



# BALL STATE UNIVERSITY

Printing Services

# BULK MAIL

Printing Services, along with Bulk Mail Services, works with the United States Postal Service (USPS) to make sure that all mailing materials that are printed or generated through Ball State University are designed correctly for mailing.

## Save your department time and money

Bulk Mail Services saves Ball State University an average of one million dollars annually in the following ways:

- Support your department by processing your jobs, helping you optimize resources
- Cut your postage costs in half
- Ensure that your mailing lists are validated and deliverable

The USPS has strict guidelines that we must meet in order to receive the postage discounts that we are able to offer every department. The USPS audits each mailing/mail piece as it travels through the postal mail stream. Each mailing/mail piece has unique coding that allows your mail to be put on a fast track with the USPS during the sorting/delivery process.

## Permit Guidelines

In order to provide each department the lowest postage rates with the fastest delivery methods, each of these guidelines must be met. These guidelines allow Ball State University to receive discounted postage rates which can save each department and each mailing over 50% in postal savings.

## Bulk - Standard Rate

- Minimum of 200 quantity or 50 pounds
- All pieces must have a Ball State University return address
- All pieces must be EXACTLY the same in size, weight, and content
- All information must pertain to Ball State University business when using the non-profit permit
- Mail pieces using permits cannot be mailed one at a time

## Automated Presort - First Class

- Minimum quantity of 500
- All pieces must have a Ball State University return address
- All pieces must be EXACTLY the same in size, weight, and content
- All information must pertain to Ball State University business when using this permit
- Mail pieces using permits cannot be mailed one at a time

## First Class Full Rate

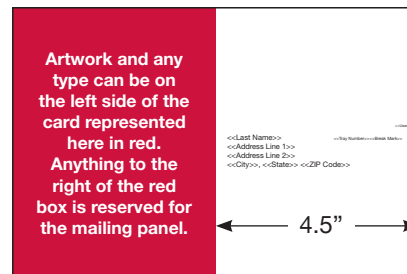
- All pieces must have a Ball State University return address
- All pieces must have an Account number on the first line of return address
- Pieces can be mailed one at a time

## How to submit your database

Your database needs to be an Excel file. Required formats are .xlsx, .csv, or comma delimited. Each column needs to be labeled and contain only one type of information - like name, company, address, city, state, and zip code.

Here are the steps to get started for completing a bulk mailing.

- Fill out a Mail Service Request form (list the link to the PS webpage) <https://www.bsu.edu/about/administrativeoffices/business-and-auxiliary-services/printing/bulk-mail>
- Email copy of Mail Service Request form and database
- Provide mail pieces



This is a sample 9"x6" postcard showing the mailing panel. All postcards need a minimum of 4.5" for the mailing information

## Contact Us

Printing Services - Bulk Mail  
Ball State University  
3401 N. Tillotson Ave. Rm SV103  
Muncie, IN 47306  
765-285-8549  
Email: [bulkmail@bsu.edu](mailto:bulkmail@bsu.edu)

[printing.bsu.edu](http://printing.bsu.edu)

The information presented here, correct at the time of publication, is subject to change. Ball State University practices equal opportunity in education and employment and is strongly and actively committed to diversity within its community.

## Business Reply

- All pieces must have a Ball State University return address
- All pieces must have an account number on the first line of mailing address or bottom left corner
- Postage will be charged ONLY on those pieces mailed back
- All Business Reply templates will have their own unique plus 4 zip code
- ALL PERMIT or BUSINESS REPLY mailings must be pre-qualified before mailing by Bulk Mail Services

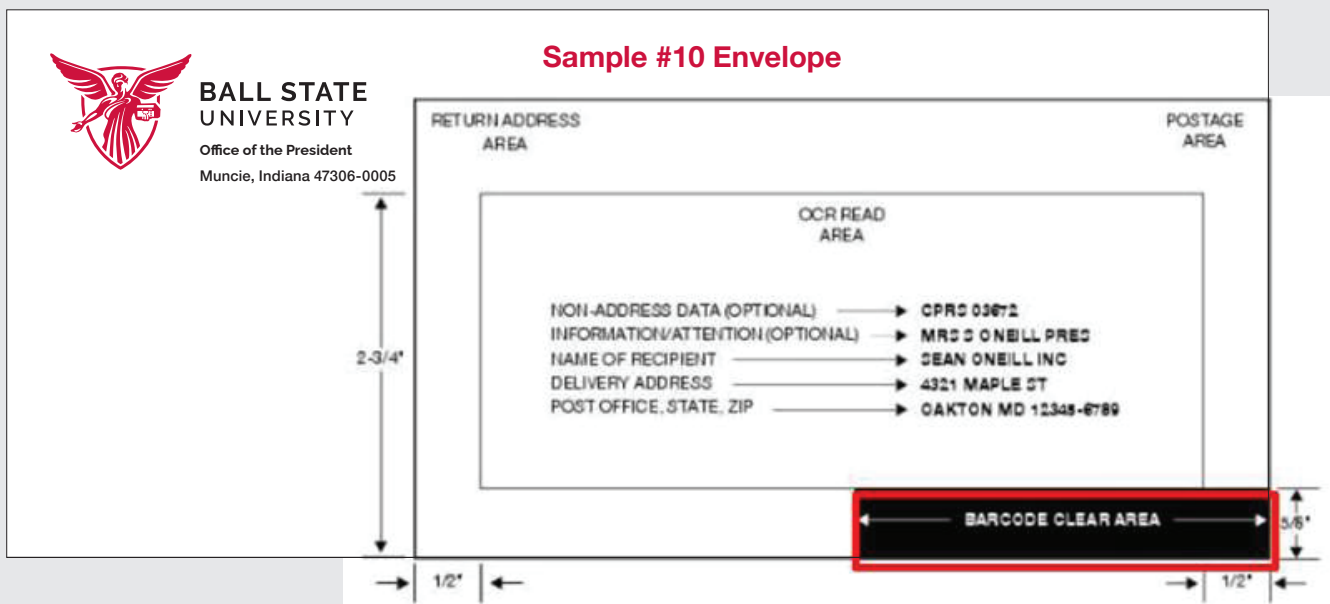
## Packages - USPS, FedEx, UPS, DHL

Please contact Central Mailing at 765-285-8639.

## Why follow the guidelines?

If any of the above guidelines are not followed the following could happen to the mailing.

- Mailing could be rejected by Bulk Mail. Complete mailing will need to be processed and reprinted at departments expense, which will result in a delay in mailing.
- Mailing will need to have permit and barcodes covered up and the mailing will be mailed at First Class Full Rate postage amounts which will double your postage costs, which will result in a delay in mailing.
- Mailing could be rejected by the USPS. Mailing will be destroyed and/or the USPS will assess penalties/fees to Ball State University which will be charged back to your department; USPS could revoke our privilege of mailing at discounted rates.
- Department may have restrictions added to their mailing privileges.



## Standard USPS address guidelines

- attn line appears above all lines
- print address in ALL CAPS - 10 or 12 point type
- include directional information (N,S,E, or W)
- state abbreviations preferred
- no punctuation
- include the zip +4 - if you know it

The entire mailing address should be contained in an imaginary rectangle known as the Optical Character Reader (OCR) clear area that extends from 5/8" to 2 3/4" from the bottom of the mail piece with 1/2" margins on each side.