



Notification and Tracking System Technical Guide

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Overview

Mailers using the United States Postal Service need delivery confirmation for their date-sensitive mailings. This requirement is especially critical for advertisers or publishers using marketing strategies that rely upon delivery within a specific time frame.

ADVANCE was developed to help improve the delivery performance of USPS Standard Mail (A) and Periodicals mailings with specific in-home delivery windows.

The ADVANCE Process

Using ADVANCE to track date-sensitive mailings is easy. At least eight business days before the beginning in-home requested delivery date for a Standard Mail (A) mailing or the preferred delivery day of the week for a Periodicals mailing, mailers are required to provide detailed information about their upcoming mailings to the National Customer Support Center (NCSC) in Memphis, Tennessee. In addition to supplying the two data files containing information on the mailing, Standard Mail (A) mailers are required to provide an actual mailpiece or image of the mailpiece to the NCSC (Periodicals mailers are not required to send the NCSC a mailpiece). The NCSC also requires a copy of the facing slip if one is used in the mailing. The NCSC processes the mailing information before sending the information to the appropriate delivery units (DUs).

There are approximately 7,500 DUs, which serve over 11,000 ZIP Codes, participating in the ADVANCE system. ADVANCE posts information via the Internet to all participating units that have mail volume that meets or exceeds the mailpiece requirements per mailing. Participating DUs include those having ten or more carrier routes and/or a computer system. ADVANCE may send an advisory notice to all participating delivery offices in which mail volume does not meet the minimum requirements per mailing.

When the mailpieces arrive at the DU, the information is initially updated to reflect the date the mailing was located at the DU. Then, as the delivery events occur, the DU enters when delivery began and when it was completed. Using this process, the District and Area offices can track the mailing to ensure receipt and delivery at the DU.

After the DU has entered the requested dates, ADVANCE provides all the information entered by the DU to the NCSC Bulletin Board System (BBS) and the ADVANCE Mailer Web page, where it can be viewed by the mailer in a password-protected environment.

For More Information

Please contact your USPS account representative; the NCSC at 800-458-3181; Glen D. Cournoyer, National Program Manager at 202-268-3636; e-mail **nadv1@email.usps.gov**, or write

ADVANCE
NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001

Standard Mail (A) Requirements

To participate in the ADVANCE system, Standard Mail (A) mailers must meet the following requirements:

1. Obtain a Mailer ID

The mailer ID is a 7-character code that uniquely identifies the mailer. To obtain yours, fax or mail a completed ADVANCE Mailer ID Form (see page 19) to the ADVANCE Technical Support Department at the NCSC.

2. Provide Mailing Data to NCSC In One of the Following Formats

- 3.5" or 5.25" diskette
- 9-track tape
- 3480 cartridge
- Electronically via the NCSC BBS, CompuServe® (see page 6), or the ADVANCE Mailer Web page at advmail.usps.gov

3. Meet the Mailing Requirements

- Produce non-automation-compatible mailings containing at least 400,000 Standard Mail (A) flats, catalogs, and/or letter-size mailpieces for a mailing that is sent to more than one area.
- Produce non-automation-compatible mailings containing at least 200,000 Standard Mail (A) flats, catalogs, and/or letter-size mailpieces for a mailing that is sent to only one area. This is considered an intra-area mailing.

Note: Refer to Domestic Mail Manual (DMM), section C820, for automation-compatible mail dimensions and specifications.

- Mail at least 50 mailpieces to any carrier route within a participating 5-digit ZIP Code to generate a tracking notice. If a mailing has less than 50 pieces on all carrier routes within a 5-digit ZIP Code, an advisory notice may be sent to the delivery unit.

Note: A list of participating 3- and 5-digit ZIP Codes can be obtained from the NCSC on a 3.5" diskette, downloaded from RIBBS or the NCSC BBS, or accessed via the ADVANCE Mailer Web page.

- Provide an image of the mailpiece or a sample mailpiece. The NCSC must also be provided a copy of the facing slip if one is used in the mailing.

Note: An actual mailpiece sample is preferred rather than an image.

- Provide the required data files (see pages 9 and 11) to the NCSC at least **eight** business days before the beginning in-home delivery date. You must submit a header file and a detail file for each mailing.

- Print the requested in-home delivery dates on the mailpiece and/or facing slip. The NCSC must also be provided a copy of the facing slip if one is used in the mailing.
- If you produce mailings that have multiple or differing covers, there must be a separate header and detail file for each cover. This is necessary to enable the delivery units to recognize your mail when it arrives.

Note: For more detailed information concerning mailpieces, refer to DMM, section C, Characteristics and Content.

