

Three Steps to Direct Mail

It's as easy as 1 – 2 – 3

Want to get the best postage rates possible on your high-volume marketing campaigns, but just don't have time to study the complicated postal regulations? Let Insty-Prints make it easy for you.

- 1.** Bring us your ideas and a mailing list in the form of an electronic file, such as an Excel spreadsheet, comma-delimited text, Microsoft Access, or Word file. Our experienced professionals can help you design a mail piece based on USPS regulations regarding size, layout, and preparation for printing. Whether it's a letter, magazine, postcard or announcement – our design and print teams will ensure that your mail will stand out from the rest.
- 2.** Then we take it straight from the press to the “Insty-Mail” department. Using the list you provide, we check each address for accuracy and correct any typing errors that may deter your mail from reaching its intended destination. A properly encoded list assures that you will receive the best possible rates based on the size and weight of your mailpiece.
- 3.** If your list contains 200 or more records it qualifies for USPS bulk mailing rates. We will perform the presort and prepare all the postal paperwork required. If your bulk rate permit is printed on the piece, a customer representative will give you call when the paperwork is done and let you know what your postage cost will be. No permit? No problem! We can use ours on your mailer. After imprinting the addresses and bar codes onto each piece, we deliver the completed job to the post office.

We put your idea on paper and mail it!

It's “Insty-Easy”!



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