

## **Bulk Mailing Instructions**

**Member libraries may use the NCLS bulk-mailing permit. Bulk mailings can save your library a substantial amount of money in postage costs and help your library become more visible by “getting the word out”. But they also require a substantial amount of staff hours for both NCLS and your library, so please plan bulk mailings well in advance.**

Please read these instructions as they include the responsibilities of your library.

1. If the bulk mailing is for a funding campaign such as a school ballot referendum, please contact your NCLS Consultant or before requesting a print job.
2. Please allow at least four weeks for the printing to be done. That means all steps prior to the printing (graphics assistance, contacting your Consultant, getting numbers from the Post Office, etc.) must be completed before the four-week period allowed for printing.
3. Your library will be required to fold the flyers, place tabs to hold the fold in place, and attach address labels. NCLS will send the flyers to be folded through the delivery to you.
4. There are two types of bulk mailing:
  - a. A “saturation” mailing is one in which the library attempts to send a copy to everyone within a locality. These mailings are not addressed to individuals. They are typically sent to “resident.”

Prior to printing a saturation mailing, the library must contact their local post office to verify the number of residents along each delivery route. (Within the village, Rural Route 1, etc.) This ensures that each box holder (resident) will receive a copy. NCLS will then produce the number of copies needed for each delivery route, with the “address” printed on the mailing.

Each delivery route has to be kept separate when the mailing is taken to the post office. The mailing for each delivery route group has to be divided into packets of 50 pieces and secured with a rubber band.

- b. A bulk mailing can also be sent to specific individuals. In this case, the mailing is sorted by Zip Code and bundled in the same manner as above. The library must supply and attach the printed labels for this type of mailing.
5. The minimum number of copies to qualify for a bulk mailing is 200.
6. The bulk mailing, regardless of where the library is located, is taken to the Watertown Post Office if the library utilizes the NCLS bulk-mailing permit. Libraries will be billed after the mailing is delivered to the Post Office and the cost is confirmed.