



MAILERS+4

Another season passes. We've seen new postage rates take effect, lots of new and proposed postal rules and regulations to learn about, outrageous gas prices, horrific weather-related devastation, earthquakes and flooding, a precariously unstable economy, a worldwide theme promoting all that is green, an historically unprecedented race for a presidential nominee, and the loss of brilliant personalities in sports, broadcasting, journalism, and entertainment. And it's only July.

So what's in store for the next six months? It'd be silly to even try to surmise. But one thing is for sure. Melissa Data will be here to help you maintain your business mailing and marketing goals, and yes... help you continue to flourish and grow.

Our mailing solutions will keep step with the USPS® to provide you all the tools you need to meet Postal requirements for discounted mailings, to offer you the options you need to make the best decisions for your direct mail and marketing campaign efforts, and keep you posted on the latest breaking news from the mailing and shipping industries.

How can we help you? Call your customer representative and let them know the issues you are dealing with in your mail center, the solutions you need to find to resolve contact data management concerns, and the products and services you're looking for to not only sustain, but excel in your communication efforts.

If you haven't signed up for our **Advisor newsletters** (MelissaData.com/newsletters), you're missing out on advice from renown marketing/ mailing/data management professionals who share their knowledge and expertise with us through timely commentary... on a weekly basis. We've got an incredible **Archive** (MelissaData.com/ enews/advisorarticles) packed with their intuitive articles. Trust me, this is one library you'll want to check out as often as you can. Talk about great reading. Enjoy!


Sr. Editor

July '08 Update News

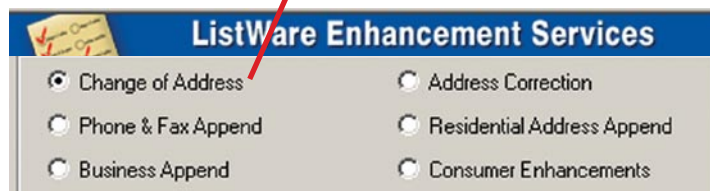
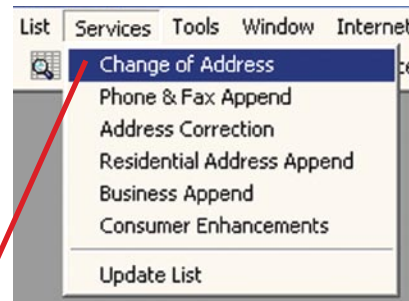
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MAILERS+4 Spotlight

Services Menu

The Services Menu in MAILERS+4 is your direct link to premier list hygiene and data enhancement services from Melissa Data. Take advantage of these services to:

- Reduce UAA mail
- Get more mail delivered
- Save time, money & postage
- Expand marketing venues
- Target with greater precision
- Increase response rates



When you select a process from the Services Menu, you will immediately be connected to our patented ListWare® program to easily prepare your file for processing and submission. You are no longer in MAILERS+4. In fact, the file you have opened in MAILERS+4 will now appear in ListWare, and you will be prompted to close MAILERS+4. Continue to click through the various screens of the services you have selected to submit your file. Check out the FAQ column on the backside for more information.

THE MAILERS+4 SERVICES MENU

Change of Address

Updates your file with the most recent change-of-address data on file through USPS® NCOA^{Link}® 24/48 month processing, and/or the 60-month multiple-source (mCOA) move-update processing.

Don't forget to ask about the free offer for NCOA^{Link} processing for your first 200,000 records as a new MAILERS+4 subscriber!!!

Phone & Fax Append

Adds phone numbers to resident names with addresses, or phone and fax numbers to company names and addresses. Use MAILERS+4 to keep up with the area code splits that may occur in the years to come.

Address Correction

Enhances accuracy of addresses down to point of delivery and appends Walk Sequence codes for reduced--rate mailings. Use MAILERS+4 to presort your Standard mailings for low CRRT Saturation postage rates.

Residential Address Append

Adds names and addresses to your list of resident phone numbers.

Business Append

Adds contact and company information to your business contact records.

Consumer Enhancements

Adds 11 popular demographics to your list of residential consumers.

PMG Potter tells NPF attendees in Anaheim he's "Bullish on the future of the mail."

Postmaster General John Potter spoke to more than 3,000 people attending the National Postal Forum in Anaheim, California May 18-21 to "look beyond the current economic downturn and continue to transition mail into the 21st Century."

