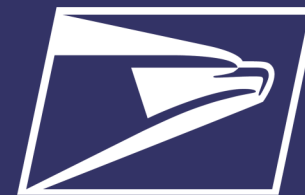


Methods of Meeting Address Quality and Move Update Requirements Fact Sheet



The Postal Service™ has a variety of products and services that help improve the accuracy of mailing lists, the quality of the physical addresses, and provide Change-of-Address (COA) information. These products and services are available through the Postal Service or Mail Service Providers who are licensed and certified by the Postal

| Service | Before Mailing | Post Mailing | Description |
|-----------------------|----------------|--------------|--|
| NCOA ^{LINK®} | X | | The NCOA ^{LINK®} Product enables mailers to process mailing lists and update lists with new addresses prior to mailing by validating against the USPS COA database. |
| ACS [®] | | X | ACS [™] is a post-mailing, on-piece address correction solution that helps identify if the addressee has moved. ACS [™] has three distinct implementation methods: Traditional ACS [™] , using a USPS [®] assigned Participant Code and optional keyline; OneCode ACS [®] and Full-Service ACS [™] using the Intelligent Mail [®] barcode (IMpb). |
| ASE [®] | | X | ASE [®] is a post-mailing, on-piece printed endorsement used to instruct the Postal Service regarding the appropriate disposition, upon determining that it is Undeliverable-as-Addressed (UAA): Address Service Requested, Change Service Requested, Return Service Requested. |

NCOA^{LINK®} - PRE-MAILING SOLUTION

The NCOA^{LINK®} product is a secure dataset of permanent Change-of-Address (COA) records consisting of names and addresses of individuals, families and businesses who have filed a Change-of-Address with the Postal Service™. The NCOA^{LINK®} product has different licensing categories, End User Mailer, Full-Service Provider, Limited Service Provider, and Mail Processing Equipment (MPE) Provider, which all enable mailers to process and update mailing lists for First-Class Mail[®], Parcels, and Periodicals with new addresses prior to mailing. Based upon individual mailing needs, mailers have the option to either implement in-house software development, End User Mailer, or work with a certified solutions provider to find a solution to meet their business needs, Full-Service, Limited Service, or MPE (more information on these categories can be found in the next few sections).

The NCOA^{LINK®} data is provided on a regular basis to companies that are licensed by the Postal Service. Customers choosing this product must also use a CASS certified solution to validate all addresses within the mailing. A CASS Certified™ ZIP + 4[®] address-matching product matches, standardizes, and parses addresses to provide input for NCOA^{LINK®} and name matching.

NCOA^{LINK®} PROVIDER LICENSE

Certified solutions providers offer different options based upon individual mailing needs. Work with the Mail Service Provider or software vendor to choose what options is best for your business. Options include:

- Full-Service Provider—receive 48 months of COA data on a weekly basis from the Postal Service via Electronic Product Fulfillment.
 - Full-Service Licensees—<https://postalpro.usps.com/node/2403>
- Limited Service Providers— receive 18 months of COA data on a weekly basis from the Postal Service via Electronic Product Fulfillment.
 - Limited Service Licensees—<https://postalpro.usps.com/node/2400>

NCOA^{LINK®} END USER MAILER LICENSE

An End User is a licensee that uses the NCOA^{LINK®} product to update mailing lists for its own mailings. The End User may not update mailing lists for third parties. An End User develops their own software for use on their processing equipment to encrypt data and compare addresses. Reference the NCOA^{LINK®} Certification Process below for steps to sign up:

1. Application of Self-Certification Statement Approval
2. Software Acquisition
 - Purchase software certified by USPS (authorization code required) from an NCOA^{LINK®} software distributor that has entered into a license agreement with the Postal Service
 - Develop software for use in the Applicant's processing environment
3. NCOA^{LINK®} Testing & Certification
4. Execution of License Agreement

NCOALink[®] End User Performance Requirements—<https://postalpro.usps.com/node/615>

NCOA^{LINK®} MAIL PROCESSING EQUIPMENT (MPE)

- Mail Service Providers may use multiline optical character readers (MLOCR) to update and spray Change-of-Address information on mailpieces prior to submission to the Postal Service
- If matched to a COA, the new address is printed above the barcode
- Work with the Mail Service Provider to see if this is a service they provide
- The list of MPE licensees here can be found here: <https://postalpro.usps.com/node/874>

ACS[™] - POST MAILING SOLUTION

ACS[™] is a post-mailing, on-piece address correction solution that helps identify if the addressee has moved. ACS[™] has three distinct implementation methods: Traditional ACS[™], using a USPS[®] assigned Participant Code and optional keyline; OneCode ACS[®] and Full-Service ACS[™] using the Intelligent Mail[®] barcode (IMpb).




The IMb[®] on the mailpiece includes a Service Type ID (STID), which identifies the Mail Class, mailing option, ACS[™] Type, and the ACS[™] ancillary service & option desired. For a list of STIDs refer to the STID table here: <https://postalpro.usps.com/node/453>

ACS[™] mailers configure mailing address labels, envelopes, and address blocks to comply with ACS[™] participation requirements, and may develop their own matching software to update their mailing list. There is no formal contract or service charge associated with using ACS[™]. Fees are based on the number of Change-of-Address (COA) and nixie (mail that is undeliverable for reasons other than a move) notices provided to the ACS[™] customer. Mailers who meet the requirements of Full-Service are provided the address notifications free of charge.

| ACS [™] Service Requested | Definition |
|------------------------------------|--|
| Address Service Requested | <ul style="list-style-type: none"> • Provides forwarding of address correction service when possible. • If the mail is undeliverable and it is not forwardable, it is returned to the sender |
| Change Service Requested | <ul style="list-style-type: none"> • Provides address correction services without forwarding or return. • If undeliverable, either the new address or the reason it is undeliverable is provided to the sender |
| Return Service Requested | <ul style="list-style-type: none"> • Provides address correction services and always returns the piece |

