Reduce Undeliverable Mail & Lower Postage Costs

Process your mailings for maximum discounts and direct mail savings with an affordable, easy-to-use mailing software. MAILERS+4 increases address accuracy, reduces postage costs, and gets more mail delivered for less, every time you mail. The software has been certified by the Postal Service™ to meet all requirements for Full Service Intelligent Mail® compliancy.
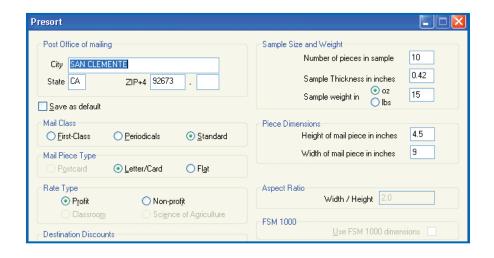
MAILERS+4®

Mailing Software for Maximum Direct-Mail Savings

MAILERS+4 is a postal automation and bulk mail software program that verifies and standardizes addresses, dedupes your lists, and presorts your mailings for maximum discounts and direct-mail savings.

MAILERS+4 features CASS™ processing that automatically includes DPV®, LACS Link® , Suite Link® , Vacant Table, and EWS. MAILERS+4 also features AddressPlus, which appends known suite or apartment numbers based on last name, and identifies vacant properties (not occupied for at least 90 days and not receiving mail).

MAILERS+4 incorporates Intelligent Mail® barcode and Mail.dat® technology to qualify letter- and flat-sized mail pieces for Full Service presort and automation rates.

Get the best possible discounts with Presorts for First-Class Mail®; Standard Mail®; Periodicals; Profit - Nonprofit; Destination Discounts (DDU); and eLOT® Enhanced Carrier Route Basic rates.
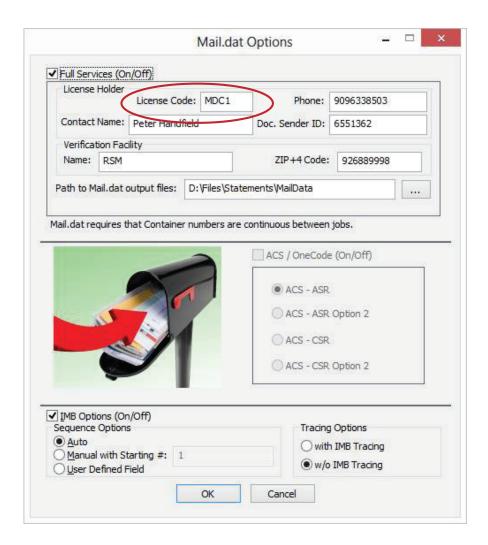
Benefits:

- **Increase mail deliverability at the lowest postage rates**

- **Manage an effective, productive database**

- **Reduce waste associated with undeliverable mail**

- **Enhance your marketing & customer retention efforts**

- **Eliminate costly duplicates**

- **Enhance target-marketing effectiveness**

- **Increase response rates**

- **Palletization for First-Class™ and Standard Mail® to optimize high-volume mailings**

Presort

Post Office of mailing
City: SAN CLEMENTE
State: CA   ZIP+4: 92673 .

☐ Save as default

Mail Class
○ First-Class   ○ Periodicals   ⊙ Standard

Mail Piece Type
○ Postcard   ⊙ Letter/Card   ○ Flat

Rate Type
⊙ Profit   ○ Non-profit
○ Classroom   ○ Science of Agriculture

Destination Discounts

Sample Size and Weight
Number of pieces in sample: 10
Sample Thickness in inches: 0.42
Sample weight in: ⊙ oz 15 ○ lbs

Piece Dimensions
Height of mail piece in inches: 4.5
Width of mail piece in inches: 9

Aspect Ratio
Width / Height: 2.0

FSM 1000
Use FSM 1000 dimensions ☐

Free Mail.dat® User License Code

Melissa Data provides our customers with a free unique Mail.dat User License Code for submitting their eDocs via Mail.dat if they do not already own one. Customers may purchase their own code from the USPS® (currently $400).

Enter your User License Code and other ID information on the Mail.dat Options screen and select the preferred sequence and tracking options for your mailing:

MAILERS+4 is available as a monthly recurring subscription for $80/month for the Standard version (maximum 5,000 piece mailings) and $160/month for the Professional (unlimited) version.

Get a 14-day free trial at: www.MelissaData.com/mp4-free

Features:

• CASS™ Certified

• PAVE™ Gold Certified Postal Presorting

• Mail.dat® included for free

• Full Service Intelligent Mail® compliant

• Real-time* USPS® NCOA^Link® Move-Update processing

• Built-in links to Canada Post NCOA© processing

• AddressPlus append for residential suite/apt. numbers

MAILERS+4 Add-On Components

Maximize the power of MAILERS+4 with five powerful add-ons that geocode, verify an address delivery type, update the addresses of customers who have moved, verify the accuracy of Canadian addresses, and provide palletization for high-volume mailings.

>> 14-DAY FREE TRIAL AT: **www.MelissaData.com/mp4-free**

Your Key to Enhanced Savings & ROI

Utilize five MAILERS+4 add-ons to help boost your direct mail marketing power:

1. GeoCoder: Appends latitude and longitude coordinates, Census tract & block numbers, plus county FIPS code down to the ZIP + 4® level.
• Link addresses to demographic data
• Use latitude/longitude coordinates with mapping programs
• Find nearest dealer location to a customer

2. SmartMover℠: Reach customers who have moved in the last 48 months. Now you can access SmartMover via real-time processing, 24/7/365, directly from MAILERS+4 to reduce undeliverable mail.
• Meet USPS® Move-Update requirements for First-Class™ & Standard Mail® discounts
• The only method that updates addresses before the mail is printed & sent
• Full 48-month NCOALINK® data available

3. Canadian Addresser: Gives you accurate, deliverable Canadian addresses.
• Increase delivery & response rates in Canada
• Standardize to Canada Post requirements
• Verify Canadian & U.S. addresses concurrently

4. RBDI (Residential Business Delivery Indicator): Minimize parcel shipping costs by verifying address delivery type as either business or residential.

5. Palletization: Palletization is an indispensible option for high-volume mailings & the Palletization component for MAILERS+4 features robust presorting capabilities to maximize its value. Options for First-Class Mail® include Letter (Auto; Non-auto, Non-machine) & Flats (CoTray), while the Standard Mail® options consist of Letter (ECRRT; Auto; Non-auto; Non-machine; & Flats (ECRRT; CoSack).

Direct Marketing Tools

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; localize a mailing by record count or radius; & select a group or subset of records. Enjoy direct access to Data Append Services (email & phone) & mailing list leads.

System Requirements

Microsoft® Windows Vista® or newer; Minimum 3.5 GB of free hard disk space; DVD-ROM.

About Melissa Data Corp.

Since 1985, Melissa Data has been a leading provider of data quality and address management solutions. Melissa Data's data quality software, Cloud services and data integration components verify, standardize, consolidate, enhance and update U.S. and global contact data, including addresses, phone numbers and email addresses for improved communications and ROI. More than 5,000 companies rely on Melissa Data to gain and maintain a single, accurate and trusted view of critical information assets.

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linkedin.com/company/melissa-data