

## Postal Service

### Move Update Assessment Charges for Automation and Presort First-Class Mail and All Standard Mail Mailings

Dates: Effective January 4, 2010

The Move Update standard is designed to reduce the number of mailpieces that require forwarding, return, or disposal as waste, thus reducing Postal Service costs. The standard also helps to assure that mail reaches its intended recipients in a timely manner.

The following are acceptable methods to update your mail list:

- 1) NCOA (National Change of Address)
- 2) Ancillary Service Endorsement (i.e. 'Return Service Requested' printed on the mail piece)
- 3) 'Current Resident' printed on the mail piece

Mailers, who claim presorted or automation prices for First-Class Mail, or claim any Standard Mail prices, must identify on the postage statement which Move Update method was used to ensure that the mailing meets the Move Update standard. The mail list must be updated every 95 days. If a mailer does not identify a Move Update method and certify compliance, then the Postal Service can reject the mailing, unless the mailer agrees to pay an additional assessment charge.

Mailings are subject to a Move Update assessment charge if more than 30 percent of addresses with a change of address are not updated, based on the error rate found in USPS sampling at acceptance. Specifically, mailings for which the sample contains greater than 30 percent failed COAs are subject to additional charges as follows:

- a. The percentage of the mailing paying the charge is based on the percentage of failed pieces above 30 percent.
- b. Each of the assessed pieces is subject to the \$0.07 per piece charge.
- c. As an example, if 40% of COAs in the sample are not updated, then the charge is applied to 10% (=40% - 30%) of the total mailing.

If you choose NCOA as the method to update your list, then a PAF form must be filled out by the list owner, and the mailer, and submitted with the database.



# NCOA<sup>Link</sup>® PROCESSING ACKNOWLEDGEMENT FORM

The collection of information on this Processing Acknowledgment Form (PAF) is required by the Privacy Act of 1974. The United States Postal Service (USPS) requires that each NCOA<sup>Link</sup> Licensee have a complete NCOA<sup>Link</sup> PAF for each of their NCOA<sup>Link</sup> customers prior to providing the NCOA<sup>Link</sup> service. The Licensee is also required by the USPS to retain a copy of the completed form for each of its customers and to obtain an updated PAF from each of its customers at minimum once per year. Any signature upon this PAF shall be considered valid for all purposes and have the same effect whether it is an ink-signed original or a photocopy or facsimile representation of the original document.

## LIST OWNER

I, the undersigned, an authorized representative of:

Company Name

Address

City

State

ZIP+4

Telephone Number

E-mail Address

NAICS

Parent Company Name

Marketing or "DBA" Company Name or Primary Affiliate Company Name

Name (Please print)

Title

Signature

Date

do hereby acknowledge that I have received and reviewed the NCOA<sup>Link</sup> Information Package supplied to me by BCC Software, Inc. an NCOA<sup>Link</sup> Full Service Provider Licensee. I also understand that the sole purpose of the NCOA<sup>Link</sup> service is to provide a mailing list correction service for lists that will be used for preparation of mailings. Furthermore, I understand that NCOA<sup>Link</sup> may not be used to create or maintain new movers lists.

## LICENSEE

BCC Software, Inc.

Business Name (Please print)

BCC Data Services

Name (Please print)

Title

Signature

Date

800-337-0372

585-272-7778

Telephone Number

Fax Number

BROKER/AGENT  LIST ADMINISTRATOR (Check applicable box)

VISION DIRECT

Business Name (Please print)

2222 ENTERPRISE PARK PLACE

INDIANAPOLIS, IN 46218

Address

City/State/ZIP+4

Name (Please print)

Title

Signature

Date

317-283-1700

541860

Telephone Number

E-mail Address

NAICS

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