

POSTALOCITY NEW USER GUIDE

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Please call Customer Support at 316-262-3333 ext. 305 or 316-260-2220 if you have any questions this New User Tour does not answer.

- Formatting and designing your files—for best visual results on letter-sized paper, increase your margins to ½ inch. Do not upload a PDF containing interactive form fields. Postalocity does not read form field data, so your fields will appear empty.
 - Postcards, bifolds, and trifolds—each of these mailing types uses a specific template that you can download from the "Manual Build" section of the home page.
 - Envelopes—you can download these templates from the "Envelope Design Gallery" on the home page.
- Your Postalocity Meter—Think of this as a prepaid card—you preload funds onto the meter and then when you are ready to approve, we withdraw the funds out of your meter to pay for the job.
- Prepayment options—Are you prepaying by ACH, check, or credit card? If you send a check by mail, please submit your prepayment at least 3 days before you plan to approve your job, to allow us time to receive it. If you are sending an ACH payment, allow 1 business day for the bank transfer to take place. If you are paying by credit card, be aware that you will incur a 2.9% transaction fee.
- NCOA PAF—A confirmed and valid Processing Acknowledgement Form is legally required before Postalocity can show you the list of people who have submitted moves to the US Postal Service within the past 4 years. You can choose not to update addresses in your mailing, but we still recommend downloading the list of address updates for your records (see page 22).
- Address quality—Plan to spend at least 10 minutes per each 1,000 pieces reviewing address quality after we have processed your job. Our automated system is built to search for the best USPS standardized addresses, and sorts pieces that don't match a standardized address into a low-quality category. Many of these addresses simply have typos or lack spaces and proper street abbreviations. Others have harder issues to fix. For more information, please visit this link to the Postal Explorer Addressing Standards page to search a database of addressing examples.
 - Manual corrections Make these one at a time in each mail piece page.
 - Bulk address corrections Download a list of addresses and make changes on Excel, uploading them later.
 - Do NOT reprocess after making manual address corrections!
- Accuracy & digital proofs—What you see is what you get, in Postalocity. You are in full control of how your documents look when they mail out. The first step of approval will always show you a random sampling of mail pieces, including the envelopes and any inserts included. If you need to look at a specific mail piece, click on the "Search All Mailpieces" button on Step 1 of approval to do a quick search by Address or by Document ID. You can then view your document by clicking "Download Mail Piece PDF" on the right-hand side of the Mail Pieces page.
 - **Pop-ups**—Please enable pop-ups for **prod.postalocity.com**, as you will not be able to see individual mail piece proofs job if pop-ups are disabled.
- Archival access to your data—Postalocity is designed to give you exactly the amount of data that you want. Want a USB Archive? Select that option under "expunge job" in your job settings. Want a proof of mailing? We generate a mailing affidavit as soon as we scan your last piece to go in the mail truck. All the address lists we generate can be downloaded from the Mail Piece pages via the address quality links on Step 2 of approval.

QUALITY & ACCURACY CHECKLIST

BEFORE PROCESSING

	Do you want to change any of the default settings?
	Do you want to change any of your preferences from the previous year?
	Do you want to change your Move Update setting or your Endorsement?
AFTER	PROCESSING—BEFORE APPROVAL:
	Does your envelope look the way you expected or requested on the proof?
	Are there any visual elements within your mail piece proof (not including the
	left margin) that are missing or different from what you would like to mail?
	If you expect to mail an insert, do you see it on the proof?
	Are the merge and endorsement settings set to your preference?
	Is there a large amount of bad addresses? Do you plan to correct those
	addresses? Have you already ensured that all settings-determined changes to
	the statements are correct before performing any manual address
	corrections?
	Is the mail date on Step 3 of approval the date that you plan to mail?
	Does your "Breakdown by Type" show you more flats or priority mail than
	you expect? Priority boxes may be manually ignored and sent digitally to save
	on postage costs.
	Does the "Total Documents" count on Step 5 of approval match the total
	count of statements you expect to mail? Add up totals from all jobs
	generated, if you have separate jobs for different document types. If the

AFTER APPROVAL:

 We begin printing your statements as soon as possible. Sometimes the very day you approve. Various piece weights and paper types determine which statements print first, and your files may be separated into a number of separate batches that may print on separate days. If you have ANY changes or corrections after approval, contact us ASAP. We cannot guarantee an automatic unapproval for fixes, and your mail date may be pushed back due to time constraints.

