

# NeABA DIRECT MAIL PROGRAM

If you want to reach your customers with direct mail, but don't have the workforce to do it yourself, or don't have the time, let the Nebraska Agri-Business Association handle your mailing needs:

## PACKAGE #1:

- Select from Association Mailing Lists In:
  - Nebraska (Approx 450)
  - Kansas (Approx 800)
  - Iowa (Approx 875)
  - South Dakota (Approx 250)
  - Southwest Corner of Minnesota (Approx 70)
  - Northwest Corner of Missouri (Approx 100)
- Supply the Association with envelopes and up to 2 insertions
- Additional insertions at \$.05 per piece
- Automation mailing rates for postage applied (ranging from \$.274 to \$.30 each)

### PACKAGE #1 PRICE:

- 1) LABELS @ \$.08 EACH      2) MAILING AT \$.125 PER ENVELOPE      3) PLUS POSTAGE

## PACKAGE #2:

- Supply your Mailing List in ASCII Comma Delimited Format on Diskette:
  - Association Office will CASS Certify your list (add zip+4 zip codes & verify for valid addresses)
- Supply the Association with envelopes and up to 2 insertions
- Additional insertions at \$.05 per piece
- Automation mailing rates for postage applied (ranging from \$.274 to \$.30 each)

### PACKAGE #2 PRICE:

- 1) CASS CERTIFICATION & NCOA @ \$.10 PER ADDRESS      2) LABELS @ \$.08 EACH  
3) MAILING AT \$.125 PER ENVELOPE      4) PLUS POSTAGE

(Printing or Copying of insertion pieces for your mailing can be quoted)

I WOULD LIKE A QUOTE ON PACKAGE #1 FOR THE FOLLOWING MAILING LIST(S):

Nebraska     Kansas     Iowa     South Dakota     Minnesota     Missouri

I WILL HAVE \_\_\_\_\_ INSERTIONS IN THE MAILING.

I WOULD LIKE A QUOTE ON PACKAGE #2. ENCLOSED IS MY MAILING LIST(S) IN ASCII COMMA DELIMITED FORMAT. I WILL HAVE \_\_\_\_\_ INSERTIONS IN THE MAILING.

(Instructions for preparing your mailing list on back)

NAME: \_\_\_\_\_ TITLE: \_\_\_\_\_

COMPANY: \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY, STATE, ZIP: \_\_\_\_\_

PHONE: \_\_\_\_\_ FAX \_\_\_\_\_

### RETURN TO:



NEBRASKA AGRI-BUSINESS ASSOCIATION, INC.  
8700 EXECUTIVE WOODS DR, STE 400, LINCOLN, NE 68512-9612  
PHONE: (402) 476-1528 • E-mail: rbarker@na-ba.com

**INTRODUCTION**

If you maintain your address list on a computer, Nebraska Agri-Business Association may be able to clean up your address list and add valuable ZIP+4 and Carrier Route information. This service is called CASS Certification and will add missing address directionals and suffixes, correct minor misspellings, and add the ZIP+4 and Carrier Route information. The list will also be compared to the National Change Of Address (NCOA) database for updates.

The additional digits in ZIP+4 permit more efficient use of automated letter scanning and sorting equipment. Proper addressing guidelines must be followed in order for an address to be "read" by this advanced technology.

*Example:*

An address such as:  
Mr. & Mrs. John A. Sample  
Apartment 230  
5505 Sunset  
Hollywood, California 90082

Would become:  
  
MR & MRS JOHN A SAMPLE  
5505 W SUNSET BLVD APT 230  
HOLLYWOOD CA 90028-8521

With the proper address format, ZIP+4 and Carrier Route information in your addresses you will benefit from more accurate delivery, increased efficiency and savings with postage discounts.

**PREPARING YOUR LIST**

We accept most database files, but prefer Excel files be emailed to us.

Supply Nebraska Agri-Business Association with the following information about your file:

FILE NAME: \_\_\_\_\_

FIELDS & THE ORDER OF THE FIELDS: \_\_\_\_\_

NUMBER OF RECORDS IN THE FILE: \_\_\_\_\_

(for information on exporting files in other formats, please contact the Association Office)