Periodicals Requirements

To participate in the ADVANCE system, Periodicals mailers must meet the same requirements for possession of a mailer ID and required data format as Standard Mail (A) mailers. The following mailing requirements apply only to Periodicals mailers:

- Mail at least 20 pieces to any carrier route within a participating 5-digit ZIP Code.

Note: A list of participating 3- and 5-digit ZIP Codes can be obtained from the NCSC on a 3.5" diskette, downloaded from RIBBS or the NCSC BBS, or accessed via the Mailer Web page.

- If a mailing contains less than 20 pieces for all routes, an advisory notice may be sent to the delivery unit.
- Provide the required data files (see pages 10 and 11) to the NCSC at least eight business days before the preferred day of the week or the publication issue date. A header file must be submitted for each mailing. A detail file must be submitted for every sixth mailing to ensure that specified mail volumes by carrier routes match the actual number of subscriptions.
- Daily publications may only request tracking for one day per week.

Note: For more detailed information concerning mailpieces, refer to Domestic Mail Manual (DMM), section C, Characteristics and Content.

Media Specifications

The following tables depict the required format configurations for ADVANCE data files submitted by mailers to the NCSC. (See File Layout Specifications on pages 9 and 10 for additional information regarding organization of data files by media type.)

Tape Configurations

Recording Technique	Character Set	Density	Label Option	Media
9-Track	EBCDIC	6250 BPI	Non Label	Tape/Cartridge
9-Track	ASCII	6250 BPI	Non Label	Tape/Cartridge
9-Track	EBCDIC	1600 BPI	Non Label	Tape/Cartridge
9-Track	ASCII	1600 BPI	Non Label	Tape/Cartridge
9-Track	EBCDIC	38K BPI	Non Label	Tape/Cartridge

Diskette Configurations

Recording Technique	Character Set	Disk Size	Label Option	Media
MS-DOS Copy	ASCII	5.25 inch	Not Applicable	Diskette
MS-DOS Copy	ASCII	3.5 inch	Not Applicable	Diskette

When sending data on tape, please provide the following information with the tape:

- Ditto of tape
- Specification of 6250 or 1600 BPI
- Record length of header and detail files
- Block size of header and detail files

Note: The tape must be in non-label format.

File Transmission Via NCSC BBS

The USPS operates the NCSC Bulletin Board System (BBS), which is available 24 hours per day and capable of receiving data file uploads from authorized customers. A separate section of the NCSC BBS has been established to allow ADVANCE mailers to submit and receive data files electronically.

Direct Dial-Up Access

Using a modem, set your communications software according to the following table.

For information on accessing the ADVANCE data on the NCSC BBS, call the ADVANCE Technical Support Department at 800-458-3181. To logon to the NCSC BBS, use your modem to dial 901-681-4534 using the settings in the following table.

Data Bits	8
Parity	None
Stop Bits	1
Duplex	Full
Local Echo	Off
Flow Control	Xon/Xoff
Terminal Emulation	ANSI (if ANSI is not available, try VT102 or VT100)
Baud Rate	300 – 28,800 (Maximum rate supported by your modem and the NCSC BBS)
Phone Number	901-681-4534 (Include any prefix number (e.g., 9) needed to get an outside line followed by a comma (e.g., 9,1-901-681-4534.)
File Transfer Protocol	The first time you logon, the NCSC BBS asks you to choose its default. If your software supports Zmodem , we strongly suggest that you select it as your default protocol.

File Transmission Via CompuServe®

ADVANCE supports the electronic transfer of data files via CompuServe®. An account has been established on CompuServe® to which customers may transfer ADVANCE data files that can be retrieved by the NCSC. There are two ways to send information electronically to the ADVANCE CompuServe® account: e-mail the information or establish your own CompuServe® account and conduct an account-to-account file transfer.

E-Mail File Transfer

To transmit ADVANCE data files via CompuServe® e-mail, you must have a CompuServe® account that allows you to attach data files. To ensure proper file routing, address your message exactly as follows:

76323.3260@compuserve.com.

Note: The total size of the message cannot exceed two million bytes (i.e., approximately 2MB).

Account-to-Account Transfer

Account-to-account file transfer requires that you obtain a CompuServe® account. Transfer the data file using the CompuServe® file transfer process. For a description of this process, type **GO MAILHELP** after connecting to CompuServe® and follow the instructions provided. The ADVANCE account number for direct messages and file transfers is **76323,3260**.

File Transmission Via the Internet

To transfer files via the Internet, a Web browser (e.g., Internet Explorer or Netscape Navigator) must be installed on your computer, and you must have an Internet provider for Web access. The Web address for file transfers is **advmail.usps.gov**. This URL is the address of the ADVANCE Mailer Web Page, which is used to upload .DET and .GIF files. Mailers can also use this Web page to submit header information and obtain reports on current mailings.

Note: To login to this Web page, you must have a valid mailer ID and password assigned by the NCSC.

