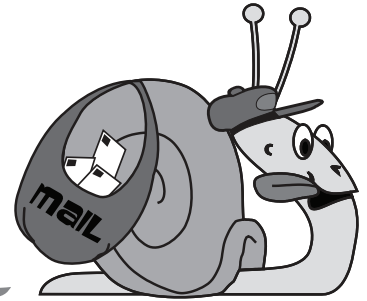


# Snail Mail Gazette



Station 17 Post Office

Vanderbilt University Medical Center

March 2009

*This is the fifth of six monthly newsletters that the VUMC Post Office will be distributing to help the medical center community get the most out of our mail system. A particular theme with useful tips, techniques, and a certain amount of trivia will be featured every month. Each issue of the Snail Mail Gazette will be placed in all departmental mailboxes and will also be posted as a PDF here: [http://www.mc.vanderbilt.edu/copypost/po\\_SnailMailGazette.htm](http://www.mc.vanderbilt.edu/copypost/po_SnailMailGazette.htm)*

## Price Increases

*Stamps are increasing on  
May 11, 2009*

With the 1st class letter stamp increasing to 44¢ on May 11, 2009, it is time to plan your stamp purchases and mailings. If possible, it would be a good idea to get your mass mailings out before the increase date. Project your mailing costs but if in doubt, one possibility is to purchase the Forever Stamp at today's price of 42¢ - it is good forever (hence the name) for the mailing of a 1 ounce 1st class letter.



Other stamps will be increasing as well. For more information visit <http://www.usps.com/prices/pricechanges.htm>.

## RECYCLE



## SAVE

**SHIPPING GOES  
GREEN!**

The Sta. 17 Post Office is happy to provide you with boxes and packing materials that are recycled

from incoming shipments. This allows Vanderbilt to lessen its waste disposal bills. Please help yourself to the materials in the alcove outside the post office.

## *This month's focus...*

# Managing Costs

**THESE DAYS WE ARE ALL LOOKING FOR COST SAVING MEASURES. This issue explores the various areas where you can save money on shipping and mailing through campus mail and US mail.**

### **NEED TO GET SOMETHING THERE FAST?**

USPS Express Mail can often take care of your needs for less money than contracting an outside courier service in the local area. Express Mail features:

- Flat rate envelope rate is \$17.50.
- Guaranteed overnight delivery to most locations or your money back.
- Delivery to most destinations 365 days a year – even Sundays and holidays (extra charges required). No Saturday charge, no fuel surcharge.
- Free tracking information.
- Signature proof of delivery upon request.
- Free Express Mail shipping supplies at the Post Office.

### **OTHER USPS SERVICE CHOICES**

- Priority Mail arrives in 2-3 days (not guaranteed), is less expensive than Express Mail and usually faster than 1st Class. Priority Flat Rate envelope and small box are \$4.95, regular Flat Rate boxes are \$10.35, large Flat Rate box is \$13.95, and large Flat Rate box to APOs/FPOs is \$11.95.
- 1st Class Mail usually arrives next day within the Davidson County area.
- Parcel Post is an economical choice when time is not an issue.
- Media Mail is an inexpensive way to ship books, manuscripts, CDs, and DVDs.

### **REMEMBER, SHAPE, SIZE AND DESTINATION MATTER WITH US MAIL**

- Maybe that correspondence you want to send can be communicated with a postcard rather than a letter in an envelope.
- Documents that can be folded into a business size envelope require less postage than those sent flat in a large envelope.
- Shipping in the smallest box possible is cost-saving.
- Flat rate boxes and envelopes can be money-savers.

### **AVOID POSTAGE AND USE CAMPUS MAIL IF POSSIBLE**

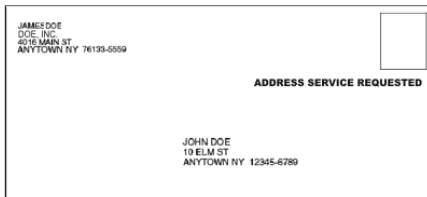
If mail can be sent to your recipient via the campus mail system, either Sta. 17 Post Office (Medical Center), Sta. B Post Office (University), Peabody (University), or the new Vanderbilt Health at One Hundred Oaks mailroom (current dept. list at [http://www.mc.vanderbilt.edu/copypost/po\\_100\\_Oaks.htm](http://www.mc.vanderbilt.edu/copypost/po_100_Oaks.htm)), then take advantage of our delivery services!

