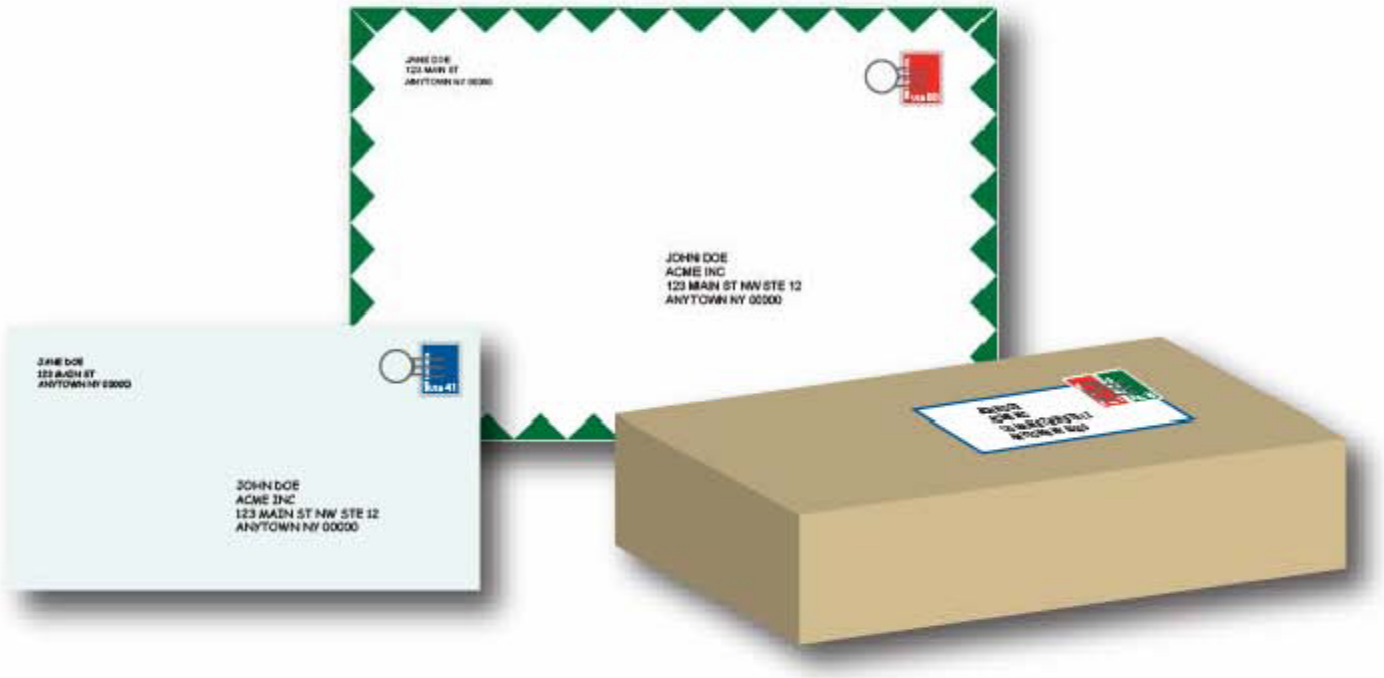
IT'S IN THE MAIL….



BUT SHOULD IT BE?
IMPROVING ADDRESS QUALITY

ADDRESS INTEGRITY

A quality address is defined by USPS® as:

"A quality address contains complete and correct elements that comply with USPS Address Management System standards and allows automated sortation to the intended delivery point for delivery to the specified recipient without requiring the use of Delivery Force Knowledge™ to complete."

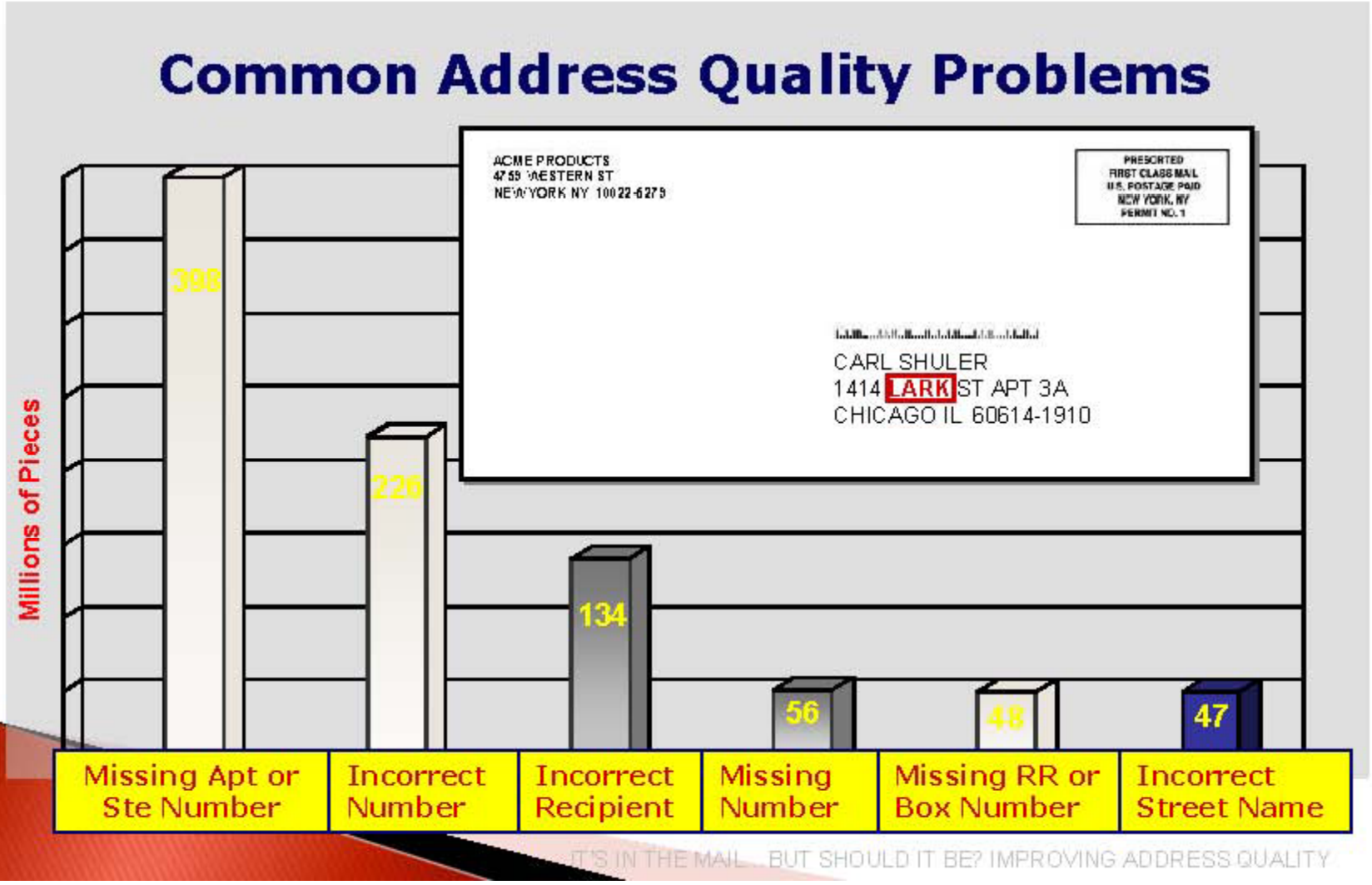
UNDELIVERABLE AS ADDRESSED

- Undeliverable As Addressed (UAA) costs the USPS more than $1.8 billion each year to process.
- More than 6 billion mail pieces are disposed (recycled) of every year because of poor address quality – that means that they never left the Post Office and went straight into the recycle dumpster.
- Main reason: incorrect and outdated addressed on business-to-consumer mail.