File Naming Conventions

Participation in ADVANCE requires adherence to specific file-naming conventions. Each mailing will require a minimum of two data files: a header file and a detail file. An image file is requested if a mailer has the ability to scan a mail-piece and create an image file. File-naming conventions have been developed to aid in efficient system administration and accommodate differences in micro- and mainframe naming conventions. Use the specific naming patterns for the platform upon which you operate.

Each data file name consists of two elements: the base file name and the file extension. The base file name cannot exceed eight characters, and the file extension must be comprised of one of the three possible values listed below. To develop the base file name, combine the last three characters of your mailer ID plus one to five unique characters from the mailing ID (a unique, alphanumeric ID assigned to the mailing by the ADVANCE mailer). For example, assume the customer's mailer ID is "BCBBDDE," and that the mailer has assigned a mailing ID of "COM00007." The mailer could develop the following name for the data file:

BCBBDDE + COM00007 = DDE00007

To complete the file naming process, attach the extension ".HDR" to the header record, ".DET" to the detail file, and ".GIF" to the image file, e.g.,

Header File: DDE00007.HDR

Detail File: DDE00007.DET

Image File: DDE00007.GIF

Customers submitting ADVANCE data files on tape are not required to assign file names to the individual data files but must include the base file name to be used in the header record. The NCSC will convert tape files to their equivalent MS-DOS file names using the information in the header records. Customers may also place two files on one type.

File Placement Order

When these files are submitted on tape media, the order of the files on the tape is critical. The header record must be first, the detail record second, and the image file, if included, must be third. An end-of-file mark must follow each file, and an end-of-tape file must follow the last file on the tape.

Note: The order of files on diskette or in electronic submission is not important.

Standard Mail (A) File Layout Specifications

The following table defines the file layout for a Standard Mail (A) header file.
Submit only one record per file per mailing, and use the file extension “.HDR.”

Field Ref. Num.	Field Description	Logical Length	Field Type*	Begin	End
1	Mailer ID	8	A	1	8
2	Mailing ID	8	A/N	9	16
3	Mailer Name	25	A/N	17	41
4	Contact Name	30	A/N	42	71
5	Contact Voice Phone	12	N	72	83
6	Contact FAX	12	N	84	95
7	Advertiser Name	25	A/N	96	120
8	Advertiser ID	8	A/N	121	128
9	Beginning In-Home Date	8	N	129	136
10	Ending In-Home Date	8	N	137	144
11	Mailpiece Description	60	A/N	145	204
12	Size of Mailpiece	20	A/N	205	224
13	Thickness of Mailpiece	15	A/N	225	239
14	Background Colors	30	A/N	240	269
15	Mailpiece Contact Name	30	A/N	270	299
16	Mailpiece Contact Phone	12	N	300	311
17	Data Files Contact Name	30	A/N	312	341
18	Data Files Contact Phone	12	N	342	353
19	Mail Preparation Container	2	N	354	355
20	Mail Preparation Level	2	N	356	357
21	Drop Shipment Code	2	N	358	359
22	NCSC Comments	60	A/N	360	419
23	Mail Class Code	2	A/N	420	421
24	Frequency Code	1	A/N	422	422
25	Carriage Return Line Feed	2		423	424

* Field Type: A = Alpha only; A/N = Alphanumeric; N = Numeric

Note: See Data Element Definitions beginning on page 12 for a detailed description of header file data elements.

Periodicals File Layout Specifications

The following table defines the file layout for a Periodicals header file. Submit only one record per file per mailing, and use the file extension “.HDR.”

Field Ref Num	Field Description	Logical Length	Field Type*	Begin	End
1	Mailer ID	8	A	1	8
2	Mailing ID	8	A/N	9	16
3	Mailer Name	25	A/N	17	41
4	Contact Name	30	A/N	42	71
5	Contact Voice Phone	12	N	72	83
6	Contact FAX	12	N	84	95
7	Publication Name	25	A/N	96	120
8	Publication ID	8	A/N	121	128
9	Issue Date	8	N	129	136
10	Preferred Delivery Day	8	A/N	137	144
11	Mailpiece Description	60	A/N	145	204
12	Size of Mailpiece	20	A/N	205	224
13	Thickness of Mailpiece	15	A/N	225	239
14	Background Colors	30	A/N	240	269
15	Mailpiece Contact Name	30	A/N	270	299
16	Mailpiece Contact Phone	12	N	300	311
17	Data Files Contact Name	30	A/N	312	341
18	Data Files Contact Phone	12	N	342	353
19	Mail Preparation Container	2	N	354	355
20	Mail Preparation Level	2	N	356	357
21	Drop Shipment Code	2	N	358	359
22	NCSC Comments	60	A/N	360	419
23	Mail Class Code	2	A/N	420	421
24	Frequency Code	1	A/N	422	422
25	Carriage Return Line Feed	2		423	424

* Field Type: A = alpha only; A/N = alphanumeric; N = numeric

Note: See Data Element Definitions beginning on page 12 for a detailed description of header file data elements.

