

Magician's Guild of Michiana – IBM Ring 342

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Creating Postcard Mailings

It's fairly easy and economical to send out post cards via the USPS web-site. I looked at purchasing post cards that you can send through your printer and then mail them. But the cost to purchase these was almost as much as what it cost to have the post office print and mail them and I didn't even need to go to the post office or lick a stamp! You can even print in color without buying a fancy color printer.

Here's the basic steps:

1. Build your post card in a word processor like MS Word. Templates and supported formats are found on the website.
2. Build a database of names and addresses. You can use a database program or spreadsheet like MS Excel, but you need something with the following columns:

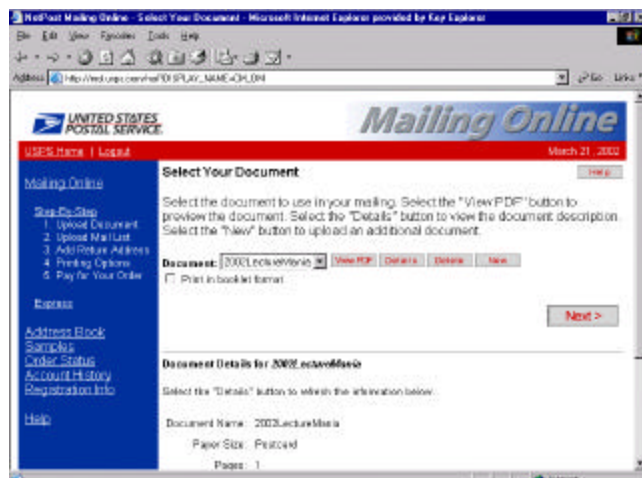
Name	Address	City	State	Zip
Douglas Werker	302 W. Highland St.	Albion	IN	46701
Garrett Richard	2535 N 700 W	Andrews	IN	46702

You can also add names on-line one at a time.

3. Walk through the online steps to combine the two, get out your credit card, and submit.

The Post Card Template:

1. Log on to www.usps.com
2. Click "Online Services"
3. Click "Send Letters and Postcards"
4. When the "NetPost Mailing Online" page loads, click on "Sign In" at the bottom under the Customized Correspondence section. If you login under the Premium Postcards section, you can create many high quality post cards using your own picture files or templates they have on-line (birthdays, etc.). The rest of this example will be creating your own from scratch.
5. The logon screen appears and you'll need to create an account in the New User section if this is your first time.
6. Click on the Postcards link under new features and follow the directions for downloading a template for your word-processor. From there you can create any content that fits into the template space. Save the file when finished so you can upload it.

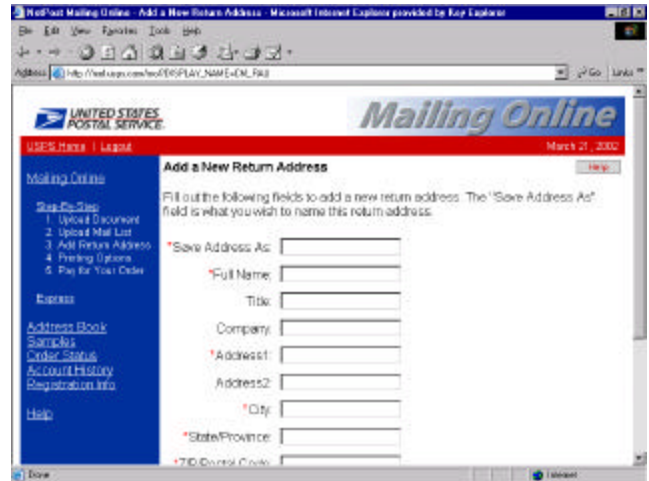


Mailing Them Out:

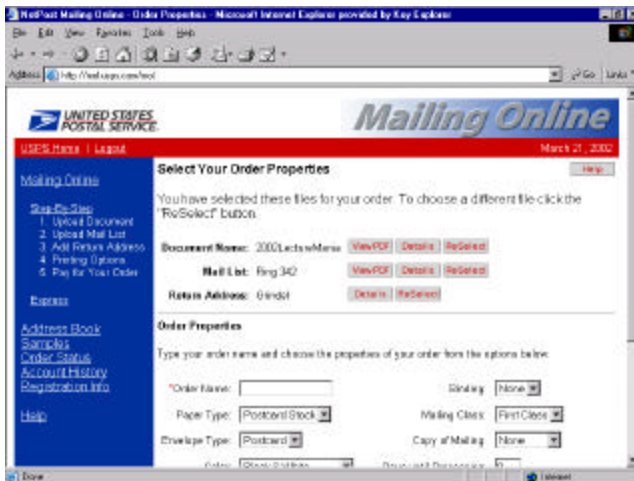
When you have your mailing list and your post card template complete, log back on the USPS web-site and get back to the Mailing Online screen using the same steps above. For the first time, the step-by-step guide is very easy (click that link).

1. Click on the "NEW" button and then use the "Browse" button to look for your postcard on your PC.
2. You also need to enter a name for your post card in case you wish to use it again.
3. Then click "Submit" to begin the upload. When complete, you can click the "View PDF" to see how it looks.
4. Click Next when finished uploading your postcard.

5. You'll do the same steps to upload your mailing list, New, Browse, Name, Submit. When complete, the post office will tell you if there are any invalid addresses and will add the plus-4 zip. Click on Next when finished.
6. You'll need a return address, so click on New and fill out the return address information and click Submit. Click Next to move on.
7. The last step is to review your selections and pick the type of card stock, etc., and click Next.



8. Review the cost and click accept.



9. Enter your credit card information, click next and complete your order.

You can check the progress of your order on the web-site. I found it took 24 hours before the order printed and they were mailed out the next day. They mailed from Illinois and took an extra day or two longer in route than anticipated.

There are plenty of help screens along the way. Good luck!