- 45 million people move each year
- The typical consumer moves up to 11 times in their lifetime
- Two million new delivery points are added annually
- 4.7 million people marry each year, resulting in millions of name changes
- 1.9 million people divorce each year, causing more changed names
- Approximately 400-560 million pieces of mail each year are misdelivered/never reach their intended audience
- A USPS study shows that misdeliveries most often occur when the recipient's name or street number are incorrect
- These statistics are not declining – they are actually getting worse!

Source: cognitiveDATA.com

PHYSICAL ADDRESS UAA



ADDRESSING

Delivery Address - All Mail must bear a delivery address

Except for simplified addresses, delivery addresses must contain from bottom to top:

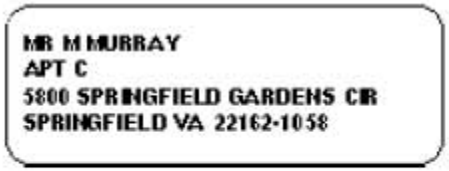
- City, State & Zip+4
- Delivery Address Line
- Recipient Line (name of person or business)
- Attention Line
- Non-address information
  (accounting numbers, subscription codes, etc.

JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

ATTN JOHN DOE
ABC COMPANY
1401 MAIN ST
FALLS CHURCH VA 22042-1441

ADDRESSING

Delivery Address



- If the delivery address does not allow for bldg numbers, **Suite numbers, etc, these elements should be placed on the line above the street address (Wrap Up)**
- For domestic mail, the Post Office (city), state and zip code or zip+4 information should be the last line of the address
- City State & Zip or Zip+4 (if field lengths do not allow all elements to fit on one line, place the zip code on the line immediately below the city, state (Wrap Down) – THIS IS NOT A RECOMMENDED PROCEDURE

DELIVERY ADDRESS FORMAT

Directionals

- Street addresses can contain predirectional and/or post-directionals in their name. There are 8 official geographic directional abbreviations:

N S E W NE NW SE SW

Secondary Address Unit Designators

- Mail addressed to multiunit building should include address unit designator: APARTMENT (APT) , SUITE (STE) , ROOM (RM) , FLOOR (FL), numbers

DO NOT use the pound sign (#) – the Postal equipment cannot read symbols.

DELIVERY ADDRESS FORMAT

Standard Abbreviations

- Generally 28 spaces (positions) are available in a mailer's data line for use in addresses

Street Names

- USPS prefers complete street names and cities they should always be spelled out in their entirety and never abbreviated. If you HAVE to abbreviate, the abbreviations MUST be USPS approved.

EXAMPLE: **123 ST JOHNS BLVD**
MT PLEASANT MI

SHOULD BE: **123 SAINT JOHNS BLVD**
MOUNT PLEASANT MI

DELIVERY ADDRESS FORMAT

NUMERIC STREET NAMES

- Spell out numeric street names only when there are duplicate street names within a postal delivery area.

GENERAL DELIVERY

- Use the words **GENERAL DELIVERY**, uppercase preferred, spelled out (no abbreviation), as the Delivery Address Line of the mailpiece. Each record will carry the -9999 “plus 4” code.

DELIVERY ADDRESS FORMAT

Street Suffix Abbreviations

- Very important in verifying the Zip Code – always use Postal approved abbreviations.
- When the street name contains two consecutive words that can be suffixes, spell out both words and abbreviate only the actual suffix.

BOULEVARD – BLVD
AVENUE – AVE
COURT – CT
STREET – ST

ADDRESS LINE COMPONENTS

Post Office Box Addresses

- Always use the prefix "PO BOX" followed by a space and then the box number

Dual Delivery Addresses

- **USPS discourages the use of dual delivery addresses that include both the street address and PO Box. If used, do not place both addresses on the same line. Mail is delivered to the address appearing on the line immediately above the city state & Zip.**

DON PRESORT
PO BOX 134
123 MAIN ST SW
GRAND RAPIDS MI 49548

DON PRESORT
123 MAIN ST SW
PO BOX 134
GRAND RAPIDS MI 49501

ADDRESS LINE COMPONENTS

Foreign Addresses

- The very last line of mail addresses to a foreign country should contain the country name printed in capital letters (NO ABBREVIATIONS) When using a foreign postal code, place it on the line above the country of destination.

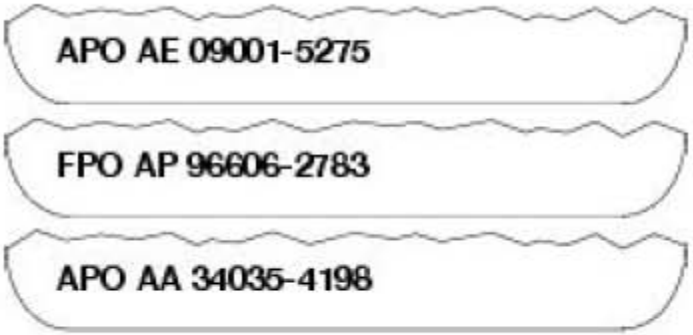
MR THOMAS CLARK
117 RUSSELL DRIVE
LONDON WIP7HQ
ENGLAND

http://www.upu.int/post_code/en/postcodes.html

ADDRESS LINE COMPONENTS

Military Addresses

- Overseas military addresses must contain the *APO or FPO* designation along with a two-character "state" abbreviation of *AE, AP, or AA* and the Zip Code or Zip+4 Code.



- *AE* is used for armed forces in Europe, the Middle East, Africa and Canada; *AP* is for the Pacific; and *AA* is the Americas excluding Canada.