Detail File Layout

The following table defines the file layout for the detail files. Repeat records as necessary, and use the file extension “.DET.”

Field Ref Num	Field Description	Logical Length	Field Type*	Begin	End	Content Notes
1	Five-Digit ZIP Code	5	N	1	5	
2	Carrier route number (AMS contains approved carrier route IDs)**	4	A/N	6	9	See First Note Below
3	Total Pieces Per Carrier Route	8	N	10	17	Right Aligned
4	Carrier Return/Line Feed	2		18	19	Required if MS-DOS; Otherwise, Spaces

* Field Type: A = Alpha only; A/N = Alphanumeric; N = Numeric

** For further AMS carrier route information, please contact the NCSC's Customer Support Department at 800-238-3150.

Note: ADVANCE requires the detail file for Standard Mail (A) mailings to contain data provided for every carrier route receiving mail in a 5-digit ZIP Code. Determining mail volume by carrier route makes location and tracking of your mail easier.

Only provide the name of an individual who is readily available as a contact name in the header in case there are problems with the mailing.

The detail file layout is identical for Standard Mail (A) and Periodicals mailings.

Confirmation

After the NCSC receives the mailer data files and successfully processes the data, you will receive a mailer summary letter via fax (see Appendix C).

Data Element Definitions

Advertiser ID

Assigned by NCSC. Leave blank if an ID has not been assigned to the advertiser's name.

Advertiser Name

Name of a company on a mailpiece that best identifies the mailpiece.

Background Colors

The background colors of the mailpiece, e.g., blue.

Beginning In-Home Date

Date field that contains the beginning in-home delivery date of the mailing, e.g., 04/15/99.

Contact Fax

Fax number of primary contact.

Contact Name

The name of the individual the NCSC should contact to clarify/resolve any issues associated with the mailing.

Contact Voice Phone

Phone number of primary contact.

Data Files Contact Name

Person to contact with questions or comments regarding the data file.

Data Files Contact Phone

Phone number of contact name for the mailpiece.

Drop Shipment Code

Identifies the USPS facility at which the mailing was primarily entered.

01 – BMC

02 – SCF

03 – DDU

Ending In-Home Date

Date field that contains the ending in-home delivery date of mailing window, e.g., 04/20/99.

Frequency Code

Identifies the frequency of the mailing.

W = Weekly mailing

D = Daily mailing

M = Monthly mailing

B = Bimonthly mailing (twice a month)

S = Semimonthly mailing (every other month)

Issue Date

Date of issue for the publication.

Daily = MMDDYY

Weekly = MMDDYY

Monthly = MMY

Mail Class Code

Identifies the type (i.e., class) of mail.

2C = Periodicals

3C = Standard Mail (A)

Mail Preparation Container

Identifies how the mailing is primarily contained.

01 – Sack

02 – Pallet

03 – Tray

04 – Palletized Sack

05 – Other

Mail Preparation Level

Identifies how the mailing is primarily prepared.

01 – Carrier Route

02 – 5 digit

03 - ZIP+4

04 – Prebarcoded

05 – Walk Sequence

06 – Saturation

07 – Mixed State

08 – Residual

09 – Other

Mailer ID

A 7-character alphabetic ID assigned by the NCSC that identifies each ADVANCE customer. The last three digits of the mailer ID are used to create the mailing ID assigned by the NCSC.

Mailer Name

Name of company associated with the mailer ID.

Mailing ID

An 8-character unique alphabetic, numeric, or alphanumeric ID assigned to the ADVANCE mailing by the mailer.

Mailpiece Contact Name

Person to contact with questions or comments regarding the mailpiece or mailpiece image.

Mailpiece Contact Phone

Phone number of mailpiece contact.

Mailpiece Description

This field contains descriptive information about the mailing that can assist delivery unit personnel in identifying the mailing. It should describe the type of mailpiece and cover design, e.g., Catalog; Blue blocks with dishes pictured.

NCSC Comments

The NCSC will include relevant comments in this field.

Preferred Delivery Day

Day upon which delivery is preferred, e.g., Mon., Tues., Wed., Thur., Fri., Sat.

Publication ID

Unique number assigned to Periodicals mailers by the NCSC that identifies the publication.

Publication Name

Name of the publication appearing on the mailpiece that best identifies the piece, e.g., *Sports Illustrated* or *Rolling Stone*.

Size of Mailpiece

Dimensions of the mailpiece, e.g., 8 1/2" x 11".

Thickness of Mailpiece

Thickness in inches, e.g., 1/2" thick.

