

Postal Move Update Standards

Effective November 23, 2008, the United States Postal Service® put into effect the new Move Update standards. In an attempt to reduce the amount of undeliverable mail (UAA – undeliverable as addressed) received annually, the USPS® has:

- Increased the minimum frequency of Move Update processing from 185 calendar days to 95 calendar days prior to the date of mailing.
- Extended the revised Move Update standards to include all Standard Mail (letters, flats, parcels, and non-flat machinables)

All mailings entered on November 23, 2008 or thereafter must be updated with an approved or alternate method of address correction.

Authorized methods include:

- NCOALink processing
- FASTForward MLOCR processing (letter mail only)
- OneCode ACS (Address Change Service) in conjunction with Intelligent Mail barcode and a mailer ID
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement
- Use of an appropriate on-piece ancillary service endorsement without ACS

Alternate methods include (valid for First Class® mail only):

- Legal Restraint Method – mailer demonstrates a valid legal reason which prevents changing customer address information without approval
- 99% Accurate Method – mailer demonstrates that their internal list management maintains address quality at 99% or greater accuracy for change of address

Mailers using an alternative address format such as "John Doe or Current Resident," "Occupant," or "Postal Customer" are not subject to the Move Update standards. Alternative address formats cannot be used on mail pieces with any extra service such as Delivery Confirmation, with any ancillary service endorsement, or mail addressed to an overseas military post office.

In order to mail addresses, an alternative addressing format will need to be used. Samples of alternative addressing formats include:

- Current Resident
- Occupant
- John Doe or Current Resident
- ABC Company or Current Occupant

Ancillary service endorsement formats include copy on your mail piece that reads:

- Address Service Requested
- Return Service Requested
- Change Service Requested
- Forwarding Service Requested

Mailers using addresses that are newly acquired, as in the case of (but not limited to) new movers, new businesses, and new homeowners are advised to use the alternative address format above as these new addresses cannot be processed via traditional Move Update approved methods.

Any addresses that you acquired/rent from a independent list broker other than Blue Chip must be accompanied by the appropriate NCOA documentation upon entry to the USPS® (unless an alternative address format is used).

Blue Chip Mailing Services rented list services

Resident/Occupant Files

The Blue Chip Resident/Occupant File powered by CIS and Valassis-ADVO Resident/Occupant files are both considered Move Update compatible as they use an alternative addressing format. NCOA documentation will not be required when mailing addresses from either of these files. Please note the following exception – should you choose to remove the alternative address format ("Or Current Resident" or "Or Current Occupant") in favor of using a contact name, then the file would require NCOA processing to be Move Update compliant.

Consumer and Business Files

Blue Chip's business and consumer file offerings are considered to be Move Update compatible if the addresses are mailed within 95 calendar days of the NCOA processing. Each order will be accompanied by an NCOA certificate. Mailers will need to present the NCOA certificate when entering a mailing with the USPS®.

NCOA Services

Blue Chip is pleased to offer a variety of data hygiene and data processing services, including NCOA for Move Update compliancy. We currently offer NCOA with in-house processing at a very nominal charge.

For more information, please contact your Blue Chip Mailing Services Account Representative.

6665 Creek Road Cincinnati OH 45242 Phone (513) 541-4800 Fax (513) 541-2727

www.bluechipmail.net or www.bluechipmailing.com

Additional Services

Ancillary Service Endorsements

507d

Quick Service
Guide

- Overview (507.1.4)** Ancillary service endorsements are used by mailers to request an addressee's new address and to provide the USPS with instructions on how to handle undeliverable-as-addressed pieces. The endorsements consist of one keyword: "Electronic," "Address," "Return," "Change," or "Forwarding," followed by the two words "Service Requested." The endorsements are the same for all classes of mail, but the treatment and cost differ by class of mail. Use of an ancillary service endorsement on a mailpiece obligates the mailer to pay any applicable charges for forwarding, return, and separate address notification charges.
- General Information (102.4.2)** Proper placement of the endorsement is required. If the endorsement cannot be seen or understood, you might not receive the service requested. A return address as presented in 602.1.6 must be used and placed in the upper left corner of the address side of the mailpiece or the upper left corner of the addressing area. If a return address is a multiple delivery address, it must show a unit designation (e.g., apartment number). The "Electronic Service Requested" ancillary service endorsement is available for participants of Address Change Service (ACS) or OneCode ACS (used with mailpieces bearing Intelligent Mail barcodes). Mailers using Intelligent Mail barcodes may encode ancillary service requests into mailpiece barcodes, but must also include a printed endorsement on Standard Mail pieces. Information about traditional ACS and OneCode ACS is located in Publication 8a, *Address Change Service*.
- Physical Standards (102.4.4)** An endorsement must be printed in no smaller than 8-point type, and it must stand out clearly against its background. Brilliant-colored envelopes and reverse printing are not permitted. There must be a 1/4-inch clear space around all sides of the endorsement. The endorsement and return address must read in the same direction as the delivery address.

