

RE: Full Service IMB Services

We are pleased to announce that Adams Addressing has been approved as a Full Service IMB mail preparer in addition to offering the Basic Service. This means we can process your mail in two ways:

- 1) Intelligent Mail Basic Service—standard automation prices and same as the original POSTNET™ barcode.
- 2) Intelligent Mail Full Services—discounted rates for processing:
  - \$0.003 discount for First Class Mail
  - \$0.001 discount for Standard Mail, Periodicals & Bound Printed Matter

Note that Full Service IMB processing has stricter mail processing requirements associated with it—so this is typically reserved for larger pallet mailings to offset any additional service charges to meet Full Service compliance. Full service benefits also include full service address correction and nixie services as well as start-the-clock and container visibility

We would like to remind you that beginning in May 2011, to be eligible for automation discounts on your letter-size and flat-size mail-pieces, you'll need the IMB on all of your direct mail pieces. At that point, the POSTNET barcode will be ineligible for automation prices and the IMB must be used to claim automation prices with either the Full-Service option or the Basic option.

If you have any questions, please feel free to contact:

David Berkenbush  
Director of Sales  
PH: 973-887-3409 x519  
E-mail: dberkenbush@adamsaddressing.com



**1-to-1 Cross-Media Marketing Services**



**ADAMS Direct & Media Services** – a division of Adams Addressing Associates – is your strategic partner for today's marketing solutions... from PURLs, GURLs, variable e-mail blasting, SMS texting, USPS confirmation services and QR code applications for smartphones. We achieve the highest possible standards in creating relevant direct mail solutions through multiple channels. We offer PURL & GURL campaigns capturing information that can be used to help you understand your clients' needs. We can assure that your marketing investment is well spent.