Standard Mail (A) Mailpiece Image Files

The image file is the “picture” of the mailpiece being tracked, which aids delivery unit personnel in identification of ADVANCE mailings. The NCSC prefers that you send an actual mailpiece sample; however, we will accept an electronically scanned image that meets the following requirements:

- The scanned image must be in color and contain both sides of the mailpiece.
- The image must be in .GIF or .PCX format.
- The file must not exceed 500,000 bytes in size.

*Note: We **cannot** accept a faxed copy of the mailpiece. In addition, mailpiece image requirements do not apply to Periodicals mailings, but image files for Periodicals will be accepted and transmitted to the delivery units if received at the NCSC.*

Image File on Tape

If you send your image file on tape, the file must be stored in a binary file format: Do not convert the file to EBCDIC or ASCII.

Image Files via the Internet

If you send your image file via the Internet, the file must be either in .GIF or .PCX format. Otherwise, the file will not upload.

Note: We prefer that your image file be in .GIF format.

The Web address for image file transfers is **advmail.usps.gov** (i.e, the ADVANCE Mailer Web page).

Mailpiece or Facing Slip

The NCSC prefers that you send the actual mailpiece as a hard copy directly to the ADVANCE Technical Support Department at the NCSC. When sending an actual mailpiece, be sure to include your mailer ID and the mailing ID. Also, be sure to provide the NCSC a copy of the facing slip if one is used in the mailing.

Data Reports

Daily Reports

ADVANCE provides mailing status reports that are available daily through the NCSC BBS, and the ADVANCE Mailer Web page at **advmail.usps.gov**. These reports include an Area Summary Mailer Report, District Summary Mailer Report, and a Daily Performance by ZIP Report (see Appendix B).

Final Reports

The final mailing status reports will be available to the mailer ten business days after the ending in-home date. These mailer reports can be obtained through the NCSC BBS, and the ADVANCE Mailer Web page.

Frequently Asked Questions

Q. Does ADVANCE track all mail classes?

A. No. ADVANCE is currently tracking only Standard Mail (A) mail with specific, requested in-home delivery dates and Periodicals.

Q. If I don't sort my mail by carrier route, can I still use ADVANCE to track delivery?

A. Yes, but mail that is sorted to the 3- or 5-digit level may arrive at the delivery unit commingled with other Standard Mail (A) mailpieces, which means it cannot be easily identified and, thus, cannot be tracked by delivery unit personnel.

The 50 piece minimum per carrier route for Standard Mail (A) ensures that delivery units can identify the mailing.

Q. Should my Standard Mail (A) data file include participating ZIP Codes with routes to which I am mailing less than 50 mailpieces?

A. Yes, because an advisory notice can be sent to the participating delivery units.

Q. What if I produce a Standard Mail (A) mailing with different mailpiece covers or "images" for different areas of the country or even for a single ZIP Code? Would it be treated as a single or multiple mailing?

A. If a mailer produces a mailing that involves multiple covers, it will be treated as a single mailing with regards to the minimum piece requirement. However, you will need to send an image of all the covers, separate header and detail data files identifying the 5-digit ZIP Codes that will receive each cover, and a unique mailing ID for each cover.

Q. Will Standard Mail (A) mail that does not bear a requested in-home delivery date be tracked by ADVANCE?

A. A Standard Mail (A) mailing must have a beginning and ending date for in-home delivery to qualify for tracking by ADVANCE. The in-home delivery date must be printed on the mailpiece or on bundle facing slips. If you are using facing slips, you must send a copy of one to the NCSC.

Q. Are the requirements the same for Standard Mail (A) and Periodicals mailers?

A. Almost, but not exactly. Each participant must submit a header file; however, Periodicals mailers are only required to submit a detail file for every sixth mailing and are NOT required to submit a mailpiece.

Q. Why doesn't ADVANCE calculate on-time service performance for Periodicals mailings?

- A. The calculation of on-time service performance would require that the participant provide the origin 3-digit ZIP Code for every mailpiece.

Q. How many ZIP Codes are covered by ADVANCE, and how can I determine which ones are covered?

- A. As a rule, any delivery unit that has ten or more carrier routes is covered by the ADVANCE program, i.e., approximately 7,500 DUs serving approximately 11,000 ZIP Codes. The number of participating ZIP Codes will increase as delivery units become equipped with the necessary computer hardware.

Note: A list of participating 3- and 5-digit ZIP Codes can be obtained from the NCSC on a 3.5" diskette, downloaded from RIBBS or the NCSC BBS, or accessed via the ADVANCE Mailer Web page.