Complete versus Correct addresses

Complete: RR 4 BOX 2085
Anywhere MI 49504-6121

Correct: 1 Paradise LN
Anywhere MI 49504-6121

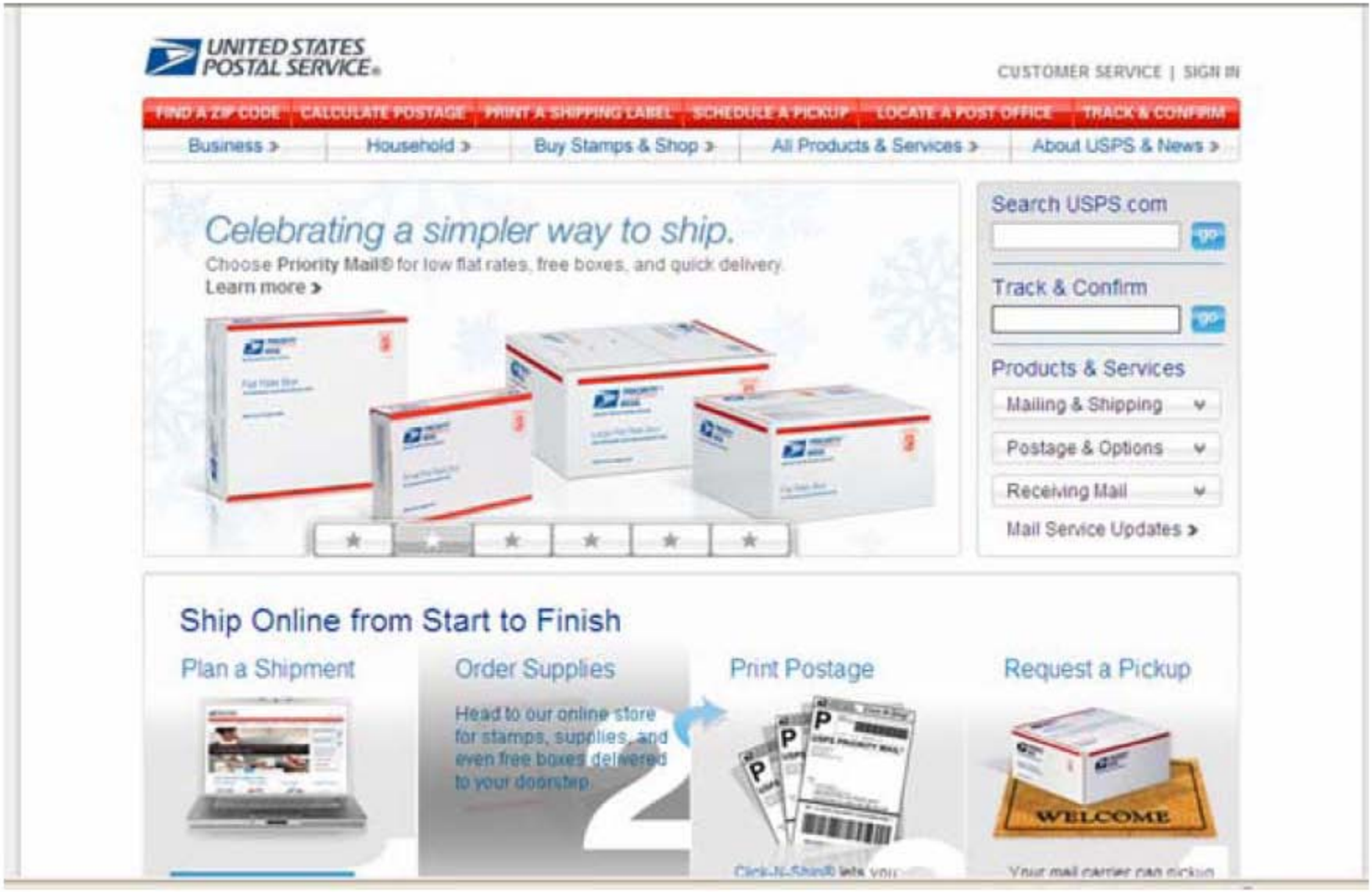
9-1-1 Address Conversion

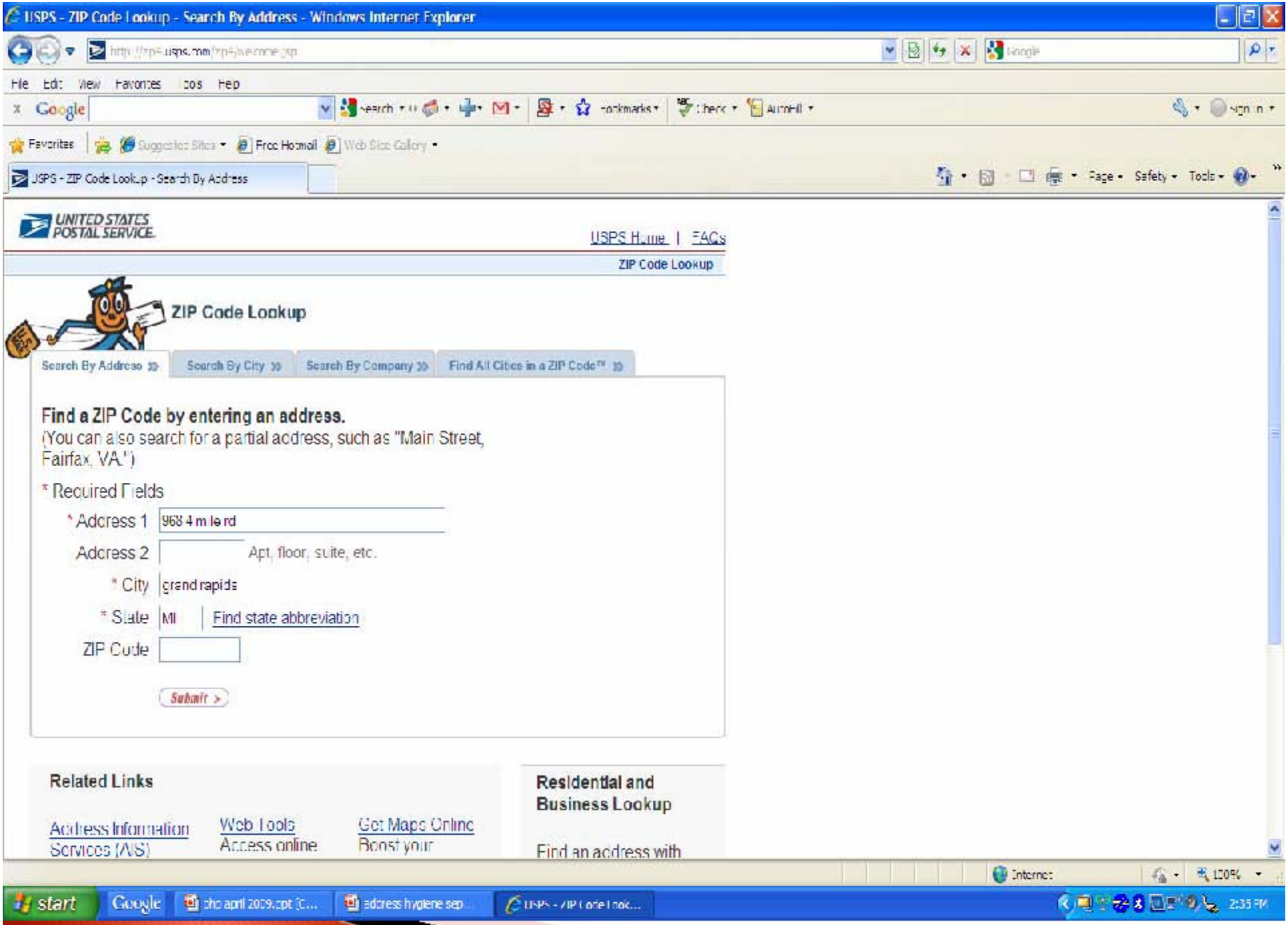
Addresses have a life cycle – USPS policy is to delivery to original address for one year following conversion