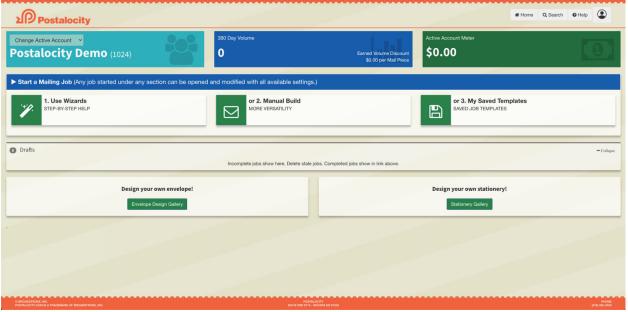
final sum does not match up, call us immediately.

- Mailing Affidavits will automatically post to each job page as soon as all batches within that job have been mailed. You may log in to Postalocity to download your mailing affidavits as soon as 4 p.m. on the mail date.
- Your jobs will remain on Postalocity as a fully-searchable online archive for the selected archival time frame. If you have selected no archive, all files and addresses will be deleted 30 days after the mail date, and you will only see the basic meta-information such as piece counts and settings selections.

HOME PAGE

Log into Postalocity. Your home page should look like this:

For best results, please log in using the Chrome web browser and enable pop-ups from prod.postalocity.com.

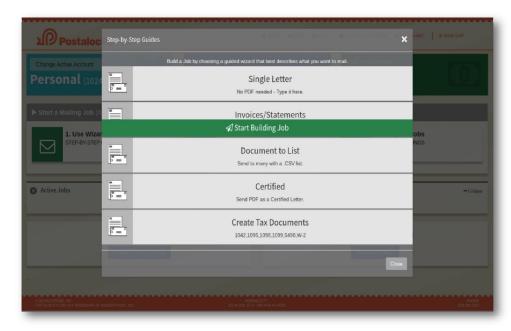


You can create many types of mailings in many different ways. To create a mailing in the quickest and simplest way, choose Use Wizards and we'll guide you through only the most necessary settings you'll need to select. You can also go straight into advanced job customization by choosing Manual Build to go straight into the job page and start changing the exact settings you want. The third option is for regular customers who have already customized a mailing in the past and want to send a job using your Saved Templates using the exact same settings as a previous job.

For this first user guide, we will show you how to start an Invoice/Statements mailing by using a **Wizard**.

Additional user guides for Certified mailings, Single Letters, List mailings, and job types will be available soon.

Hover over "Invoices/Statements" and click on "Start Building Job."



The Invoice/Statemen t job type is great for letter-sized PDF files with one or more pages.

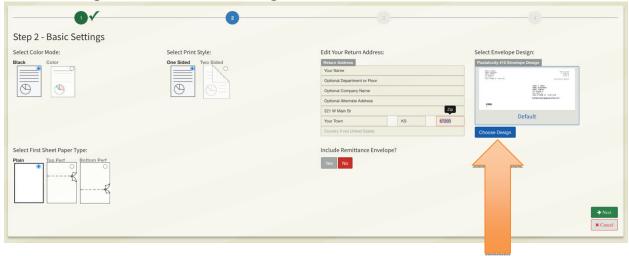
You can upload many files that have just one piece in each file or just one file with many pieces merged inside it.

Simply make sure the full mailing address is on the first page of each mail piece in the PDF, and then tell

our system how often to split the file into a new mail piece. Then the system will be able to separate multiple mail pieces included in one pdf. We will go over these options in the following sections.