Q. How and where do I get reports on the status of my mailing?

- A. Consolidated delivery performance reports for each participating ADVANCE mailer will be available via the NCSC BBS or the Internet each day at least five days before the beginning in-home delivery date and for five days after the ending in-home date. In addition, mailers can call the ADVANCE Technical Support Department at 800-458-3181 to request a copy of their delivery performance reports.

Q. How do I find out more about ADVANCE and how it might work for me?

- A. For more information on ADVANCE, call the ADVANCE Technical Support Department at 800-458-3181, or contact an area office ADVANCE coordinator, or a USPS account representative. If you wish to contact the headquarters ADVANCE program manager, call 202-268-3636 or send your correspondence to

GLEN D COURNOYER
SERVICE MANAGEMENT POLICIES AND PROGRAMS
UNITED STATES POSTAL SERVICE
475 LENFANT PLZ SW RM 6801
WASHINGTON DC 20260-1603

Appendix A: Area ADVANCE Coordinators


The following table contains the address and telephone number for each area ADVANCE Coordinator. A contact person for each area office can assist you with ADVANCE-related issues.

Area	Address	Phone Number
New York Metro	14202 20TH AVE RM 320 FLUSHING NY 11351-0200	800-504-2622 FAX 718-539-6743
Northeast	6 GRIFFIN RD N WINDSOR CT 06006-7030	800-676-2622 FAX 860-285-7182
Allegheny	1 MARQUIS PLAZA PITTSBURGH PA 15277-7030	800-731-2622 FAX 412-494-2512
Mid-Atlantic	2800 SHIRLINGTON RD ARLINGTON VA 22206-7030	800-590-9981 FAX 703-824-7065
Western	1745 STOUT ST STE 600 DENVER CO 80299-2000	800-915-2622 FAX 303-313-5013
Pacific	400 OYSTER PT STE 315 SOUTH SAN FRANCISCO CA 94099-4200	800-613-2622 FAX 650-635-3035
Southwest	7800 N STEMMONS FWY DALLAS TX 75247-4225	877-695-2622 FAX 214-819-8925
Southeast	225 N HUMPHREYS BLVD MEMPHIS TN 38166-0860	800-317-2622 FAX 901-747-7409
Midwest	PO BOX 66602 ST LOUIS MO 63166-6602	800-814-0382 FAX 314-692-5339
Great Lakes	244 KNOLLWOOD DR BLOOMINGDALE IL 60117-5090	800-992-3544 FAX 630-539-7599
Capital Metro	16501 SHADY GROVE RD GAITHERSBURG MD 20898-9201	877-413-2622 FAX 301-548-1471

Note: For the most accurate, up-to-date contact information, check the ADVANCE Mailer Web page at advmail.usps.gov.

Appendix B: Summary Report Samples

Sample 1: Area Summary Report

		Reports		Return					
Area Summary for Advance Customer: TSTBXYZ									
Mailing: XYZ COMPANY - XYZJUN04 (SMA)									
Scheduled Delivery: 06/04/1999 - 06/05/1999									
ALL AREAS									
									
Area	Total Tracked	SMA On-Time	SMA Early	SMA Late	SMA Early/Late	Not Located	No Response	Incomplete	
NEW YORK METRO									
ZIP:	474	452	0	13	0	1	0	8	
PCT:	100%	95.4%	--	2.7%	--	0.2%	--	1.7%	
QTY:	71,100	67,800	0	1,950	0	150	0	1,200	
PCT:	100%	95.4%	--	2.7%	--	0.2%	--	1.7%	
NORTHEAST									
ZIP:	239	239	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
QTY:	35,850	35,850	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
ALLEGHENY									
ZIP:	515	515	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
QTY:	77,250	77,250	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
WESTERN									
ZIP:	422	422	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
QTY:	63,300	63,300	0	0	0	0	0	0	
PCT:	100%	100.0%	--	--	--	--	--	--	
PACIFIC									
ZIP:	1,098	863	51	113	0	32	0	39	
PCT:	100%	78.6%	4.6%	10.3%	--	2.9%	--	3.6%	
QTY:	164,700	129,450	7,650	16,950	0	4,950	0	5,850	
PCT:	100%	78.6%	4.6%	10.3%	--	2.9%	--	3.6%	
OVERALL TOTALS									
ZIP:	2748	2491	51	126	0	33	0	47	
PCT:	100%	90.6%	1.9%	4.6%	--	1.2%	--	1.7%	
QTY:	412,200	373,650	7,650	18,900	0	4,950	0	7,050	
PCT:	100%	90.6%	1.9%	4.6%	--	1.2%	--	1.7%	

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For the most accurate, up-to-date area summary report, check the ADVANCE Mailer Web page at advmail.usps.gov.

