Requested, on the mail piece.

MSV HAS VAST EXPERIENCE WITH RENTAL LISTS AND THE DO'S AND DON'TS SO PLEASE USE US AS A SOURCE AT THE BEGINNING OF THE PROJECT.



Data Requirements



- Please send data in one of the following file formats:
 - Excel spreadsheet
 - Tab or comma delimited text file
 - Fixed length text file
 - D base
- Send complete information about each data file you send (program, format, field layout, number of records, merge purge instructions, NCOA, etc.)
- Inform Account Manager if foreign records should be mailed.
- Please remove any sensitive information (SSN#, phone #'s) from list before you send to MSV.
- All matched mail/merge mailings must have a sequence number on all personalized pieces.
- Seed Lists - If a seed list has been added to your exported data, please make sure that it includes the same formatting as the rest of the list.
- USPS requires lists be run through NCOA process every 90 days.

MSV WILL NOT BEGIN PROCESSING JOB WITHOUT ALL OF THE DATA REQUIRED IN HOUSE.

Art Requirements

Mailing Services of Virginia wants to make sure that all of your products come out looking their best. We have in house graphic design and are happy to assist you in making that happen.

If you are supplying art, please follow the guidelines below:



ARTWORK SPECIFICATIONS

- Please provide “camera ready” art at 300 dpi or greater. “Camera Ready” art is in a format where no adjustments are necessary for prepress or printing.
 - Files should be formatted as: PDF, PSD, AI or EPS.
- Vector artwork should be sent as AI or EPS. Text should be converted to curves or outlines to avoid font substitutions.
- Raster artwork should be sent as a PSD, EPS, PDF or TIFF in layers. Please send it the size you would like it to print. Raster art will lose quality if enlarged.
 - Being a pixel based program we do not recommend using for typographical elements. In the case that this is the only option: DO NOT flatten/merge layers. Send art with layers and save as Photoshop.psd file. If artwork bleeds, include an 1/8” on all sides extended from the original file size boundaries.

SUBMITTING ELECTRONIC FILES

- Email accepted up to 10MB.
- FTP site to submit files over 10MB, please contact your account manager for details.

MSV INDICIA SAMPLES

- Below are samples of the MSV indicia for Standard, First Class Presort mail and Non-Profit mail.

