

FAQ's - Bulk Mail Procedures for Standard and First Class Mail



Why use bulk mail instead of metering or stamping?

Standard and first class bulk mailings simply save the district money. With our automated mailing software your mailings are processed and delivered in a timely manner. Metered or stamped letters require the highest postage rate (currently .44 / piece) for a letter less than 1 oz.

What is the difference between standard and first class mail?

The biggest difference between the 2 types is the price. Standard bulk mail rates are about half the price of first class mail. Standard bulk mail requires that the inserted letter or flyers be the exact same piece throughout the mailing (no variable data). First class bulk mail allows variable data on your letters as well as static information. There is a minimum of 500 pieces for first class mailings and 200 for standard bulk mailings.

Which one should I use?

Whenever possible please use standard bulk mail. It takes about 2 days longer to get to the recipient so please plan ahead. This is also the default mailing option if first class is not requested.

Who should I contact if I have questions about bulk mailings?

The Print Shop is your best contact for any information in regards to mailings. Ask for Keith Lakomiak or Dan Strodman at 815-886-7842. Most times the Print Shop can complete an entire mailing from your files. This includes printing inserts, addressing envelopes, folding, stuffing (up to 4 sheets) and sealing.

Can my bulk mail order be placed through your website – Digital Print Shop?

No. The website is not setup to handle mailing orders. Please email your excel address files along with any files for your letters / inserts to printshop@vvsd.org. We prefer that you provide PDF files for your letters / inserts.

Where can I find the data needed for my excel address files?

For address files the district has provided software called Viewpoint. Viewpoint can be accessed by your building secretary to acquire a specific mailing list. This information from Viewpoint should be exported as an Excel file. The Excel file should have student's full name, street address, city, state and zip code. The city, state and zip code can all be in one cell. Zip sorting is not necessary. Our mailing software takes care of that for us. Please inform us of any special return address instructions (this is mostly for A/C departments).