Sample 2: District Summary Report

Reports
Return

District Summary for Advance Customer: TSTBXYZ
 Mailing: XYZ COMPANY - XYZJUN04 (SMA)
 Scheduled Delivery: 06/04/1999 - 06/05/1999
 ALL AREAS

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District	Total Tracked	SMA On-Time	SMA Early	SMA Late	SMA Early/Late	Not Located	No Response	Incomplete
NY METRO - NEW YORK								
ZIP:	141	120	0	13	0	0	0	8
PCT:	100%	85.1%	--	9.2%	--	--	--	5.7%
QTY:	21,150	18,000	0	1,950	0	0	0	1,200
PCT:	100%	85.1%	--	9.2%	--	--	--	5.7%
NY METRO - WESTCHESTER								
ZIP:	79	78	0	0	0	1	0	0
PCT:	100%	98.7%	--	--	--	1.3%	--	--
QTY:	11,850	11,700	0	0	0	150	0	0
PCT:	100%	98.7%	--	--	--	1.3%	--	--
NY METRO - TRIBORO								
ZIP:	137	137	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
QTY:	20,550	20,550	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
NY METRO - LONG ISLAND								
ZIP:	117	117	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
QTY:	17,550	17,550	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
NORTHEAST - ALBANY								
ZIP:	127	127	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
QTY:	19,050	19,050	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
NORTHEAST - WESTERN NY								
ZIP:	112	112	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
QTY:	16,800	16,800	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
ALLEGHENY - SO JERSEY								
ZIP:	27	27	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--
QTY:	4,050	4,050	0	0	0	0	0	0
PCT:	100%	100.0%	--	--	--	--	--	--

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For the most accurate, up-to-date district summary report, check the ADVANCE Mailer Web page at advmail.usps.gov.

Sample 3: ZIP Summary Report

ZIP Code Summary for Advance Customer: TSTBXYZ
 SMA Mailing: XYZJUN04 - XYZ COMPANY
 Scheduled Delivery: 06/04/1999 - 06/05/1999
 NY METRO AREA
[Next Area >>](#)

Legend: OT=On-Time EE=Early LL=Late EL=Early/Late N=Not Located NR=No Resp. I=Incomp.
 (* = DUC ZIP Code)

ZIP Code	Mail Located	Begin Delivery	End Delivery	ZIP Code	Mail Located	Begin Delivery	End Delivery
NY METRO - NEW YORK DISTRICT - Code 100							
10001 E	06/07/1999	06/07/1999	--	* 10002 OT	06/04/1999	06/04/1999	06/05/1999
* 10003 LL	06/07/1999	06/07/1999	06/08/1999	* 10004 OT	06/04/1999	06/04/1999	06/05/1999
* 10005 LL	06/07/1999	06/07/1999	06/08/1999	10006 E	06/07/1999	06/07/1999	--
* 10007 OT	06/04/1999	06/04/1999	06/05/1999	* 10009 OT	06/04/1999	06/04/1999	06/05/1999
* 10010 LL	06/07/1999	06/07/1999	06/08/1999	* 10011 OT	06/04/1999	06/04/1999	06/05/1999
10012 OT	06/04/1999	06/04/1999	06/05/1999	* 10013 OT	06/04/1999	06/04/1999	06/05/1999
* 10014 OT	06/04/1999	06/04/1999	06/05/1999	* 10016 OT	06/04/1999	06/04/1999	06/05/1999
* 10017 OT	06/04/1999	06/04/1999	06/05/1999	* 10018 OT	06/04/1999	06/04/1999	06/05/1999
* 10019 LL	06/07/1999	06/07/1999	06/07/1999	10020 E	06/07/1999	06/07/1999	--
* 10021 OT	06/04/1999	06/04/1999	06/05/1999	* 10022 LL	06/07/1999	06/07/1999	06/07/1999
* 10023 LL	06/07/1999	06/07/1999	06/07/1999	* 10024 OT	06/04/1999	06/04/1999	06/05/1999
* 10025 LL	06/07/1999	06/07/1999	06/07/1999	10026 OT	06/04/1999	06/04/1999	06/05/1999
* 10027 LL	06/07/1999	06/07/1999	06/07/1999	* 10028 OT	06/04/1999	06/04/1999	06/05/1999
* 10029 LL	06/07/1999	06/07/1999	06/07/1999	* 10030 OT	06/04/1999	06/04/1999	06/05/1999
* 10031 LL	06/07/1999	06/07/1999	06/07/1999	* 10032 OT	06/04/1999	06/04/1999	06/05/1999
* 10033 LL	06/07/1999	06/07/1999	06/07/1999	* 10034 OT	06/04/1999	06/04/1999	06/05/1999
* 10035 OT	06/04/1999	06/04/1999	06/05/1999	* 10036 OT	06/04/1999	06/04/1999	06/05/1999
* 10037 LL	06/07/1999	06/07/1999	06/07/1999	* 10038 OT	06/04/1999	06/04/1999	06/05/1999
* 10039 E	06/07/1999	06/07/1999	--	* 10040 OT	06/04/1999	06/04/1999	06/05/1999
10041 OT	06/04/1999	06/04/1999	06/05/1999	10044 OT	06/04/1999	06/04/1999	06/05/1999
10048 E	06/07/1999	06/07/1999	--	10055 OT	06/04/1999	06/04/1999	06/05/1999
10101 OT	06/04/1999	06/04/1999	06/05/1999	10102 OT	06/04/1999	06/04/1999	06/05/1999
10103 OT	06/04/1999	06/04/1999	06/05/1999	10104 OT	06/04/1999	06/04/1999	06/05/1999
10105 OT	06/04/1999	06/04/1999	06/05/1999	10106 OT	06/04/1999	06/04/1999	06/05/1999
10107 OT	06/04/1999	06/04/1999	06/05/1999	10108 OT	06/04/1999	06/04/1999	06/05/1999
10109 OT	06/04/1999	06/04/1999	06/05/1999	10110 OT	06/04/1999	06/04/1999	06/05/1999
10111 OT	06/04/1999	06/04/1999	06/05/1999	10112 OT	06/04/1999	06/04/1999	06/05/1999