ACS™ SERVICES

Depending on how the mailer chooses to receive feedback the following implementation methods are available:

| | | |
|---------------------------------|---|--|
| <p>OneCode ACS®</p> | <ul style="list-style-type: none"> Can be used on Full-Service and Basic mailpieces Available for First-Class Mail, USPS Marketing Mail, Bound Printed Matter Flats, and Periodicals through the use of an IMb® Must enroll for delivery of OneCode ACS® notices by contacting the ACS Department at the NCSC (acs@usps.gov) Feedback is provided through OneCode ACS® or SingleSource ACS™ |  <p>1. </p> <p>NCSC 225 N Humphreys Blvd Memphis TN 38188</p> <p>Electronic Service Requested</p> <p>JOHN E SMITH 916 N 5TH ST APT 3 SPRINGFIELD IL 62702-5288</p> <p>(1) The IMb® on the mailpiece includes a Service Type ID (STID), which identifies the Mail Class, mailing option, ACS™ Type, and the ACS™ ancillary service</p> |
| <p>Full-Service ACS™</p> | <ul style="list-style-type: none"> Can be used on Full-Service mailpieces Available for First-Class Mail, USPS Marketing Mail, Bound Printed Matter Flats, and Periodicals through the use of an IMb® Provided as a free service for mail that qualifies for Full-Service discount postage prices (uses IM® barcode) Feedback is provided for free through OneCode ACS®, Full-Service ACS™ or SingleSource ACS™ | |
| <p>Traditional ACS™</p> | <ul style="list-style-type: none"> Can be used on Full-Service and Basic mailpieces Requires the mailer to include the Postal Service assigned Participant ID and optional keyline in the address block on the mailpiece Mail that is prepared for Traditional ACS™ requires a printed ancillary service endorsement Traditional ACS™ is only available through enrollment with the ACS Department at the NCSC (acs@usps.gov) Feedback is provided through Traditional ACS™ or SingleSource ACS™ |  <p>1. #BWNFXZT 2. #P123 4567 8925 72X7#</p> <p>NCSC 225 N Humphreys Blvd Memphis TN 38188</p> <p>Address Service Requested</p> <p>JOHN E SMITH 916 N 5TH ST APT 3 SPRINGFIELD IL 62702-5288</p> <p>(1) The traditional ACS Participant ID/Code identifies the sender to the Postal Service. (2) The traditional ACS Keyline is delimited by pound signs and identifies the recipient in the sender's mailing list</p> |

ACS™ DATA FULFILLMENT ENROLLMENT

To receive the COA notifications the mailer can enroll using the ACS™ Enrollment Form found here: <https://postalpro.usps.com/node/437>

The process includes:

- Gaining access to Electronic Product fulfillment by filling out the form found here: <https://postalpro.usps.com/EPF001.pdf>
- Providing a Company Distribution Email address where all ACS™ communications will be sent
- Selecting the ACS™ product to use, SingleSource, Full-Service, OneCode, or Traditional
 - A Mailer ID (MID) is required for OneCode and Full-Service ACS™
 - If the mailer does not have a Mailer ID, they must request one through the USPS Business Customer Gateway at <https://gateway.usps.com/bcg/login.htm>
- Selecting the File Format to receive COA notices, Comma Separated Value (CSV) Format or XML (XLS, Excel Friendly) Format

For more information about the ACS™ Enrollment process, contact the National Customer Support Center:

- Phone: 877-640-0724, option 1
- Email: acs@usps.gov

ACS™ FEEDBACK AND FULFILLMENT

Electronic ACS™ notices are generated during Underdeliverable-As-Addressed (UAA) mail processing based on the ACS™ service requested by the STID. Automated and Electronic address correction fees are charged only for those notices that do not qualify for the free Full-Service ACS™.

| Product | Features | Data Fulfillment |
|-------------------|--|--|
| SingleSource ACS™ | <ul style="list-style-type: none"> Includes all COA and UAA notices Required to receive all Full-Service and OneCode ACS™ notices together in the daily download from one location | <ul style="list-style-type: none"> Electronic Product Fulfillment (EPF) Comma Separated Value (CSV) Format or XML (XLS, Excel Friendly) Format |
| Full-Service ACS™ | <ul style="list-style-type: none"> ACS™ notices are provided when a Full-Service STID is provided in the IMb® on all mailpieces. | <ul style="list-style-type: none"> Business Customer Gateway Comma Separated Value (CSV) Format or XML (XLS, Excel Friendly) Format |
| OneCode ACS® | <ul style="list-style-type: none"> ACS™ notices are provided when a OneCode ACS® STID is provided in the IMb® on all mailpieces. | <ul style="list-style-type: none"> Electronic Product Fulfillment (EPF) Comma Separated Value (CSV) Format or XML (XLS, Excel Friendly) Format |
| Traditional ACS™ | <ul style="list-style-type: none"> ACS™ notices are provided based on the keyline code printed on the mailpiece. | <ul style="list-style-type: none"> Electronic Product Fulfillment (EPF) Comma Separated Value (CSV) Format or XML (XLS, Excel Friendly) Format |

ANCILLARY SERVICE ENDORSEMENT

Ancillary Service Endorsements (ASE) allow the sender to obtain the addressee's new (forwarding) address or the reason for non-delivery. Hardcopy notification (Form 3547) is returned to the mailer with updated address or reason for non-delivery. Undeliverable-As-Addressed (UAA) mail is forwarded, returned to sender, or discarded as authorized for the particular mail class. A mailer endorsement is used to instruct the Postal Service regarding the appropriate disposition upon determining that it is UAA.