* Annual Zip Code changes

QUALITY ADDRESSING SAMPLES

	PREFERRED
NORTH EAST MAIN STREET	NE MAIN ST
BAY AVE SOUTHWEST	BAY AVE SW
NORTH SOUTH OAK ST	N SOUTH OAK ST
WEST MAPLE COURT EAST	W MAPLE COURT EAST


UNITED STATES POSTAL SERVICE
CUSTOMER SERVICE | SIGN IN
FIND A ZIP CODE
CALCULATE POSTAGE
PRINT A SHIPPING LABEL
SCHEDULE A PICKUP
LOCATE A POST OFFICE
TRACK & CONFIRM
Business »
Household »
Buy Stamps & Shop »
All Products & Services »
About USPS & News »
Celebrating a simpler way to ship.
Choose Priority Mail® for low flat rates, free boxes, and quick delivery.
Learn more »
Search USPS.com
Track & Confirm
Products & Services
Mailing & Shipping
Postage & Options
Receiving Mail
Mail Service Updates »
Ship Online from Start to Finish
Plan a Shipment
Order Supplies
Head to our online store for stamps, supplies, and even free boxes delivered to your doorstep.
Print Postage
Request a Pickup
WELCOME


USPS - ZIP Code Lookup - Search By Address - Windows Internet Explorer
USPS - ZIP Code Lookup - Search By Address
UNITED STATES POSTAL SERVICE
USPS Home | FAQs
ZIP Code Lookup
ZIP Code Lookup
Search By Address
Search By City
Search By Company
Find All Cities in a ZIP Code™
Find a ZIP Code by entering an address.
(You can also search for a partial address, such as "Main Street, Fairfax, VA")
* Required Fields
* Address 1
968 4 m le rd
Address 2
Apt, floor, suite, etc.
* City
grand rapids
* State
MI
Find state abbreviation
ZIP Code
Submit
Related Links
Address Information Services (AIS)
Web Tools Access online
Get Maps Online Boost your
Residential and Business Lookup
Find an address with
start
Google
2:35 PM

UNITED STATES POSTAL SERVICE.

USPS Home | FAQs

ZIP Code Lookup

Find a ZIP + 4® Code By Address Results

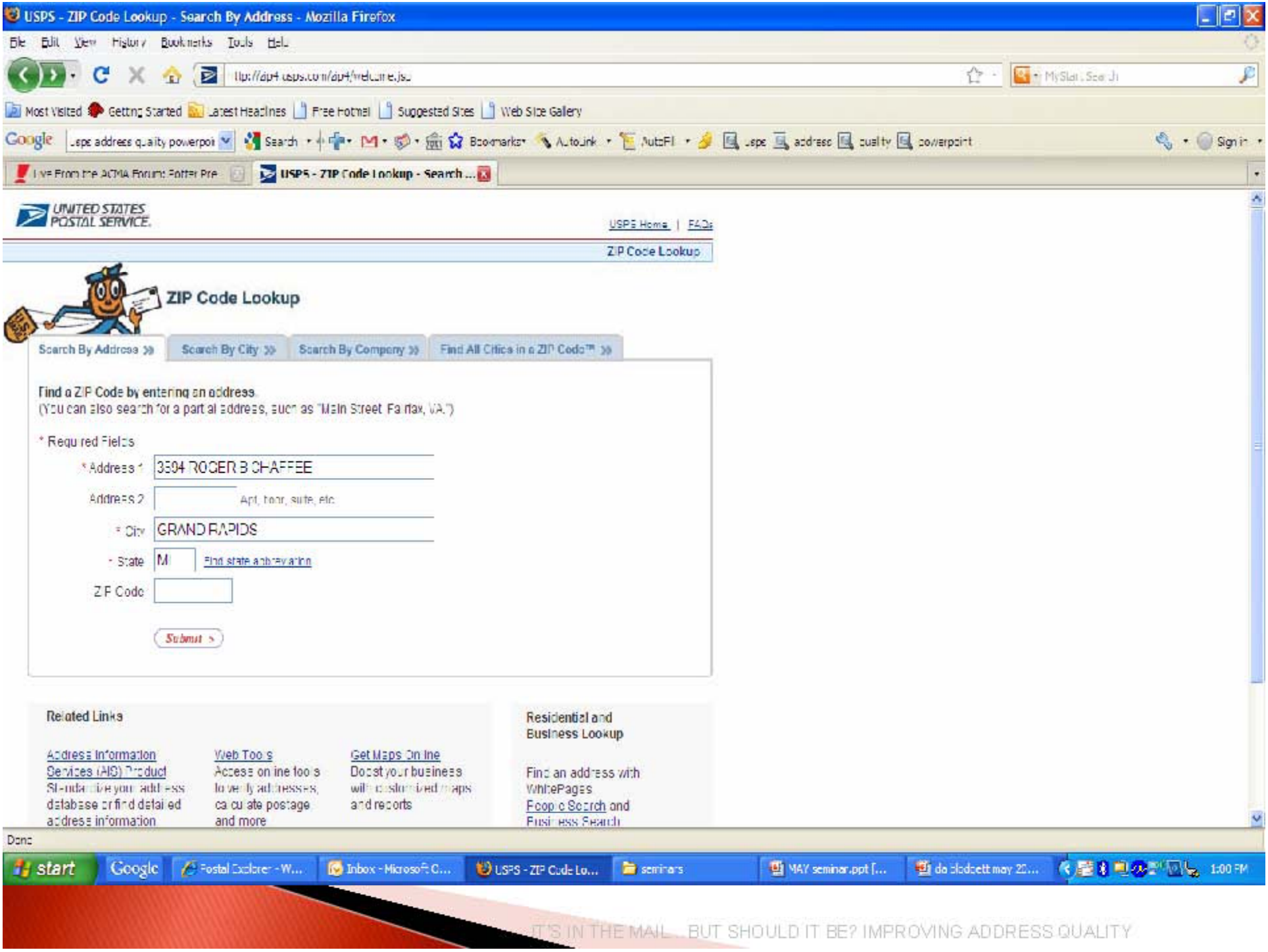
You Gave Us
968 4 MILE RD
GRAND RAPIDS MI

Lookup Another ZIP Code™

Your search terms matched more than one address. If you provide additional information (apartment or mail stop, for example) we can give more accurate results.

