



FREQUENTLY ASKED CO-MAILING QUESTIONS

1) What is co-mailing?

Co-mailing is the process of merging individual mail pieces from multiple mailing streams into a single mailing stream. This process improves the USPS delivery sortation characteristics of the total mailing which reduces postage and the number of times mail pieces are handled within the USPS. Co-mailing allows mailers to achieve a better rate of postage by grouping larger quantities of like zip codes. The process is similar to selectively stitching multiple versions of the same title but on a larger scale.

2) What is the difference between co-palletization and co-mailing?

Co-palletization groups the physical bundles of mail, which have already been addressed and presorted, onto pallets in order to reduce bag mail and create more pallets. These pallets can then be drop shipped to a corresponding postal facility. Co-mail, on the other hand, combines individual pieces of mail into new, better presorted bundles and has a huge impact on presort and drop ship-eligible pallets. So, co-palletization does not change the publication's presort qualification or package make-up. Co-mail does, because each title's file is merged with other participants' files and the entire "pool" is presorted into qualifying packages as a larger mailing.

3) What are the benefits of co-mail?

Co-mailing allows your mail title to achieve a more advantageous presort which in turn reduces postage costs. Postage costs are further reduced by increased drop ship savings. Co-mailing also optimizes your delivery time with the USPS because the process creates better sorted packages and pallets that move through the postal system with less processing.

4) What kind of mail qualifies for co-mail?

Standard flats and Periodicals. Both mail types see a large benefit when co-mailed. We currently do not co-mail letter size mailings or parcels.

5) Does my mail piece have to be a specific size to fit into co-mail?

Our co-mail line currently runs pieces that are varied in height and width within one inch. Our minimum and maximum sizes for height are 10 inches by 11 inches. Our minimum and maximum sizes for width are 7 inches by 9 inches. If you have a size that you would like tested, we are willing to do so. We want to ensure that the machine keeps optimum performance and speeds. If we test additional sized product and find that it can be processed without a slowdown we will update our specs.

The co-mail line does not have a maximum weight but does have a maximum thickness. Our thickness tolerance is a minimum of .0625 up to a maximum of .5625 inches.

Please see our co-mail inkjet templates. We can also supply the templates electronically.

6) Is an inkjet window required for co-mail and if so, does it have to be in a specific position?

In our co-mail program customers have the option of using an inkjet window/area or a pressure sensitive label. The location of the inkjet or label must be in the lower portion of the front cover or the upper portion of the back cover. The placement of the inkjet or label can vary in position from spine to face of the book.

Please see our inkjet templates for allowable areas.

7) What quantities work best for co-mail?

There are definitely quantities that fit into the “sweet spot” for co-mailing. The minimum size per title or version is 5,000 copies. The larger the mail file for standard co-mail the better the co-mail pool savings. We found that a Standard Mail co-mail pool performed best when there was an anchor file. We define an anchor file as a Standard Mail title that has a large quantity (250,000 - 500,000) and has a large CR or 5-Digit presort split on its own. This file then helps the rest of the titles within a co-mail pool achieve a higher presort level.

Regional address files will not benefit from co-mailing.

8) How is postage paid for titles within co-mail?

All mailings must open a CAPS Debit account with the USPS. A CAPS Debit account allows the USPS to deduct postage directly from a customer's bank account. Customers must also open a permit in Bolingbrook, IL 60440.