



## NCOA<sup>Link</sup>® MPE Processing Services Pricing and Conditions

Lake Michigan Mailers, Inc. is a non-exclusive Licensee of the USPS<sup>®</sup> (United States Postal Service<sup>®</sup>) to provide NCOA<sup>Link</sup> MPE processing.

MPE Data Users receive the full 18-month data set provided weekly under direct license from the USPS.

The full NCOA<sup>Link</sup> file is a consolidated file of move information that on average contains approximately 160 million permanent changes-of-address (COAs) filed with the United States Postal Service (USPS). These COAs are retained on the file for a four-year period from the move-effective date and the file is updated weekly.

Before being added to the NCOA<sup>Link</sup> file, the **Old** address supplied by the Postal customer must be ZIP + 4 coded. The **New** addresses must be ZIP + 4 coded and validated using the USPS' proprietary database of actual delivery points. (NOTE: The delivery point database does not include NAMES or COA information.) Each delivery point confirmed **New** address is included on the NCOA<sup>Link</sup> file. If unable to validate the **New** address, the NCOA<sup>Link</sup> MPE process will indicate that a move exists but will not provide the undeliverable **New** address.

**New** address information is provided only when a match to the old name and address is attained. The typical profile of the **New** address information contained on the NCOA<sup>Link</sup> file is as follows:

- 89.68% Forwardable moves containing delivery point confirmed **New** addresses—**New** address provided
- 1.19% Moves containing unconfirmed **New** addresses - **New** address not provided
- 7.44% Moved, Left No Address\*\*
- 1.63% PO Box Closed\*\*
- 0.06% Foreign Moves\*\*

\*\* The literal "NEW ADDRESS INFORMATION UNKNOWN" is provided in lieu of address information for Mailpiece Facsimile, Notification via Returned Mailpiece, DBCS and Flats processing only.

When possible, postal customers who move multiple times within the NCOA<sup>Link</sup> time period are "linked" or "chained" to ensure that the latest address is furnished when an NCOA<sup>Link</sup> match is attained. This is not always possible if subsequent COAs are not filed in exactly the same manner as a COA filed previously (e.g. name spelling differences or conflicting secondary information).

The provision of change-of-address information is controlled by strict name and address matching logic. NCOA<sup>Link</sup> MPE processing will only provide new address information when queried with a specific algorithm of the name and old address from a mailers' mailpieces, which matches the information on the NCOA<sup>Link</sup> Product. Data contained in and information returned by the NCOA<sup>Link</sup> MPE process is determined by the name and move type (Business, Individual, or Family) indicated on a Postal customer's Change-of-Address form.

The presentation of name order is established using a pre-process before querying the NCOA<sup>Link</sup> database. However, there are no restrictions on using a process to interchange the name order to yield the best possible results using the NCOA<sup>Link</sup> database. It is ultimately the responsibility of the Mailer Owner working with the Licensee to determine the name order presentation correctly.

The data contained within the NCOA<sup>Link</sup> Product is comprised of approximately 40% family moves, 54% individual moves, and 6% business moves.

All matches made to the NCOA<sup>Link</sup> file require a ZIP + 4 coded, standardized old address.



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There are five separate and distinct services that may be provided to a mailer by the NCOA<sup>LINK</sup> MPE Licensee. These services fall under the NCOA<sup>LINK</sup> MPE Active mode of processing, in which the address information is returned or sprayed on mailpieces only when there is updated COA information.

- **Forwardable Mailpiece** - Processing in which mailpiece redirection due to customer moves via the Licensee's NCOA<sup>LINK</sup> Mail Processing Equipment.
- **Notification Via Returned Mailpiece** - Processing in which updated COA information is sprayed on mailpieces and returned to the mailer via hardcopy or photocopy mailpieces.
- **Mailpiece Facsimile** - Processing in which updated COA information is sprayed directly on mailpiece facsimiles and returned to the mailer.
- **DBCS (Delivery Barcode Sorter)** Processing of letter mail on DBCS equipment in which no COA information is sprayed on mailpieces. Mailpieces are outsorted to a bin designated for UAA mail and either returned to the mailer or destroyed.
- **Flats** - Flats processing in which mailpiece redirection due to customer moves via the Licensee's NCOA<sup>LINK</sup> Mail Processing Equipment. Can be processed in the following modes: Forwardable Mailpiece; Notification via Returned Mailpiece; and Mailpiece Facsimile. If flat mailpieces are processed on equipment in which COA information is unable to be sprayed on the mailpieces, mailpieces are either returned to the mailer, destroyed or mailed at full rate.

The USPS has established a process called the "Rules Table." This process will produce matches that otherwise would not be possible, i.e. JOHNY and JOHNNY.

All nickname possibilities are derived from a standard USPS nickname list. In considering alternate presentations of an input name and address do not match to the NCOA<sup>LINK</sup> file and alternative queries are attempted, any variations which obtain NCOA<sup>LINK</sup> matches may be provided to the NCOA<sup>LINK</sup> MPE customer for analysis, depending on the mode of processing.