entries 1-5 of 9 Show All < Previous Page | Next Page >

Matching Addresses	ZIP + 4 Code	
OLD ORCHARD APT 968 4 MILE RD NW APT (Range 1A - 1B) GRAND RAPIDS MI	49544-1530	Mailing Industry Information
OLD ORCHARD APT 968 4 MILE RD NW APT (Range 2A - 2B) GRAND RAPIDS MI	49544-1530	Mailing Industry Information
OLD ORCHARD APT 968 4 MILE RD NW APT (Range 3A - 3B) GRAND RAPIDS MI	49544-1530	Mailing Industry Information
OLD ORCHARD APT 968 4 MILE RD NW APT (Range 1C - 1D) GRAND RAPIDS MI	49544-7308	Mailing Industry Information
OLD ORCHARD APT 968 4 MILE RD NW APT (Range 2C - 2D)	49544-7308	Mailing Industry Information


USPS - ZIP Code Lookup - Search By Address - Mozilla Firefox
UNITED STATES POSTAL SERVICE.
USPS Home | FAQs
ZIP Code Lookup
ZIP Code Lookup
Search By Address »
Search By City »
Search By Company »
Find All Cities in a ZIP Code™ »
Find a ZIP Code by entering an address
(You can also search for a partial address, such as "Main Street Fairfax, VA")
* Required Fields
* Address 1: 3894 ROGER B CHAFFEE
Address 2: Apt, floor, suite, etc.
* City: GRAND RAPIDS
* State: MI
Find state abbreviation
ZIP Code:
Submit
Related Links
Address Information Services (AIS) Product
Web Tools
Access online tools to verify addresses, calculate postage and more
Get Maps Online
Residential and Business Lookup
Find an address with WhitePages People Search and
Done
start
Google
Postal Explorer - W...
Inbox - Microsoft C...
USPS - ZIP Code Lo...
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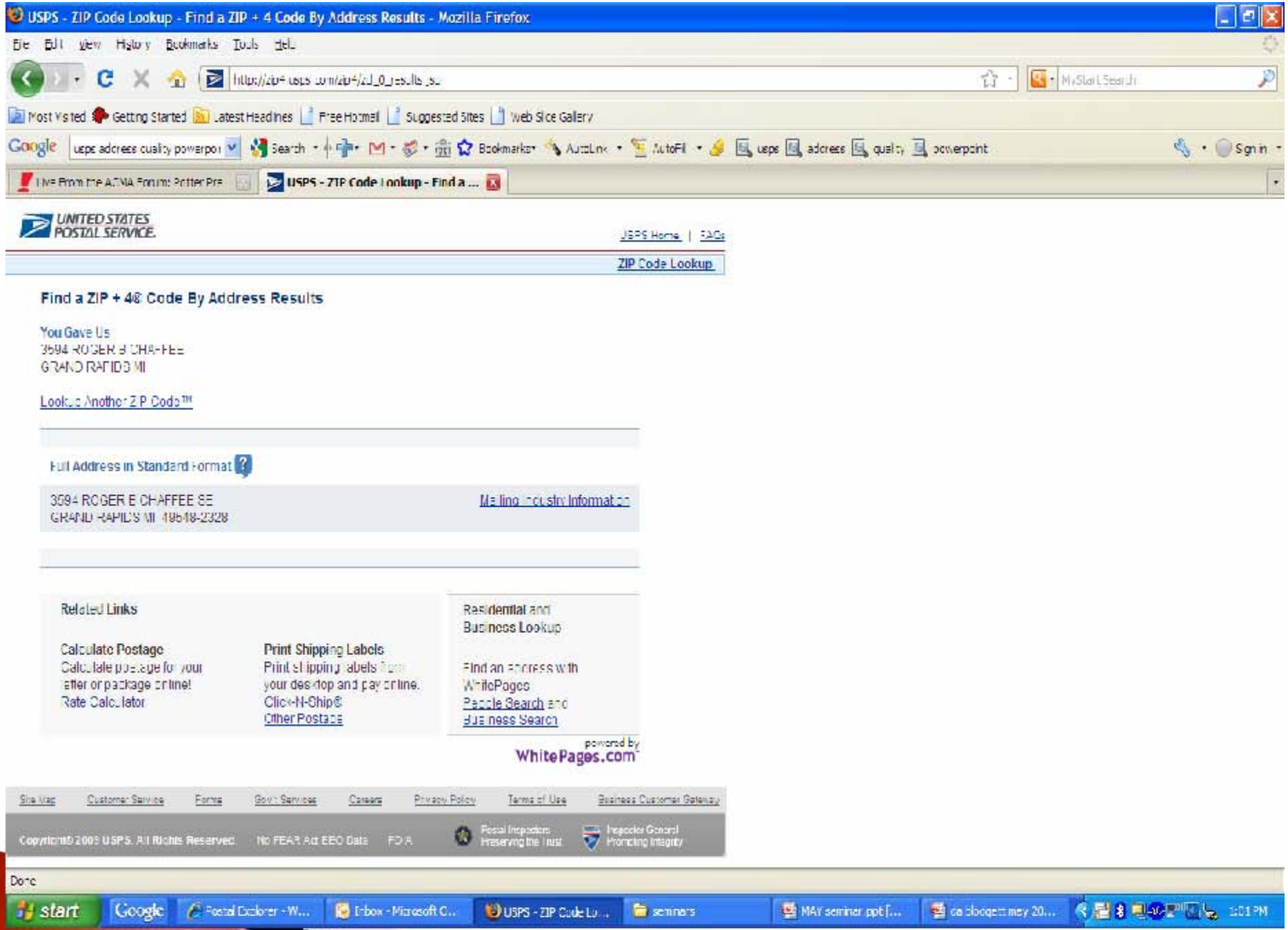
MAY seminar.ppt [...
da blodgett may 20...
1:00 PM


USPS - ZIP Code Lookup - Find a ZIP + 4 Code By Address Results - Mozilla Firefox
UNITED STATES POSTAL SERVICE.
USPS Home | FAQs
ZIP Code Lookup
Find a ZIP + 4® Code By Address Results
You Gave Us
3594 ROGER B CHAFFEE
GRAND RAPIDS MI
Lookup Another ZIP Code™
Full Address in Standard Format
3594 ROGER B CHAFFEE SE
GRAND RAPIDS MI 49518-2328
Mailing Industry Information
Related Links
Calculate Postage
Calculate postage for your letter or package online!
Rate Calculator
Print Shipping Labels
Print shipping labels from your desktop and pay online.
Click-N-Ship®
Other Postage
Residential and Business Lookup
Find an address with WhitePages
People Search and Business Search
powered by WhitePages.com
Site Map
Customer Service
Forms
Gov't Services
Careers
Privacy Policy
Terms of Use
Business Customer Gateway
Copyright© 2008 USPS. All Rights Reserved.
No FEAR Act EEO Data
FOIA
Postal Inspectors Preserving the Trust
Inspector General Promoting Integrity
Done
start
Google
Postal Explorer - W...
Inbox - Microsoft C...
USPS - ZIP Code Lo...
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ADDRESS READABILITY