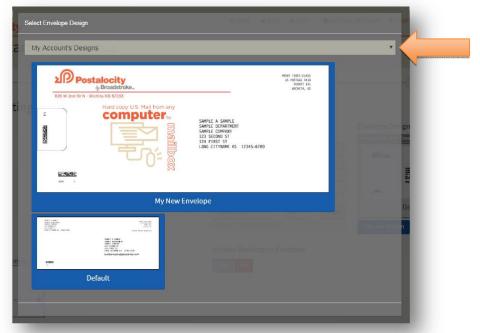


This screen lets you quickly choose the most commonly variable settings. You will be able to change more advanced settings later on.



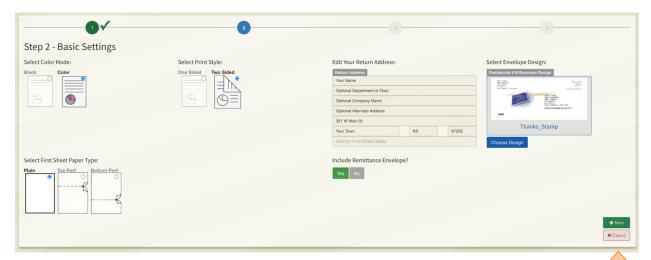
If you have already uploaded a custom envelope, select it by clicking "choose design" and use the dropdown menu to go to "my account's design" if you do not see it right

away.



THE JOB BELOW WILL HAVE THE FOLLOWING SETTINGS:

- Double-sided printing
- Color printing
- Plain paper
- A remittance envelope inside
- A custom envelope design on the outside



When you are satisfied with the basic settings, click "Next."

UPLOAD YOUR PDF FILE(S)

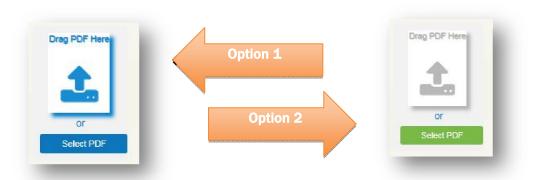
Note: Please ensure that your file name contains no special characters, except for spaces and underscores.



Bonus Tip: You can upload multiple files! But be aware that Postalocity's automated processing system is not designed to merge these files, and will attempt to place each separate file in one or more separate mail pieces.

Option1: Drag and drop your PDF into the browser uploader.

Option 2: Click "Select PDF" to use your computer's file explorer.



Your PDF will begin to upload. Please wait until the progress bar has changed from orange to blue to green.

After your progress bar has turned green, you may click "Next."

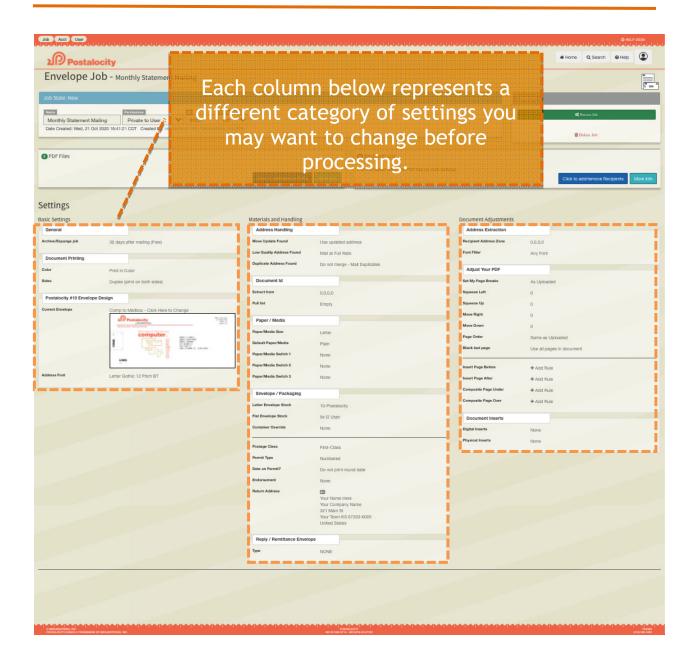


After naming your job, you have three options:

- Go to Job Screen
- Start Processing Job
- Cancel Job

For the purposes of this tour, please click on "Go to Job Screen."





ADDRESS CAPTURE ZONE

This step is optional, as Postalocity's automated processing system is designed to search every page for an address block and set the capture zone automatically while processing.