When a match or a near match of an input name and address to NCOA<sup>LINK</sup> MPE Product is identified, a report of the standard NCOA<sup>LINK</sup> return codes may be provided by the MPE Data User, upon customer request. This report indicates the type of match made or the reason that a match could not be made.

MPE Data Users must offer the standard output format of the NCOA<sup>LINK</sup> MPE process to customers, if requested, with no file manipulation by the Data User.

NCOA<sup>LINK</sup> MPE processing has the potential to reduce returned mail, yet the USPS does not make any guarantees, express or implied, on the reduction of such mail. Thus any costs associated with returned mail are the Licensees' and/or their customers' sole responsibility.

An NCOA<sup>LINK</sup> MPE customer with questions about the specific results returned from an NCOA<sup>LINK</sup> MPE process must first contact the processor for explanation and resolution.

Prior to the processing of NCOA<sup>LINK</sup> MPE data, every customer must have completed and returned to their NCOA<sup>LINK</sup> MPE Data User Licensee the "NCOA<sup>LINK</sup> MAIL PROCESSING EQUIPMENT PROCESSING ACKNOWLEDGEMENT FORM" provided to them by their Licensee. It is inappropriate to misrepresent any of the information on the form. Punitive action will be taken by the USPS if the customer or licensee is found to have knowingly supplied false information. Depending on the severity of the offense, actions may include litigious or even criminal charges being brought against the offender.



## NCOA<sup>LINK</sup>® MPE Processing Services Pricing and Conditions

The following trademarks are owned by the United States Postal Service<sup>®</sup>: CASS, NCOA<sup>Link</sup>, United States Postal Service, USPS and ZIP + 4.

NCOA<sup>Link</sup> MPE services are available, in various forms, to all Lake Michigan Mailers, Inc. Customers utilizing our Daily Mail Service for letter-sized and card-sized mail or those with letter-sized and card-sized Production Mail who complete the necessary PAF. Payment for all services described below may be made to Lake Michigan Mailers, Inc. and NOT the United States Postal Service. Prices detailed herein are not established, controlled or approved by the United States Postal Service. The advertising found herein is neither approved nor endorsed by the United States Postal Service.

The preceding text was provided by the Postal Service as part of the NCOA<sup>Link</sup> MPE license agreement between the USPS and Lake Michigan Mailers as of January 27, 2016 "Required Text Document". Version 3 Updated January 26, 2016. United States Postal Service.

The costs for the services are detailed below. Customer is required to complete the appropriate NCOA<sup>Link</sup> MPE Processing Acknowledgment Form (PAF) for the associated service annually. The Customer is free to alter the service level requested at any time by providing Lake Michigan Mailers, Inc. with a newly completed NCOA<sup>Link</sup> MPE PAF.

As an NCOA<sup>LINK</sup> MPE Licensee Lake Michigan Mailers, Inc. is required by the United States Postal Service to retain a copy of the completed NCOA<sup>Link</sup> MPE PAF form for each of its customers requesting NCOA<sup>Link</sup> MPE related services and to obtain an updated NCOA<sup>Link</sup> MPE PAF for each of its customers at a minimum of once per year.

	<b>Premier Post<sup>®</sup></b>	<b>Option Free<sup>®</sup></b>	<b>SortMax<sup>™</sup></b>	<b>Mail Express<sup>™</sup></b>	<b>Production Mail</b>
NCOA <sup>Link</sup> MPE Forwardable Mailpiece	Free	Free	Free	Free	\$5.00 / Account or Work Ticket
NCOA <sup>Link</sup> MPE Notification Via Returned Mailpiece	\$100.00 per month and \$0.60 for each returned envelope.	\$25.00 per month and \$0.60 for each returned envelope.	\$25.00 per month and \$0.60 for each returned envelope.	\$25.00 per month and \$0.60 for each returned envelope.	\$25.00 per month and \$0.60 for each returned envelope.
NCOA <sup>Link</sup> MPE Notification Via Returned Photocopy of Mailpiece	\$100.00 per month and \$0.99 for each returned photocopied envelope image.	\$25.00 per month and \$0.99 for each returned photocopied envelope image.	\$25.00 per month and \$0.99 for each returned photocopied envelope image.	\$25.00 per month and \$0.99 for each returned photocopied envelope image.	\$25.00 per month and \$0.99 for each returned photocopied envelope image.



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### Electronic Address Data File Report (Additional Option)

Lake Michigan Mailers can provide NCOA<sup>Link</sup> MPE customers whose letter-sized mail is actively processed through one of the NCOA<sup>Link</sup> MPE solutions detailed below the ability to receive address move data for their specific processing profiles in an easy-to-read electronic format.

- NCOA<sup>Link</sup> MPE Forwardable Mailpiece
- NCOA<sup>Link</sup> MPE Notification Via Returned Mailpiece
- NCOA<sup>Link</sup> MPE Notification Via Returned Photocopy of Mailpiece

The setup and per piece fees listed below are in addition to any fees associated with the NCOA<sup>Link</sup> MPE solutions listed above.

