

TechLines

CoMingle – A Way to Cut Postage Costs

CoMingling is the process of combining several different letter-size publications into one large mailing. By achieving greater presort volumes, mailers can take advantage of larger postal work-sharing discounts.

How CoMingling Works!

CoMingling works much like our normal mailing procedures except for a few scheduling concerns. Walsworth processes the files as usual but instead of preparing the mailing to drop locally, inkjetted mailpieces are prepared for merging into one grand mailing. These grand mailings or “pools” may consist of many different titles from several different mailers. After combining mailpieces into one mailing, mailers will see benefits of this volume-based presort and work-share discounts provided by the U.S. Postal Service.

At our partner facility, all the mailpieces are presorted and physically prepared according to USPS specifications for palletization. As pallets of mail are ready for input into the mailstream, they are immediately dispersed to trailers for hauling to hundreds of Network Distribution and Sectional Center Facilities across the United States.

Benefits of CoMingling and Guidelines

CoMingle is designed for letter-sized publications with a circulation of 5,000 pieces or more. The postage savings for these mailings usually ranges from five to eight percent!

In addition to postal savings, you will see:

- Improvements to your presort.
- Optimized and shorter in-home delivery windows.
- Better care of your mailpiece as it stays contained deeper into the mailstream.
- Free tracking to postal entry points.

Other guidelines include:

- Minimum mail piece dimensions of 3.5” x 5” x .009” thick.
- Maximum mail piece dimensions of 6” x 10.5” x .25” thick (maximum size change for letter cards, folded self mailers or letters in envelopes).
- Flexibility to print and mail within a specific timeframe.
- Other messaging outside address block available.

Postage Estimating

Estimating CoMingle pricing is handled differently than normal mailings. There is not an actual postage fee, instead a flat per piece price is paid for CoMingle mailings.

Permits and Payment

Mailers who participate in CoMailing must use a permit that has active status on the mail piece. However, no postage will actually process through the permit. Due to the nature of this type of mailing, payment for CoMingle should be made to Walsworth via check, wire or ACH payment. Payment to the post office or use of a US Postal Service EPS account is not available.

Scheduling

Advance planning and CoMingling go hand-in-hand. When a CoMingle date is determined, we can advise you of a production schedule. CoMingling will add some time to the overall program and should be discussed even at the design phase of your project.

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