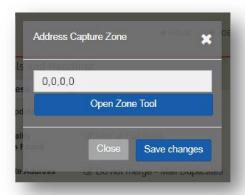


If your document contains two or more address blocks, you will want to use this setting to select the correct one.

The visual **capture zone** always appears on the same spot on the first page.

To set or reposition your capture zone, click on the numbers next to "Capture Zone" in the Address Extraction section.

Click on "Open Zone Tool" and the preview will open in another tab or window.

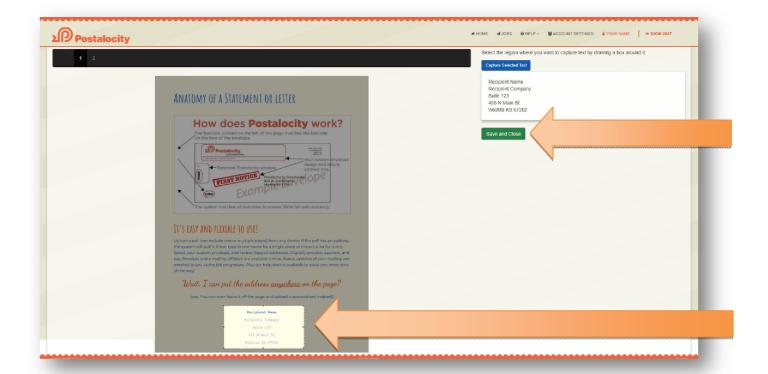


Please make sure you have pop-ups enabled.

IT WILL TAKE A FEW MOMENTS TO LOAD THE ZONE SELECTION TOOL

This tool will show you a preview of 10 pages within the document. This should be sufficient to set the capture zone for all of your pieces.

Use the handlebar arrow tools to long-click, drag and resize the selection box around the section of the page that you want text extracted from. Your selection will appear to be highlighted while the rest of the page is darkened. Allow for extra space on the right side to accommodate longer-than-normal addresses.



Next, click "Capture Selected Text" to check that the text you want to capture shows up in the white box on the right side. If you see any odd characters, extra spaces or lack of spaces in the words, please call us at 316-260-2220 or email us at helpdesk@postalocity.com.

When you are sure your capture zone is exactly where you need it, click "Save and Close." This window or tab will close and it is safe to go back to your job screen.

When you have finished selecting your job settings, click "Process Job" at the top right corner of the job screen.



Processing can take some time if you have many documents within your PDF file. You may choose to log off and continue on with your day, and we will notify you by email when processing is complete.

Please make sure that you have access to the email account you used to set up your Postalocity account.

After your job processes, you will get an email that should look like this:



Clicking on the email link will take you back to the job or back to the login page. If you are directed to the home page, you will find your job in the Active Jobs section.



You are now ready for your Guided Review & Approval.

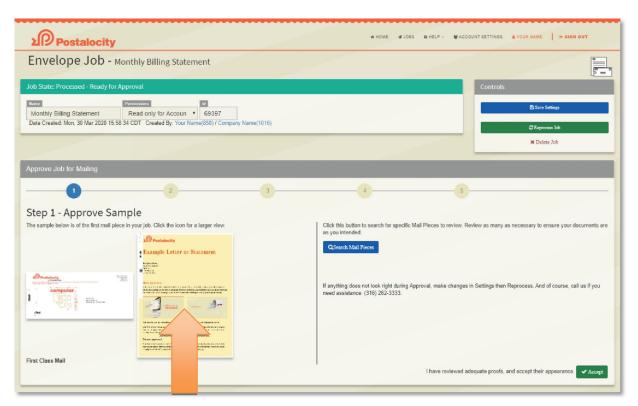
REVIEW & APPROVAL

There are 5 steps to job approval. You must complete all 5 steps before your job is approved to mail. You will get a confirmation email when your job is approved. If you believe you have approved but have not received a confirmation, please make sure that all 5 steps are checked off.

- Review proofs
- 2. Review address quality
- 3. Select mail date
- 4. Accept Terms & Conditions
- 5. View final price and select "Pay, Approve and send Job"

The next few pages will show you how to navigate the approval pane and point to a few features that will help improve your experience along the way.

