

MAILERS+4

The software of choice for maximum direct-mail savings

MAILERS+4 is the affordable, easy-to-use program that lets you process your mailings for maximum discounts and direct mail savings. Increase address accuracy, reduce postage costs, and get more mail delivered... for less, every time you mail. CASS™ processing automatically includes **DPV**®, **LACSLink**®, **SuiteLink**®, **Vacant Table**, and **EWS** for the highest level of address verification possible. MAILERS+4 also includes **AddressPlus**, a value-added feature that appends residential addresses with the known apartment number based on Last Name, increasing ZIP + 4® encoding, discounts, and deliverability.

Two versions of MAILERS+4 are available to accommodate any, and every mailer. Both the Professional and Standard versions are CASS and PAVE® Gold certified and equally packed with all the features and functionality you need to process your mailings to meet all USPS® requirements for discounts, including Intelligent Mail® barcode specifications.

MAILERS+4 Basic Steps to Maximum Direct Mail Savings and ROI

1. Verify, correct, & standardize addresses
2. Add ZIP + 4® & delivery point codes
3. Eliminate duplicate records
4. Process list for Move Update compliancy
5. Postal presort for lowest rates
6. Print IM® barcodes 

Use MAILERS+4 to process mailings for:

- First-Class Mail® rates
- Standard Mail® rates
- Periodicals rates
- Profit - Nonprofit rates
- Destination Discount rates
- eLOT® Enhanced Carrier Route Basic rates



Take advantage of MAILERS+4 direct marketing tools to:

- Correct & update area codes
- Parse & genderize names
- Segment your list by gender
- Personalize stock forms with mail merge
- Geocode to the ZIP + 4® level for lat/long
- Localize a mailing by record count or radius
- Select a group or subset of records

Benefits you can measure:

- Reduce undeliverable mail
- Eliminate costly duplicates
- Stay in touch with your customers
- Enhance target-marketing effectiveness
- Increase response rates
- Manage an effective, productive database

MAILERS+4 Features:

- Intelligent Mail® barcode technology
- Mail.dat® files for electronic processing
- Real-time* USPS® NCOA^{Link}® move-update processing
- Direct link to Canada Post NCOA® processing
- AddressPlus append for residential suite/apt numbers

“MAILERS+4 has saved us significant money through reduced mail returns and by omitting undeliverable addresses from mailings.”

- Eleanor L. McCoy, Senior Database Marketing Analyst, AAA Auto Club South

MAILERS⁺4

Add-on components for enhanced power, savings & ROI

for MAILERS⁺4 GeoCoder

- ▶ Link addresses to demographic data
- ▶ Use latitude/longitude with mapping programs
- ▶ Find nearest dealer location to a customer
- ▶ Analyze data to fine-tune marketing perspective

MAILERS+4 with Geo*Coder will append latitude and longitude, Census tract and block numbers, plus county FIPS code... down to the ZIP + 4 level. Use the latitude & longitude coordinates with a mapping program to determine distance between any two sites, pinpoint customer locations, or find the closest dealer to a customer... and the direction. Link tract and block numbers to current Census data for more precise target-marketing, mapping, and fleet management applications.

for MAILERS⁺4 CANADIAN Addresser

- ▶ Increase delivery & response rates in Canada
- ▶ Standardize to Canada Post SERP requirements
- ▶ Verify Canadian & U.S. addresses concurrently
- ▶ Enhance direct mail targeting using 6-digit postal codes

MAILERS+4 with Canadian Addresser performs double duty to give you accurate, deliverable Canadian addresses along with your U.S. addresses. Canadian Addresser is updated monthly, and once downloaded, seamlessly integrates with the address verification feature in MAILERS+4. Canadian address labels will print out standardized to Canada Post SERP requirements in record order, or as residuals in a presorted mailing.

System requirements...

- Windows 2000, XP, Vista
- 486 or higher processor
- 600 MB hard disk space



Plus...

- Free, unlimited technical support
- Free 14-day trial available
- 30-day money-back guarantee

RBDI RESIDENTIAL/BUSINESS DELIVERY INDICATOR

- ▶ Reduce residential delivery surcharges
- ▶ Identify property type based on address only
- ▶ Identify patterns to improve shipping efficiency
- ▶ Select the best carrier for each parcel delivery

MAILERS+4 with RBDI helps shippers minimize parcel shipping costs by verifying address delivery type as either business or residential. This enables you to select the best carrier for the most cost-efficient delivery.

SmartMoverSM Change of Address Processing

Meet all new USPS Move Update Standards with realtime* NCOA^{Link} processing directly from MAILERS+4. Choose the subscription plan that best meets your direct mail needs as an End User:

- | | |
|----------------------------|------------------|
| 1. Up to 100,000 records | \$395/yr |
| 2. Up to 300,000 records | \$695/yr |
| 3. Up to 500,000 records | \$995/yr |
| 4. Up to 3 million records | \$1695/yr |
| 5. Over 3 million records | Call for pricing |

*Melissa Data receives weekly NCOA^{Link} updates.

Join the MAILERS+4 Co-Op Advertising Program

It's free to have your business added to our popular list of printing, mailing & fulfillment service providers. You will be emailed sales leads when visitors to our Web site search for a mailing house in your area. Find out more at: www.melissadata.com/mp4-co-op.

No Risk, No Commitment, and No Strain on the Budget!

MAILERS+4 is available as a monthly recurring subscription for as little as \$80/month for the Standard version and only \$160/month for the Professional version. Talk to a sales rep today!

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