



Bulk Mailing Instructions

Member libraries may use the NCLS bulk mailing permit. Bulk mailings can save your library a substantial amount of money in postage costs and help your library become more visible by getting the word out.

There are two types of bulk mailing:

1. A saturation mailing is one in which the library attempts to send a copy to everyone within a locality. These mailings are not addressed to individuals; they are typically sent to "resident."

Prior to printing a saturation mailing, the library must contact their local post office to verify the number of residents along each delivery route. (Within the village, along Rural Route 1, etc.) This ensures that each box holder (resident) will receive a copy. Each delivery route must be kept separate when the mailing is taken to the post office. The mailing for each delivery route group must be divided into packets of 50 pieces and secured with a rubber band.

2. A bulk mailing can also be sent to specific individuals. In this case, the mailing is sorted by Zip Code and bundled in the same manner as above.

Please note:

If the bulk mailing is for a funding campaign (such as a school ballot referendum), please contact your NCLS consultant first.

The minimum number of copies to qualify for a bulk mailing is 250.

NCLS no longer offers printing services, so the library is responsible for printing, folding, holding the fold in place, and attaching address labels.

Regardless of where your library is located, bulk mailings using the NCLS permit will be taken to the Watertown Post Office. Libraries will be billed after the mailing is delivered to the Post Office and the cost is confirmed.

Please contact Kathy Van Ness at kvanness@ncls.org for more information or for a copy of the bulk mailing stamp.