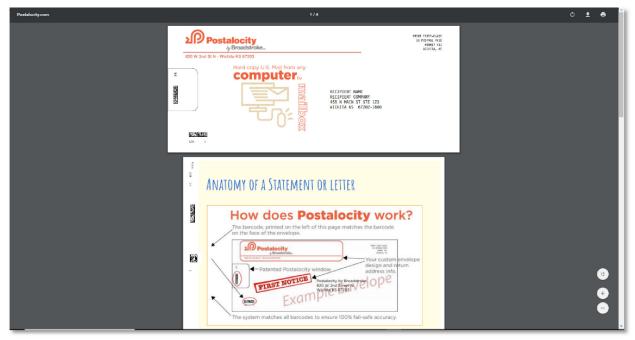
REVIEWING YOUR PROOF



Click on the thumbnail image of the letter or the envelope to open the proof. This will most likely open a new browser tab, but it may also open in a new window if you have changed your default browser settings.

How to view your proof

The very first page is always the front of the envelope where we will print the addresses.



The second page is the front of the first sheet.

The third page will show the back side of the first sheet or the front side of the second sheet. This is determined by your job's settings. You can also easily check by looking for a barcode, as shown in the example.



Your proof will also show a sample of your return/remittance envelope if you have selected this option in the settings.

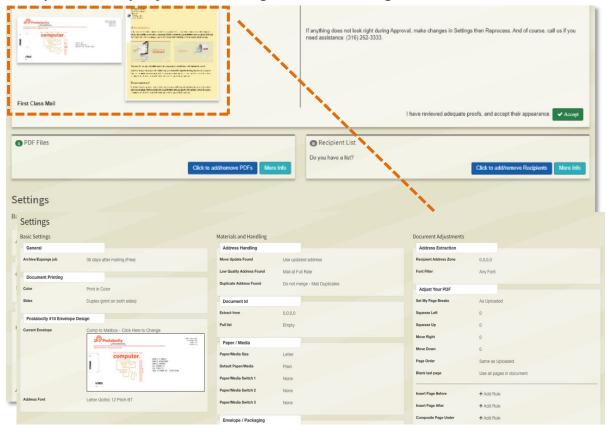


If your mail piece contains more than 10 pages, you may not see the entire piece in the sample proof. Do not worry—your entire submitted file will still be mailed. If you want to check a mail piece individually, go into the mail piece page and download the mail piece PDF from the right navigation pane.

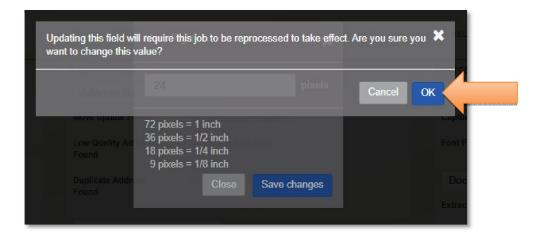
See pages 3 and 24 for further instructions.

ADJUSTING YOUR PDF AND REPROCESSING

Are you unhappy with the way your mail piece looks? We have built in an adjustment feature so that you can easily adjust the size to give it a wider margin.

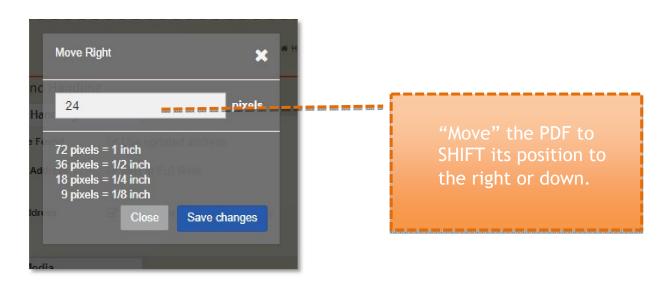


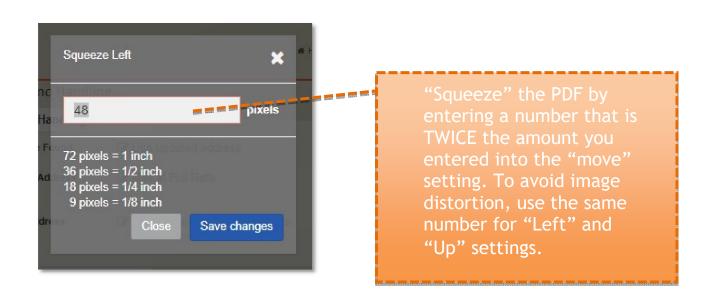
When you click on one of the adjustment numbers, you'll see this message. Click OK.