	Premier Post®	Option Free®	SortMax™	Mail Express™	Production Mail
Notification Via Electronic Data File	One-Time Setup Fee of \$25.00 per account/department and \$0.52 for each returned record.	One-Time Setup Fee of \$25.00 per account/department and \$0.52 for each returned record.	One-Time Setup Fee of \$25.00 per account/department and \$0.52 for each returned record.	One-Time Setup Fee of \$25.00 per account/department and \$0.52 for each returned record.	One-Time Setup Fee of \$25.00 per account / Work Ticket and \$0.52 for each returned record.

Authorized Customers may access their organization's Electronic Address Data File Report through the secure side of iMailConnect.com. Customer must be identified as "Administrative User" or "Advanced User" on the Customer Account Information Form to access the report.

Due to machine and computer processing speeds and the physical limitations associated with the mail processing equipment and software, it is possible that the number of identified moves may be different that the number of pieces actually forwarded through NCOA<sup>LINK</sup> MPE Forwardable Mailpiece, or those returned to the Customer through NCOA<sup>Link</sup> MPE Notification Via Returned Mailpiece, or NCOA<sup>Link</sup> MPE Notification Via Returned Photocopy of Mailpiece.

Customer address data will be held by Lake Michigan Mailers for 21 days from the date of capture. Customer is responsible for retrieving data and updating their internal database so as to meet USPS Move Update Requirements. Lake Michigan Mailers is not responsible or liable for any indirect, incidental, special, consequential, punitive, or similar damages, including, but not limited to, lost profits, loss of data, or business interruption losses associated with the Customer's use of this service or failure to retrieve data before the 21-day limit.



## Excerpt from Statement Of Understanding Regarding Move Update Requirements

### Move Update Requirements

Customer hereby acknowledges that mail must meet the Move Update requirements of the USPS as may be amended in order to qualify for First-Class mail discounted prices or for Standard Mail discounted prices. The Customer certifies to LMM that the addresses on all First-Class Mail and Standard Mail submitted to LMM for mailing at discounted prices have been updated within 95 days of the date the mail is submitted to the USPS using one or more Postal Service approved address updating processes. Customer acknowledges they are solely responsible for providing adequate substantiation of Move Update compliance.

The Customer acknowledges and agrees that they are the mail owner/list owner and are responsible for maintaining their database(s) in accordance with USPS regulations including Move Update requirements and will be liable for and will pay directly to the USPS, following proper notice by the USPS and subject to appeals described by postal laws and regulations, any revenue deficiency or service penalty assessed on discounted First-Class mail or discounted Standard mail submitted on their behalf by LMM to the USPS. Customer also agrees to reimburse LMM for any revenue deficiency or service penalty assessed on discounted First-Class Mail or discounted Standard Mail paid by LMM to the USPS on the Customer's behalf.

### USPS Approved Move Update Methods

CHECK ALL THAT APPLY:

- NCOA<sup>LINK®</sup> product
- One Code ACS<sup>™</sup>/ ACS<sup>™</sup> product
- Appropriate ancillary service endorsement (Including appropriate address record corrections)
- NCOA<sup>LINK</sup> MPE via an agreement with Lake Michigan Mailers.
  - NCOA<sup>LINK</sup> MPE Forwardable Mailpiece
  - NCOA<sup>LINK</sup> MPE Notification via Return Mailpiece (NRP)
  - NCOA<sup>LINK</sup> MPE Notification via Return Photocopy of Mailpiece (PNRP)

### NCOA<sup>LINK</sup> MPE Service Options Explained

**NCOA<sup>Link</sup> MPE Forwardable Mailpiece:** Customer's mail is processed under a unique profile provided by LMM. Under this option, mail identified by the NCOA<sup>Link</sup> MPE system will be identified with the new address and Intelligent Mail Barcode® and forwarded to the new address.

**NCOA<sup>Link</sup> MPE Notification via Return Mailpiece:** Mail identified by the NCOA<sup>Link</sup> MPE system will be identified with the new address or with information that no forwarding information is available. This mail will be REMOVED from the mailing and returned to the point of ordinary daily collection at the Customer's site within seven business days of mailing. Customer is responsible for re-addressing, re-enveloping and re-mailing to the new address. Customer acknowledges, accepts and authorizes that use of this service option will result in NCOA<sup>Link</sup> MPE identified mail being returned to Customer within seven business days of original mail date.

**NCOA<sup>Link</sup> MPE Notification via Return Photocopy of Mailpiece:** Mail identified by the NCOA<sup>Link</sup> MPE system will be identified with the new address or with information that no forwarding information is available. This mail will be REMOVED from the mailing, photocopied by LMM. The photocopy will be returned to the point of ordinary daily collection at the Customer's site within seven business days of mailing. The original mailpiece will be re-dated by LMM and re-mailed within seven business days. Customer acknowledges, accepts and authorizes that use of this service option will result in NCOA<sup>Link</sup> MPE identified mail being re-dated and mailed within seven business days of original mail date.