# Managing Your Outgoing US Mail

Departments wishing to make use of these services should make arrangements directly with the US Postal Service as outlined below.

## SHOULD I USE RETURN SERVICE?

Return Service allows you to request an address update and/or forwarding from the USPS on any undeliverable item you send out. Some simple types of these services are free, but others are paid for by a fee per piece, which is charged to a trust account you open in advance with the USPS. This service is then set in motion by such endorsements as ADDRESS SERVICE REQUESTED or RETURN SERVICE REQUESTED printed on your mailpiece. Whether any cost incurred for this service, plus any added expense to print the endorsement on your mailpiece, is worth it to your department depends upon the purpose of your mailing. To give two opposite examples, if you are collecting money from those on your mailing list, you will definitely want it as complete and correct as possible, and the cost may be well justified. For a casual newsletter, however, probably it wouldn't be.



If you wish to utilize this service, you may open a Return Service trust ac-

## MASS mailings

Complete Bulk Mailing services are offered by Vanderbilt Printing Services and include:

- Mail insertion by machine or by hand
- Direct ink jet addressing
- Press-applied labels
- Bulk mail drop-off

Vanderbilt Printing Services sent out over three million pieces of mail last year. They know, from experience, the most cost-effective and efficient ways for you to send your mail. For more information visit:

<http://printingservices.vanderbilt.edu/index.fm?method=bulkmail>

count by visiting the Church Street Post Office, 1718 Church Street. Please see the Trust Account Controller's office. The expected volume of your returns should govern how much you deposit at a time. You will need to furnish the name, address, and phone number of the person to be responsible for the account, as well as the exact return address you will use on your mailpiece. The return address will be used for matching your mail to the appropriate account.

Go here to view information from the USPS on designing this type of mailpiece: <http://www.mc.vanderbilt.edu/copypost/retsvc.pdf>.

## SHOULD I USE BUSINESS REPLY?

Business Reply Service allows you to send out cards or envelopes which your correspondents may return to you without any cost to themselves. Like Return Service, this is charged to you at a per-piece rate, over and above first-class postage, charged to a trust account you open in advance with the USPS.

Whether the cost for this service, plus the added expense of printing a special mailpiece, is worth it to your department depends chiefly up on the rate of return you expect. Since each piece coming back costs first-class postage + an additional fee, obviously if all the items you sent out came back, you would incur very substantial costs over what you would have paid to simply put first-class return postage on all the pieces. If your expected return rate is about 20%

or less, Business Reply is a good option. If more than that, careful calculation is needed. If returns are expected to anywhere near approach 50%, Business Reply is, as we say here in the Medical Center, contraindicated.

If you wish to use this service, you will need to first take out a Business Reply permit and then also open a trust account as described under Return Service at left. You may obtain a permit by visiting the Mailing Requirements section at the main U.S. Postal facility, 525 Royal Parkway. This office is on the front, immediately to the left of the public window service area. There will be an application to fill out, and an annual permit fee. Please contact the



USPS Mailing Requirements office at 885-9383 if you need further information about this process.

Please keep in mind that the printing company or service you subsequently use to print your Business Reply piece must adhere strictly to the USPS guidelines for this type of item. You will learn more about these guidelines at the Mailing Requirements office or by visiting: <http://www.usps.com/replymail/business.htm>.

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Dan Sneed, Mail Clerk Lead.....	dan.sneed@vanderbilt.edu .....	2-6831
Sorting Room/Packages/Patient Mail .....		2-8763
Window Service.....		2-2290

[www.mc.vanderbilt.edu/copypost](http://www.mc.vanderbilt.edu/copypost)

### Hours

8:30 am-4:00 pm . Monday-Friday  
8:30 am-3:00 pm . Money Orders Sold (Cash Only)

*We accept cash and checks with a valid driver's license.*