



Direct Mail Service

Effective January 2011

How to Order:

1. Call 877-698-2262 or email Jami Kral at jkral@ucaoa.org and specify your selection, materials to be mailed and postage class for your mailing.
2. Provide sample of mail piece to:
 Jami Kral
 UCAOA
 4320 Winfield Road, Suite 200
 Warrenville, IL 60555-4023

 Phone: (877) 698-2262
 Fax: (630) 836-8518
 email: jkral@ucaoa.org
 Website: www.ucaoa.org
3. Order Confirmation: UCAOA will fax Order Acknowledgement summarizing service pricing and General Terms and Conditions which the service customer agrees to sign and fax back to UCAOA.

UCAOA/JUCM	
Fulfillment/List Charge	
# Pieces	Rate/M (1,000)
500-999	\$500
1,000-2,499	\$450
2,500-9,999	\$400
10,000 +	\$350

Rates:

1. Set-up charge: Each mail order has a set-up charge of \$100.
2. Postage: Mail customer is responsible for the campaign's postage which will be included in the Order Confirmation.

Ship Direct Mail Materials to:

Balsley Printing
 119 E. Main Street
 Rockton, IL 61072

Phone: 815-637-8787
 Fax: 815-282-0005
 eMail: sales@balsleyprinting.com

Expedited Printing Services:

Speed your mailing projects along by uploading your print-ready art files to www.BalsleyPrinting.com. They can quickly print and mail your materials while you eliminate time and expense of shipping your materials. Call Sam Balsley at 815-637-8787 for printing estimates.

Postage Estimates Presorted Mail:

Standard Class: Pieces less than 3.3 oz would have an estimated postage of \$0.33 per piece. Estimated delivery time is 7-10 business days.

First Class: Rate is based on the weight of the piece to be mailed. Postage quote will be provided with the Order Confirmation. Estimated postage of \$0.44 per piece. Estimated delivery time is 2-3 business days.

UCAOA/JUCM Direct Mail Service

Presorted Mailing Guidelines:

Minimum Stock Weights

Flyers & Newsletters: 70# text

Postcards: 100# Gloss cover
80# Uncoated cover

Mailing Size

Postcards:

Minimum: 3.5"x 5.0"

Maximum: 6.0"x 11.5"

Standard Flyer Sizes:

Letter Fold: 3.69"x 8.5"

Half Fold: 5.50"x 8.5"

Mailing Ratio Calculator:

Length / Height must be within:
1.32 and 2.5

This will guarantee the piece will meet postal requirements.

Tabbing Requirements

Single Tab: 70# text or heavier
(Opens at Top)

Double Tab: 60# text or lighter
-Opens at bottom
-Bottom spine has staples
-Piece is folded and staples are on the side
-Piece is more than 9" wide

Double Tab position must be 1" from each end piece.

NOTE: A 4"Wx 2"D space is needed in the Mailing Panel Free from any text, heavy solid ink or background art for Addressing.

Address must be aligned parallel to the longest edge of the mail piece

Terms and Conditions:

1. All mail service customers must use Balsley Printing and Fulfillment as the UCAOA/JUCM mail service provider.
2. Pricing is based on net.
3. Prepayment is required for all mail campaigns.
4. The UCAOA/JUCM reserves the right to refuse any mail piece or promotion.

General Information:

Acceptance

Mail piece is subject to approval by UCAOA/JUCM, which reserves the right to reject mail promotion at any time, for any reason.

Policy on Payment

List Owners shall have the right to hold the mail service customer and/or its agent jointly and severally liable for such monies as are due and payable to UCAOA/JUCM for mailing which the mail service customer or its agent ordered and for which the mailing was executed.

Disclaimer

The information concerning presorted postage rates and mailing guidelines are intended to serve as a guide and are subject to change at any time upon policy changes at the USPS.