JAMES WARRICK RUSS GALLERY LTD 4016 MAIN ST FORT WORTH TX 76133-5559	ADDRESS SERVICE REQUESTED ³	Presorted First-Class Mail U.S. Postage Paid Fort Worth TX Permit No.1
ADDRESS SERVICE REQUESTED ¹	ADDRESS SERVICE REQUESTED ⁴	
	ADDRESS SERVICE REQUESTED ²	
	JOHN DOE 10 ELM ST ANYTOWN WA 98765-4321	

- Placement of Endorsement (letters, 202.4.0; flats, 302.3.0; parcels, 402.3.0)**
- The endorsement must be placed in one of these four positions:
1. Directly below the return address.
 2. Directly above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline, or optional endorsement line).
 3. Directly to the left of the postage area and below or to the left of any price marking.
 4. Directly below the postage area and below any price marking.
- For a detailed listing of the endorsements, see 507.1.5.

For the specific DMM standards applicable to this category of mail, consult the DMM sections referenced above and the general sections within each DMM module.

For a detailed description of USPS actions, see 507.1.5. For Periodicals, see 507.1.5.2.

Mailer Endorsement and USPS Action	Priority Mail and First-Class Mail	Standard Mail	Package Services
Electronic Service Requested¹	See DMM 507.1.5.2 for more information.	See DMM 507.1.5.3 for more information.	See DMM 507.1.5.4 for more information.
Address Service Requested² <i>Forwarding and return. New separate address notification provided.</i>			
Months 1 through 12: mailpiece forwarded; notice of new address provided, address correction fee charged.	Forwarded at no charge.	Forwarded at no charge.	Forwarded locally at no charge; forward out of town as postage due.
Months 13 through 18: mailpiece returned with new address attached.	Returned at no charge.	Weighted fee charged. ³	Return postage charged at appropriate single-piece price.
After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.	Returned at no charge.	Weighted fee charged. ²	Returned if undeliverable or if addressee refused to pay postage due. Forwarding (where attempted) and return postage charged at appropriate Package Services single-piece price.
Return Service Requested <i>No forwarding, only return. New address notification provided.</i>			
Mailpiece returned with new address or reason for nondelivery attached.	No charge.	Appropriate single-piece First-Class Mail or Priority Mail price charged.	Return postage charged at appropriate single-piece price.
Change Service Requested^{2,4} <i>No forwarding or return. New address notification provided.</i>			
Separate notice of new address or reason for nondelivery provided; mailpiece disposed of by USPS.	Manual notice: N/A. Electronic notice: \$0.08 ea. Automated letters: ■ first two notices—\$0.00 ea. ■ additional—\$0.06 ea.	Manual notice: \$0.50 ea. Electronic notice: \$0.25 ea. Automated letters: ■ first two notices—\$0.03 ea. ■ additional—\$0.18	Manual notice: \$0.50 ea. Electronic notice: \$0.25 ea.
Forwarding Service Requested <i>Forwarding and return. New address notification provided only with return.</i>			
Months 1 through 12: mailpiece forwarded.	Forwarded at no charge	Forwarded at no charge.	Forwarded locally at no charge; forward out of town as postage due.
Months 13 through 18: mailpiece returned with new address attached.	Returned at no charge.	Weighted fee charged. ²	Return postage charged at appropriate single-piece price.
After 18 months or if undeliverable at any time: mailpiece returned with reason for nondelivery attached.	Returned at no charge.	Weighted fee charged. ²	Returned if undeliverable or if addressee refused to pay postage due. Forwarding (where attempted) and return postage charged at appropriate Package Services single-piece price.