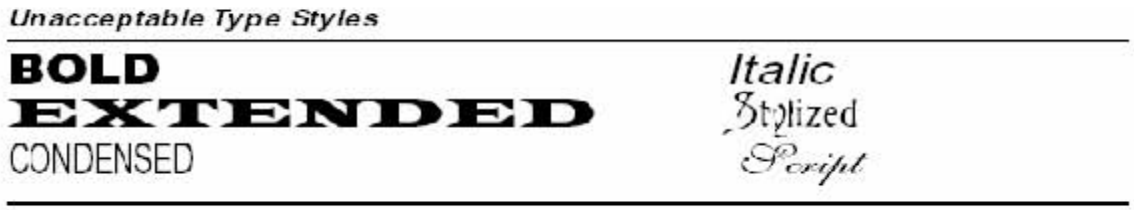
Typography

- Typography is the typesetting of letters and characters to form words that can be printed and read.
- Two most important factors in typesetting are legibility (measures whether type face characters can be perceived and distinguished from one another) and readability. (measures how easily and quickly typeset words can be read.
- Type styles that are pleasant to the human eye are not necessarily easily readable by the OCR.

TYPE STYLES

- Simple Sans Serif type styles with uniform stroke width are best for OCR processing.

- Avoid type styles that are bold, script, extended, condensed, italicized and highly stylized – these are not OCR readable.



- Type size between 8 & 18 points are suitable for automated processing – however, 10 or 12 point is preferred.

CHARACTER SPACING

- One of the most important parameters for OCR readability
- The OCR requires space between characters in order to successfully image and read individual characters
- Kerning – The overlapping, or nesting, of characters - Not compatible with OCR processing

THIS IS NOT A GOOD FONT (times new roman)

THIS IS NOT A GOOD FONT (storybook)

THIS IS NOT A GOOD FONT (abilene)

SOME FONT THAT READ VERY WELL:

ARIAL

ARIAL BLACK

COURIER NEW

HELVETICA

LUCIDA SANS

OCR A

TAHOMA

Left Justification

- All lines of text in the address block should be left justified

Upper Case vs. lowercase

- USPS prefers that you print all delivery address information in capital letters to improve character recognition

Punctuation

- USPS prefers that all punctuation be omitted in delivery addresses

Print Quality

- The performance of the OCR depends upon the print quality of addresses. Printed characters should present the highest contrast possible relative to the background they are printed on.

OCRs work best when the address is printed or typed in black ink on white background

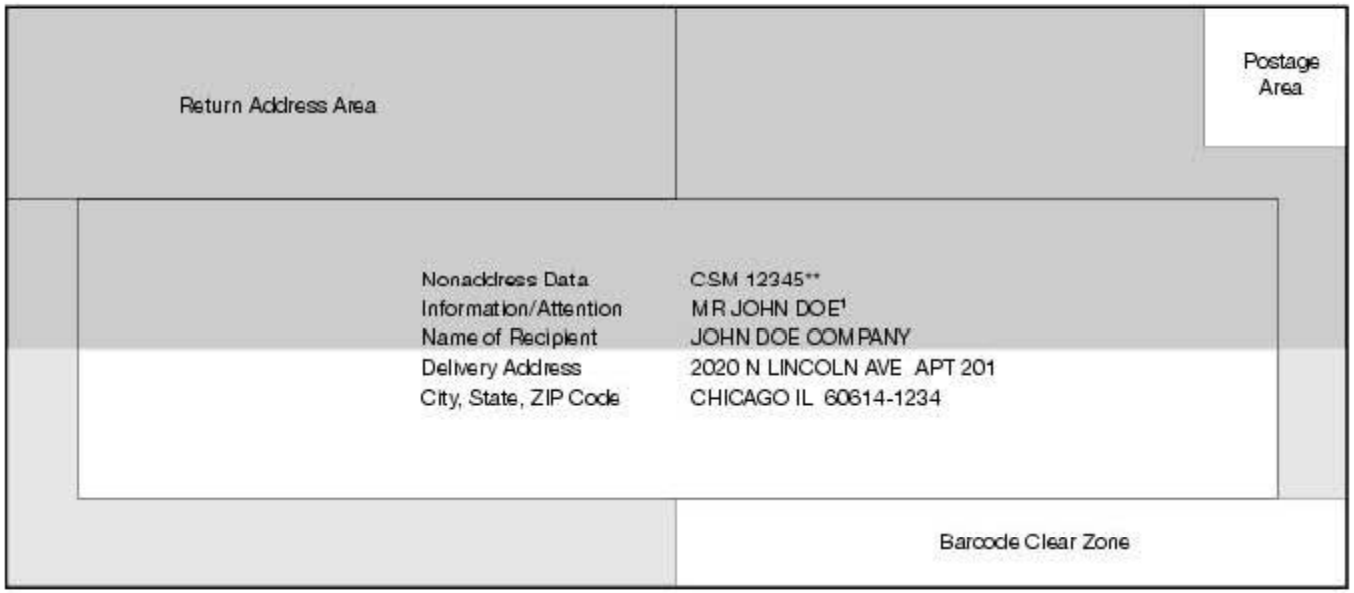
ADDRESS BLOCK SKEW

- The address block should not be slanted or skewed (tilted) by more than 5 degrees relative to the bottom edge of the mailpiece (this is especially important for the proper application of address labels)

WHEN HANDWRITING

- Use block style characters (always avoid cursive) –print
- Avoid using ink that is not blue or black – do not use red
- Write addresses in straight lines (machines cannot read+-5% skew)
- Do not use markers or crayons