There are 4 directions to make PDF adjustments:

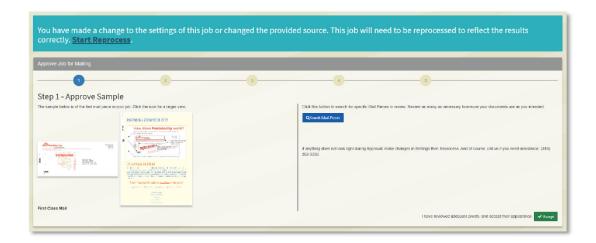
- Squeeze Left
- Squeeze Up
- Move Right
- Move Down





REPROCESSING

Click on start reprocess, in the turquoise notification box to begin rebuilding your mail piece with new settings, preview below.



You'll see another prompt (below) warning you that all your address edits will be lost. Select OK if you want to proceed or Cancel if you want to download the address edits you have made before reprocessing the job.

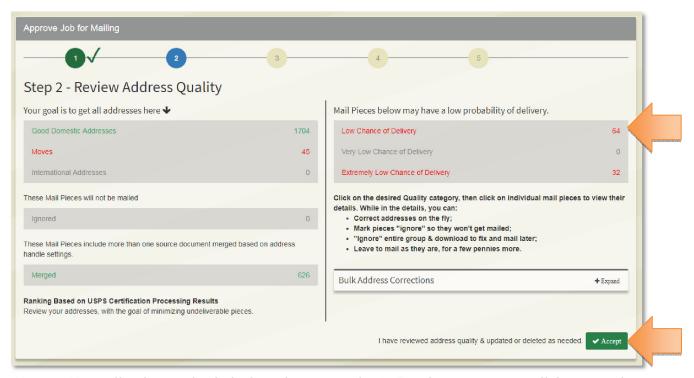


The job will start reprocessing and you will see the image below.



REVIEW ADDRESS QUALITY

On Step 2 of approval, you can click on each category of mail to access the Mail Piece pages, and make sure that all address information is correct. Pay attention to the categories in red.



Moves—You will only see this link if you have signed a PAF and your settings call for using the updated address. We will automatically print the new address instead of the old one onto the envelope.

Low Chance of Delivery— These addresses should be the easiest to fix. You will find misspellings, transpositions, and incorrect highway or street designations.

Very Low Chance of Delivery — These addresses are missing crucial data such as entire street addresses, cities, states and zip codes. Usually this link is inactive, as most mailings will not be missing data. If you see a red link to this category, this may indicate an error in your data file or a glitch.

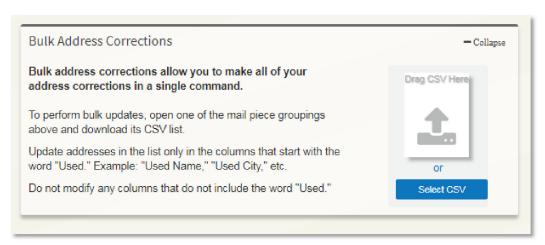
Extremely Low Chance of Delivery — These addresses usually have a non-standard format that cannot be fixed. Example: rural addresses that receive mail at a nearby route box, or street addresses with standing orders to not deliver. These pieces are not likely to be returned, but they will still be sent using full-pay postage.

Ignored — If you have a pulls list set, the number of ignores should match the number of pulls. If you have manually ignored mail pieces, those pieces will be moved into this page after you click "ignore."

Merged — Pieces within this category contain two or more documents that share a street address. When your settings call for an address merge, we mail these documents in the same document. This list overlaps with the other address quality lists.

