

“Move Update” Changes

Effective November 23, 2008, mailers will be required to certify that they have updated their mailing list through an approved method within 95 days of mailing. Below is an overview of the requirement, and some additional information. Most presorted, non-automation (non-barcoded) mailers will use the Ancillary Service Endorsement method. Information on this method is on the reverse side, and charges will apply. Information on other approved methods can be found at <http://pe.usps.com/text/qsg300/Q230a.htm>

Overview

The Move Update standard is a means of reducing the number of mailpieces in a mailing that require forwarding or return by periodic matching of a mailer's address records with customer-filed change-of-address orders received and maintained by the Postal Service. Mailers who claim presorted or automation rates for First-Class Mail must demonstrate that they have updated their mailing list within 185 days before the mailing date. The Postal Service offers four preapproved methods: Address Change Service (ACS), National Change of Address Linkage System (NCOA^{Link}), *FASTforward*, and ancillary service endorsements except for Forwarding Service Requested. Alternative methods that require separate approval also are offered for First-Class Mail mailings. Mailers must use one of the preapproved or alternative methods to meet the Move Update standard.

Effective November 23, 2008, the minimum frequency for Move Update will increase from 185 days to **95 days** prior to the date of mailing and the Move Update standard will also be required for all **Standard Mail**. The Move Update standard is met when an address used on a mailpiece in a mailing for any class of mail is updated with an approved method and the same address is used in a First-Class Mail or Standard Mail mailing within 95 days after the address has been updated. Except for mail bearing an alternative address format, addresses used on all pieces claiming Standard Mail rates will be required to meet the Move Update standard.

Remember any mailing accepted on or after the November 23rd deadline must already have been updated within the previous 95 days so now is the time to plan. Mailings not fulfilling the requirement will not be accepted at presort rates. If you have questions on this matter, please do not hesitate to call your local Postmaster.

Ancillary Service Endorsements (507.1.5)

Any mailer may use one of the four ancillary service endorsements below to request a printed notification of the addressee's new address and provide the Postal Service with instruction on how to handle undeliverable-as-addressed mail.

Mailers may use the following endorsements with First-Class Mail and Standard mail service to initiate this updating method:

Address Service Requested: The mailpiece is forwarded to the new location when possible and a printed notice is returned to the mailer with the new address information. This notice is then used by the mailer to update the address list. Charges will apply

Return Service Requested: The mailpiece is returned with the new address information affixed. No forwarding service is provided. This service is provided with First-Class Mail at no charge, and standard mail at Single Piece rate. The mailer then updates the address information in the file and may mail a new piece to the new address.

Change Service Requested: A separate notice of new address or reason for nondelivery is provided (in either case, an electronic address correction fee is charged); the mailpiece is disposed of by USPS. *This endorsement is available only when used in conjunction with electronic Address Change Service.*

Temp-Return Service Requested: *(First Class Mail Only)* The mailpiece is returned with the new address or reason for nondelivery attached. If this is a temporary change of address, the piece is forwarded; no separate notice of new temporary change-of-address is provided.

Remember, use of Ancillary Service Endorsements on Standard Mail will incur charges when an address update is provided.

For detailed information on charges by class of mail, refer to the Ancillary Service Endorsement section of the Quick Service Guide at <http://pe.usps.com/text/qsg300/Q507d.htm>