



Data Services

TMC Processing

Overview

Willowbend manages the processing of mailing lists for newspapers who wish to suppress their subscribers in a TMC Mailing program. The file that is provided for mailing has only addresses that are not subscribers to the newspaper's publications.

Benefits

Mailing TMC programs is an expensive prospect and newspapers have unique requirements. Willowbend's data services processes suppress subscriber addresses at a high level of match – meaning the fewest possible mailing pieces are prepared. Willowbend's processes suppress mailing on routes where postage discounts are not available and can suppress or feather mailing to multi-family dwellings. Mailing profiles can be created at the USPS Carrier Route level and mailing quantities can be set to meet budget requirements. Areas defined by Census Block Groups can be filtered in or out of mailings. Outside lists containing selective demographic or psychographic information can be linked to the mailing list and selective household mailings can be processed and packager feeds for selective or normal TMC inserting produced if insert orders are provided to Willowbend.

Requirements

- A CDS mailing file is required. Willowbend can provide the CDS file if none exists.
- A subscriber address file, with the subscriber types the newspaper wishes to suppress must be provided.
- A Do Not Mail and VIP file, if available, can be provided.
- The output format required by the mailer must be provided.
- The newspaper must have the ability to access Willowbend's ftp site.
- Files must be provided in text format if possible to avoid additional charges.
- Custom requirements such as "feathering" apartments, or mailing businesses can be specified.
- Optionally, demographic or psychographic information can be provided to create selective mailing capability. Willowbend can provide this information if requested.
- Optionally, an order file can be provided.

Deliverables

Willowbend will process the supplied files and provide:

- Web access to manage DNM addresses and VIP addresses.
- If orders are provided, web access to manage actual insert weights and quantities processed.

- A text file of the addresses to be mailed with all relevant mailing information included. Custom formats can be specified at additional cost.
- A USPS 3553 CASS and DPV form will be supplied to verify the quality of the mailing list.
- A market summary counts table will be provided for use in sales applications.
- If orders are provided, packager feeds and / or complete mailing entry documentation can be provided.

Contact Willowbend Corporation for more information

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