BULK ADDRESS CORRECTIONS

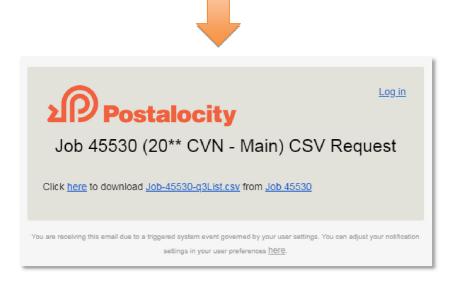
Did you know that you don't have to be logged in to Postalocity to make address corrections? If you need to send addresses to another department to have them checked and then sent back to you, you can make the edits directly in the address data spreadsheets and then upload them into the "Bulk Address Corrections" section. Follow the instructions below:



Skip to PAGE 24 if you need help finding the Address Data link.

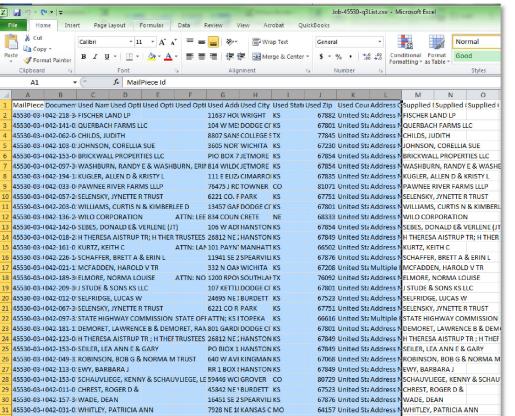


After requesting address data, you should soon get an email like this:



How to Use the Address Data Spreadsheet

To expand each column, select rows A through L and then mouse over the header section until you see this symbol:



7928 NE 1(KANSAS C MO

105303 BA WICHITA KS

17761 SE RKINSLEY KS

4116 DOVIFLOYDS KNID

RR 2 BOX ; ATTN: VIE JETMORE KS

45530-03-1042-031-0: WHITLEY, PATRICIA ANN

36 45530-03-1042-068-2" CEMETERY KIDDERVILLE NR

45530-03-1042-134-1 GLEASON, JAMES R & ROSANNA JT

35 45530-03-1042-178-2: DEMPSEY, WAYNE R & LILA JOANN (TC) 2013 HIGH MANKATC KS

45530-03-1042-246-1/SCOTT, JEANENE

1 1 + H Job-45530-q3List 🕙

45530-03-1042-077-3: RASMUSSEN, LYNETTE



Double-click to expand the columns.

Only edit Columns C through K. If you need more information on what we think is wrong with the address, check column L for a brief description.

Do not delete any rows.

If you want to ignore a mail piece just clear out the data from columns C-K that on row.

Refer to the Tips & Tricks section for suggestions on different ways to correct addresses.

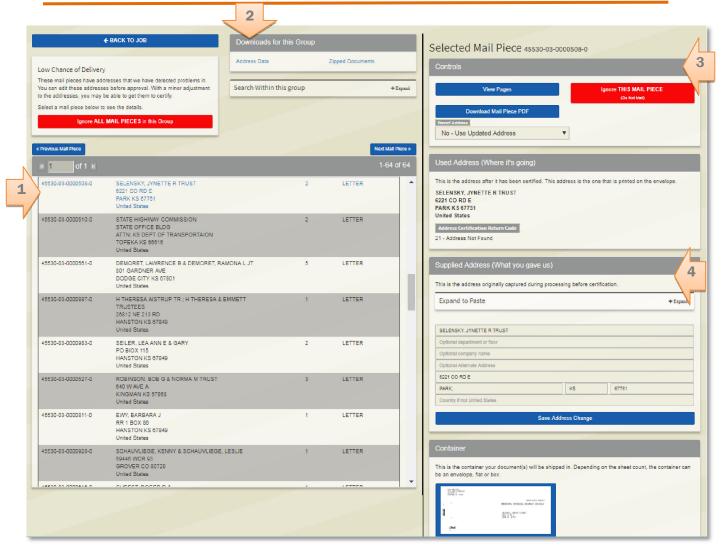
When you are done, save the CSV with its original file name, then go back to Step 2 of your job in Postalocity and upload it to the bulk address corrections section.