BASIC STANDARDS
ADDRESSING FOR LETTERS

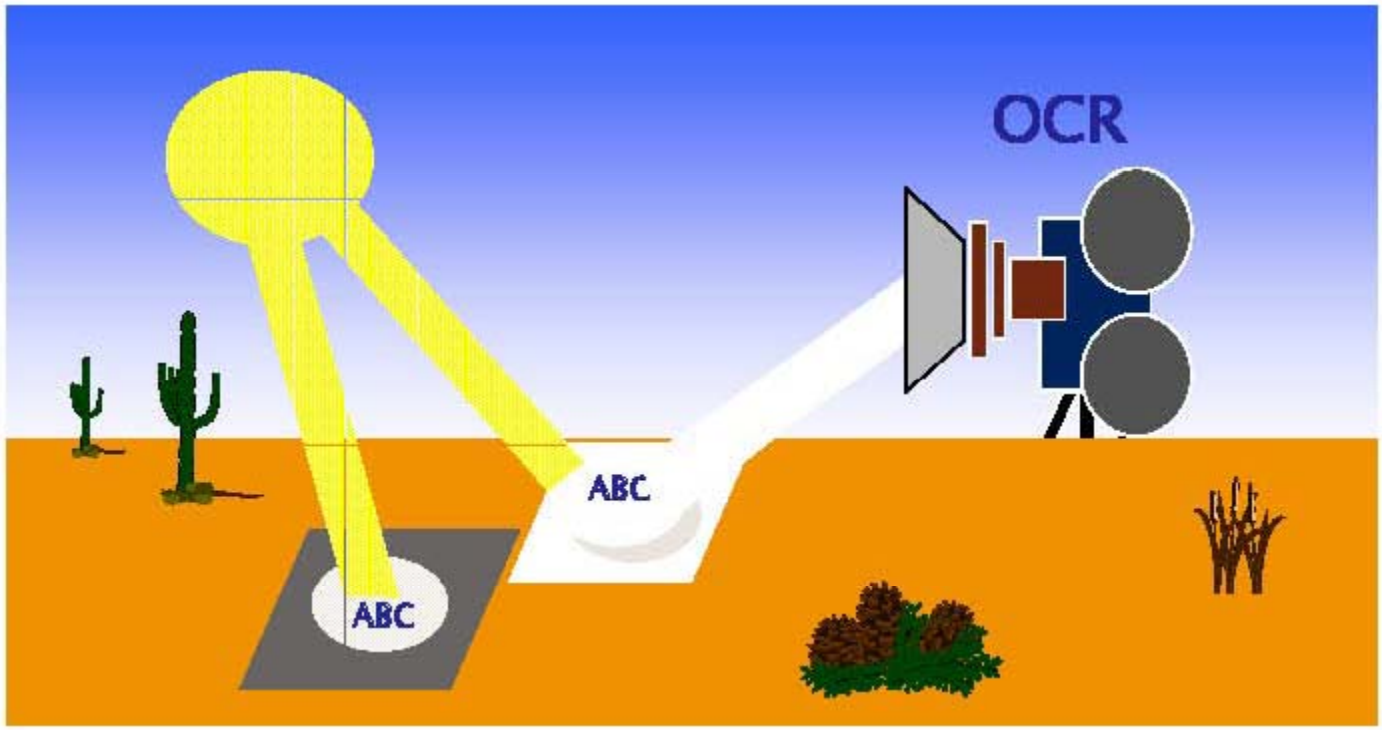


Ideally, place non-address printing such as logos and marketing copy above the delivery address line and as far away from the address block as possible

Dark shade indicates “free space” for non-address printing

Light shade indicates preferred clear zone to enhance readability

REFLECTANCE



PAPER STOCK

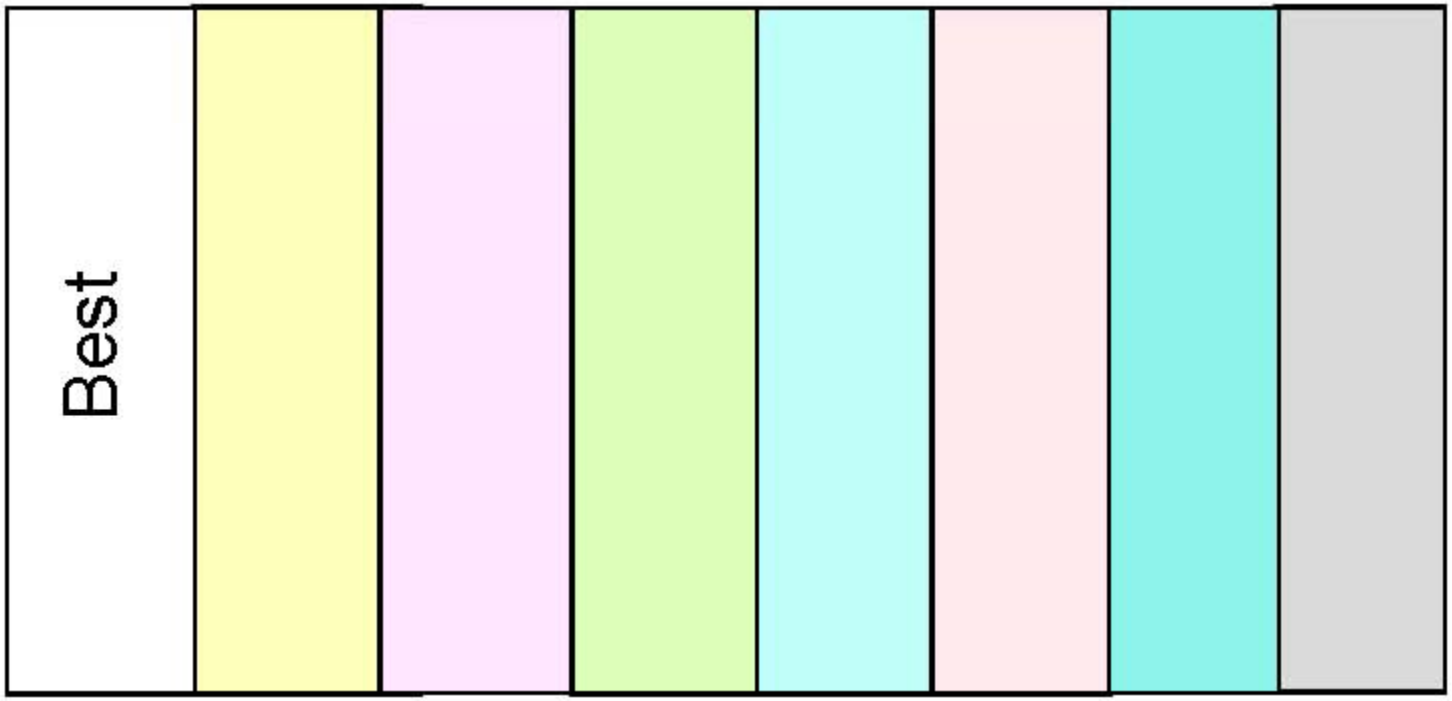
- For letter size, mail must be a light color (white or pastel) and the address print must be black (or very dark) to provide adequate contrast for automated processing.

- The address bearing surface, whether on an envelope, card, label or insert, must have the ability to reflect sufficient light.

PAPER TYPES

- Certain materials are incompatible with postal automation because they cannot be transported at high speeds through mail processing equipment or they do not allow quality printing of a barcode on the mailpiece for optimal scanning such as polywrap, shrink-wrap and other plastic-like coverings.
- Certain types of coated papers should also be avoided if the coating is so glossy that it prevents the water-based ink used to print a postal applied barcode from drying within one second
- Avoid using textured paper – this can cause broken characters or smudged spaces
- Avoid using fluorescent paper – it can confuse the postal facer-canceller machines

IF UNSURE OF THE PAPER YOU SELECTED, CONTACT YOUR USPS MAIL PIECE DESIGN ANALYST



DARK FIBERS & PATTERNS

- Envelope paper, or self-mailers should have sufficient opacity (density) to prevent any printing on the inside of the mail piece from showing through in the OCR read area or barcode clear zone
- Paper containing dark fibers or background patterns is not recommended – these can cause interference during OCR & BCS processing – the dark patterns can be mistaken for part of the address or barcode information, causing miss-sorts and delays

CLOSURES

- Protruding closures can cause damage to postal equipment and your mailpieces during processing – if using clasps, strings, buttons or similar closure devices, a nonmachinable surcharge may be applied.