"Despite the challenging economy, one thing that hasn't changed is America's confidence in the mail. We owe it to America, to our clients and to ourselves not to overact to the situation at hand."

Potter presented the keynote address at National Postal Forum, discussing technology, environmental concerns and changes in federal law that gave the Postal Service greater pricing flexibility.

Consumer and business need for speedy and reliable service is growing. For mail to continue to be relevant, the industry must change to continue to provide business solutions.

Potter spoke about new technologies that are providing these solutions — Intelligent Mail® barcode and the Flat Sequencing System (FSS). FSS is new technology that will speed the sorting and delivery of large envelopes, catalogs and magazines, quadrupling productivity. FSS machines also will be able to read the Intelligent Mail barcode, allowing mailers and the Postal Service to track mail throughout the sortation process, improving service and reducing costs to mailers and consumers.

He also encouraged mailers to respect consumer interest and concerns about the environment when creating and sending mail. Eco-friendly practices, programs and services are key to the future of the industry as more consumers chose to do business with companies that embrace green practices.

"It's the right thing to do for our future generations," Potter said, acknowledging actions mailers already are taking to address sustainability, including the use of recycled paper and inks that are less harmful to the environment.

"Personally, I'm bullish on the future of the mail," he said. "Our future is bright because of the teamwork that exists between the Postal Service and the mailing industry."

Can we talk?

Of course we can! Just log on to the new Melissa Data Discussion Forum website from the Resource Center link in your MAILERS+4 and strike up a conversation! Talk about the software, our databases, developer tools, and even USPS issues! Click on the Resource Center icon in the Welcome screen when you open MAILERS+4, and then select **Discussion Forums**. Click on a folder, and talk away. One of our brilliant product support technicians will take your questions and, well, talk to you! Check out all the other resources available to you from this website while you're there. You may want to bookmark it!



Forum	Topics	Posts	Last Post
General Address and Mailing			
General USPS Topics USPS Domestic Mail Manual Rules	2	4	Friday, April 18, 2008 6:22 PM in New Shaped Base Pricing Structure by Jim32418242
Products and Services			
Developer APIs Data Quality Suite, Marketing Suite, Geocoding Suite, Mailers Suite, Web Services	14	21	Thursday, June 05, 2008 11:38 PM in EXPLANATION OF 'LEVEL 1' VS 'LEVEL... by Paul Nelson
Databases Zip Data, Geo Data, Fone Data, Zip Data Jr., Zip Express, Canadian Postal Data, Canadian Express	2	3	Tuesday, April 01, 2008 6:52 PM in INFORMATION NEEDED THANKS by Paul Nelson
Software Mailers+4, ZipUSA, SuperCup, Express Entry, SmartCover, Geocoder	11	20	Thursday, May 29, 2008 4:39 PM in Runtime Error in Mailers4 by Paul Nelson
Online Lookups			

Services Menu FAQs

Q I want to submit my file for processing through MAILERS+4. Where do I start?

A *It's this easy...*

1. Open your file and format the fields in MAILERS+4 as usual.
2. Click on Services in the tool bar and make your selection/s.
3. The ListWare screen will appear and will guide you through the steps required to submit your file for the services you are requesting. (You are no longer in MAILERS+4.)
4. Once your list has been processed, you will be notified by email. Your file will either be attached or you will be directed to the Melissa Data FTP site.
5. Open MAILERS+4. Select the Update List option in the Services Menu to update your master list with the new fields of data.

Q I tried to update my file but the Update List was "grayed out" in the Services Menu. Why couldn't I select it?

A One of the following most likely occurred:

1. The file got renamed
2. The file was moved from the original directory
3. The mp4 file was deleted

Q MAILERS+4 will not add my update fields to my Access/Excel file.

A MAILERS+4 currently does not have the ability to modify these tables. You will need to add the required fields in Access or in Excel. Open your table in Access/Excel and add the following fields at the end of your information:

Plus4, Return_code, Movetype, Crrt, Movedate, Adderr, Dpbc, Mailscore.

If you have any questions, or need help formatting and submitting your file from MAILERS+4 through ListWare, please call 1-800-800-6245, opt 5. You can also find FAQs on formatting files for ListWare at:
MelissaData.com/tech/listware.