67212 United Sta Address NSCOTT, JEANENE

67547 United Sta Address NGLEASON, JAMES R & ROSANNA

47119 United Standdress N RASMUSSEN, LYNETTE 66958 United Standdress N DEMPSEY, WAYNE R & LILA JOAI 67854 United Standdress N CEMETERY KIDDERVILLE NR

You can also manually change addresses in each Mail Piece Page



- 1. Your currently selected mail piece will be highlighted in blue text on the left pane and all of its identifying information will appear on the right pane.
- Need to use our Moves information to update your records for next year? Look in the Downloads for this Group section of the Moves page and select Address Data. A csv (Excel) file containing a list of of the updated addresses will be sent to your email.
- 3. Use the **Controls** section to access individual document proofs, ignore a mail piece, or revert to the original address if an address is in the Moves section.
- 4. Use the Originally Extracted Address section to manually change an individual address. First enter the change into the Address Block, press on the blue bar, and then when your changes populate into the fields below, click Save Address Change.

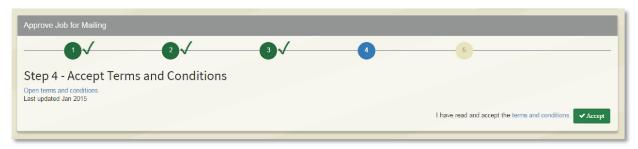
When you are done, click BACK TO JOB on the top LEFT.

STEPS 3, 4, AND 5 OF APPROVAL

The last 3 steps will go very quickly. Simply click on the green button on the bottom right of each page



Review the mail date, if you want to mail same day, the quantity must be lower than 100 and be approved before 2:00 pm CST. Once you are good with the mail date select **ACCEPT**.

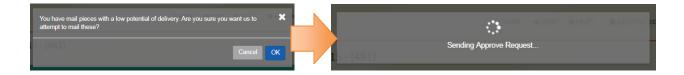


Read the Terms and Conditions, then select ACCEPT.



Have one last review of the total piece count and total price. If you need to add money to your meter, select the "Add Money" button and follow the steps on page 26.

When you have the appropriate amount of funds in your Meter Balance, click **Approve & Send Job.**



If there were any mail pieces you wanted to send even though they were flagged by the system as low potential for delivery, click OK. If you would like to look at the addresses of those mail pieces, click <u>Cancel</u>, then navigate back to the address review section of the job.

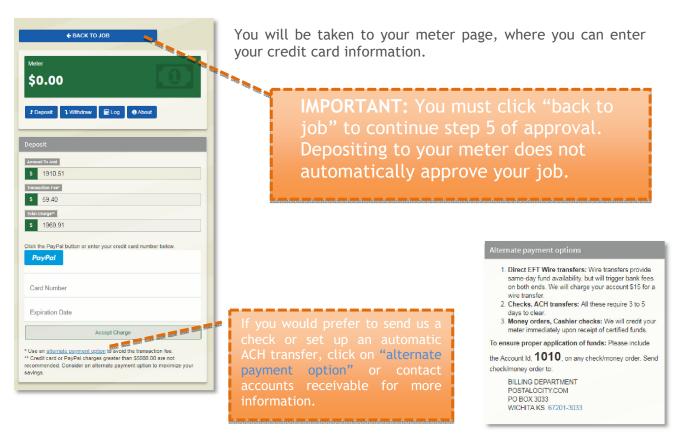
Congratulations! You are done with your first Postalocity mailing!

ADDING FUNDS TO YOUR METER

When the total amount due exceeds the amount on your meter, the "Click here to Pay, Approve & Send Job" button will not appear.



If you need to make a credit card payment, click on the "Add Money" button.



If you have already sent a prepayment but it is not showing on your meter, please reach out to us at 316.262.3333 or moreinfo@postalocity.com.

HAVE ANY QUESTIONS OR CONCERNS?

CONTACT US!

Call our help desk line at

316-262-3333

Or email us at

moreinfo@postalocity.com