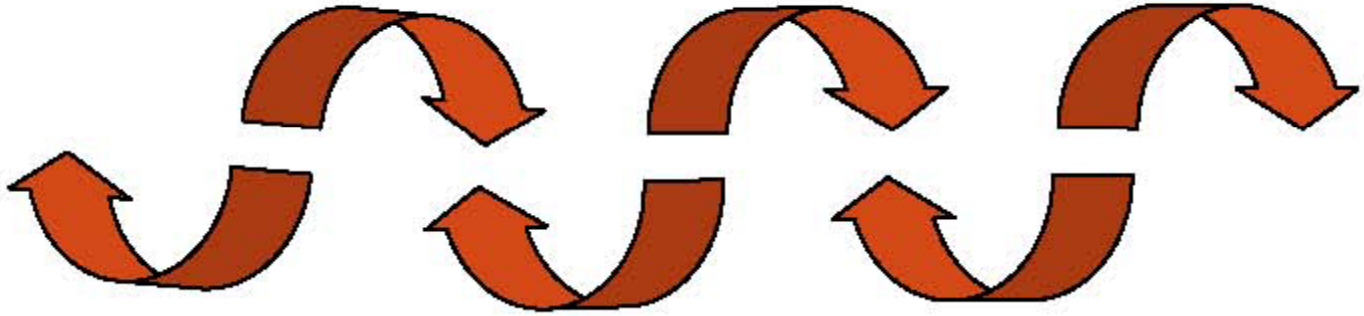
Automating Your Mailpieces
Odd-Shaped Items – Letters & Flats

- Contains items such as pens, pencils, or loose keys or coins that cause the thickness of the mailpiece to be uneven

- Also not permitted on automation-rate letter-size or flat-size mail

Automating Your Mailpieces
Flexibility - Letters

- Is it too rigid?
  - Does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn



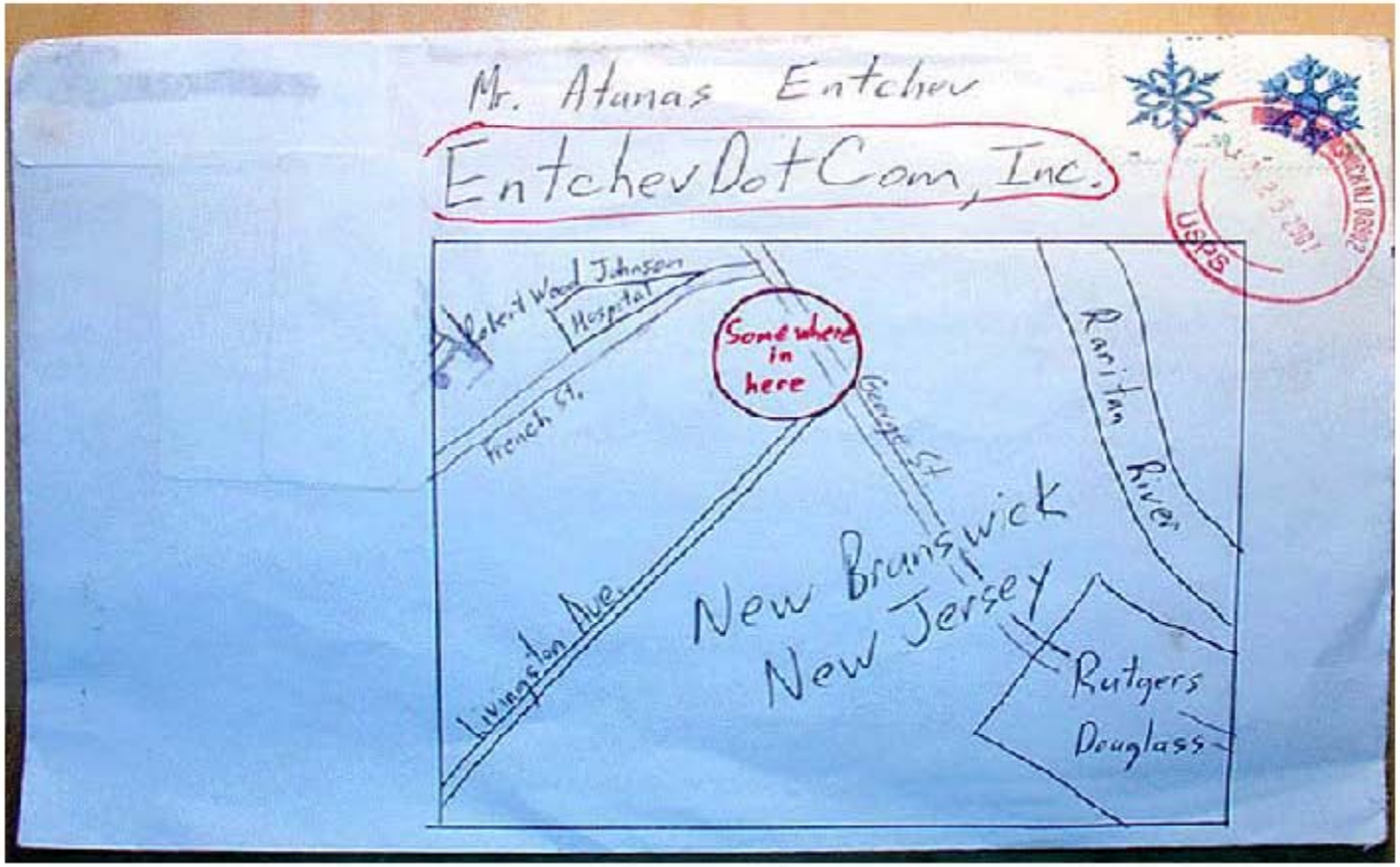
- Automation-rate letter-size mail must be flexible

READABILILTY/MACHINABILITY SUGGESTIONS FOR LETTERS AND FLATS

- Print City, State and Zip code on same line
- Print attention line above company name
- No punctuation
- All capital lettering
- Left justify the address block information

READABILILTY/MACHINABILITY SUGGESTIONS FOR LETTERS AND FLATS

- Use uniform font size and spacing
- Address characters should not touch
- Use 10-12 point OCR readable font
- Avoid script and narrow fonts


Mr. Atanas Entchev
EntchevDotCom, Inc.
Robert Wood Johnson Hospital
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George St.
Raritan River
Livingston Ave.
New Brunswick
New Jersey
Rutgers
Douglass
USPS

QUESTIONS?