

SCHEDULE

For scheduling, begin backward to reach the right start date.

1. Getting Started Backward

- When do the mailing pieces need to reach the addressees?
- Check with your vendors for products availability
- Does the mail need to reach destination before or by a specific date?
- How quick do you need to generate income to be able to pay your vendors:
 - products vendors
 - printing & mailing company vendors

Based on these factors, the post office needs to deliver the mail on: _____

2. Scheduling the Post Office Processing

- What is going on inside the Post Office?
 - Most of Direct Mail Center mail is brought to the AADC-San Francisco
 - The AADC processes the 940 to 944 zip codes for the local deliveries and brings the rest to the BMC-San Francisco (North-Cal main sorting)
 - The mail is then placed on trucks going to other AADC ruled by the BMC-San Francisco (most of North Cal), to other BMC, or to a hub.
- Where is the mail going?
 - Destination is within the same BMC as mail drop: zone-A
 - Destination is going to another BMC: zone-B
 - Destination has to go through 1 or more hubs: zone-C
- What is the class of mail?
 - First-Class (incl. presorted first-class)
 - Zone-A: usually 1 to 2 days.
 - Zone-B: usually 2 to 3 days
 - Zone-C: usually 3 to 5 days

- Standard mail
 - Zone-A: usually 3 to 7 days.
 - Zone-B: usually 4 to 8 days
 - Zone-C: usually 5 to 9 days

Note: Estimated turn time only... this is just a normal mail processing for approximate scheduling purpose only and a safety factor may need to be added; the post office has no guarantee of mail delivery. "Day" = "business day." Add a minimum of 3 days for flat size mail and/or between Oct 15 and Dec 26.

- [See post office info here](#)
- A mail campaign can be split into different mail delivery dates

Based on these factors, the mail delivery date to the USPS is to be between _____ and _____

3. Scheduling the Printing & Mail Processing by Direct Mail Center

This is only for the sake of an estimated schedule as Direct Mail Center jobs are usually processed even faster. Based on the quantity of steps processed at Direct Mail Center and the size of a job, use the following chart for your schedule calculation. For specific timing, review with your representative for confirmation.

	< 10,000 pcs	< 25,000 pcs	< 50,000 pcs	> 50,000 pcs
1 to 2 steps	1-2 days	1-3 days	1-4 day	Call
3 to 4 steps	2-3 days	2-4 days	2-5 days	Call
5 to 6 steps	3-5 days	3-7 days	3-8 days	Call
Over 6 steps	Call	Call	Call	Call

Based on these factors, the printing & mail processing date should start at Direct Mail Center on the following date: _____

4. Scheduling Mailing Lists

- Describe clearly your needs for proper targeting
- Select your lists from the list of suggestions you will receive
- Send your sample piece for approval by list owner—expect some lists may not be approved
- Place your list order

- Define your list keycodes for proper calculation and post mailing analysis
- This process can take 1 day for a simple Resident list up to 2 weeks for a more complex job

Based on these factors, the mailing list work should start on the following date _____

5. Scheduling Graphic Design

- Meet with your Graphic Designer and find out how long it will take for s/he to get the job done, including to update proofs
- If you have no Graphic Designer, call Direct Mail Center or e-mail for a connection

Based on this factor, the graphic design work should start on the following date _____

6. Scheduling Copywriting

- Meet with your Copywriter and find out how long it will take for s/he to get the job done, including to update proofs
- If you have no Copywriter, call Direct Mail Center or e-mail for a connection

Based on this factor, the copywriting work should start on the following date _____

7. Scheduling a Direct Mail Consultant

- Meet with your Direct Mail Consultant and find out how long it will take for s/he to get the job done, including to update proofs
- If you have no Direct Mail Consultant, call Direct Mail Center or e-mail for a connection

Based on this factor, the consulting work should start on the following date _____

8. Scheduling Conceptual Direction for Direct Mail Campaign

Meet with your staff, review the analytics of the past and plan the Direct Mail Campaign with each of its steps now. You have a clear idea of the timing for each section and you can fill your calendar on when to start each step

Based on this factor, the scheduling work can start on the following date _____