



# Lettershop

## MAIL AND POSTAL PROCESSING SERVICES

### Personalized Communications

Customer personalization is a term that has gained in importance with the advent of the internet, however at CAS we have been personalizing marketing messages for years.

Our laser personalization software allows you to deliver 1-to-1 messages to each of your prospects. Not only can CAS embed personalized text on an individual by individual basis, we do it at break-neck speed. Our state of the art video-jet system can print up to 16 lines at a time, on both sides of the mail piece simultaneously. Our laser print capabilities include unlimited fonts and variables.

### Specialized Mail Solutions

Whether you need to deliver a standard first class letter or detailed product catalogs, CAS has the tools to get the job done. Custom sized printing and double-postcards are also available on request.

### Address Deliverability Services

Our proprietary software is CASS and PAVE certified to ensure accurate address information. We can zip code correct, append Zip+4 and carrier route codes, and standardize addresses to increase overall deliverability. This process ensures that your direct mail piece gets to where it needs to be on time and at substantially discounted postage rates.

CAS developed, and has maintained in-house for over 20 years, it's own proprietary Postal Optimization Software. It is this experience and expertise that has allowed CAS a unique and intimate knowledge of the postal system that is unmatched in the industry

### Postal Presort:

#### Inkjetting:

#10 selfmailer/8.5 X 11 selfmailer:

Postcards

*(Not less than 3 1/2 high, not more than 6" long)*

9 X 12 Catalog/ 9X12 Selfmailer:

4 X 6 Cards:

#### Tabbing in Conjunction w/Inkjetting:

*Additional Charge with inkjetting*

One Tab

Two Tabs

#### Laser Print Cut Sheet:

8 1/2 x 11, 8 1/2 by 14, 8 1/2 x 17 (simple & duplex)

#### Laser Print duplex, Cut Sheet:

8 1/2 x 11, 8 1/2 by 14, 8 1/2 x 17 (simple & duplex)

#### 2 – Up Continuous Forms

#### Folding:

Letter / selfmailer pieces

#### Insert:

Insert 1-3 into window envelope:

Insert 4-5 into window envelope:

Insert 1-3 into non window envelope:

Inkjetting the outside of envelope:

Insert 4-5 into non window envelope:

Inkjetting the outside of envelope:

#### Match Mailing:

2 inserts:

4 inserts:

#### Handwork:

Talk to Lettershop Supervisor

#### Setup/tear down

\$25.00 charge (This is when the lettershop has already set up the job, faxed for approval and client changes there mind. Lettershop then has to tear down and wait.....

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Other Lists Available From CAS: **ConsumerVision • MortgageBase • D&B Business Lists • Coverage<sup>+</sup>**

*(CAS is a certified DUNSRIGHT Broker)*



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