Note: This sample represents only the first page of a multi-page report. If this summary report is being viewed as text, report formatting may vary slightly from the format above. This report was printed after the mailing was closed.

For the most accurate, up-to-date ZIP summary report, check the ADVANCE Mailer Web page at advmail.usps.gov.

Sample 4: Daily Performance by ZIP Report (Cumulative)

Reports Return

Performance by ZIP Code for Advance Customer: TSTBXYZ
Mailing: XYZJUN04 - XYZ COMPANY
IN-HOME DATE: Friday, 06/04/1999 - Saturday, 06/05/1999
NY METRO AREA
[Next Area >>](#)


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Unit Name	ZIP	Quantity	Date Located	Cumulative Percent Delivered					
				Mon	Tue	Wed	Thu	Fri	Sat
- 10002 KNICKERBOCKER STATION	10002	150	06/04/1999					60	100
- 10003 COOPER STATION	10003	150	06/07/1999	55	100				
- 10003 COOPER STATION	10211	150	06/04/1999					45	100
- 10003 COOPER STATION	10276	150	06/04/1999					60	100
- 10004 BOWLING GREEN STATION	10004	150	06/04/1999					60	100
- 10004 BOWLING GREEN STATION	10006	150	06/07/1999	55					
- 10004 BOWLING GREEN STATION	10041	150	06/04/1999					60	100
- 10004 BOWLING GREEN STATION	10274	150	06/04/1999					45	100
- 10004 BOWLING GREEN STATION	10280	150	06/04/1999					60	100
- 10005 WALL STREET STATION	10005	150	06/07/1999	55	100				
- 10005 WALL STREET STATION	10265	150	06/04/1999					45	100
- 10005 WALL STREET STATION	10268	150	06/04/1999					60	100
- 10005 WALL STREET STATION	10270	150	06/04/1999					45	100
- 10005 WALL STREET STATION	10271	150	06/04/1999					60	100
- 10007 CHURCH STREET STATION	10007	150	06/04/1999					60	100
- 10007 CHURCH STREET STATION	10048	150	06/07/1999	55					
- 10007 CHURCH STREET STATION	10278	150	06/04/1999					45	100
- 10007 CHURCH STREET STATION	10279	150	06/04/1999					60	100
- 10007 CHURCH STREET STATION	10281	150	06/04/1999					45	100
- 10009 PETER STUYVESANT STA	10009	150	06/04/1999					60	100
- 10010 MADISON SQUARE STATION	10010	150	06/07/1999	55	100				
- 10010 MADISON SQUARE STATION	10159	150	06/04/1999					60	100
- 10010 MADISON SQUARE STATION	10160	150	06/07/1999	100					
- 10011 OLD CHELSEA STATION	10011	150	06/04/1999					60	100
- 10011 OLD CHELSEA STATION	10113	150	06/04/1999					60	100
- 10011 OLD CHELSEA STATION	10114	150	06/07/1999	55					
- 10013 CANAL STATION	10012	150	06/04/1999					60	100
- 10013 CANAL STATION	10013	150	06/04/1999					60	100
- 10014 VILLAGE STATION	10014	150	06/04/1999					60	100
- 10016 MURRAY HILL STATION	10016	150	06/04/1999					60	100
- 10016 MURRAY HILL STATION	10156	150	06/04/1999					60	100
- 10016 MURRAY HILL STATION	10157	150	06/07/1999	55					
- 10016 MURRAY HILL STATION	10158	150	06/04/1999					60	100
- 10017 GRAND CENTRAL STATION	10017	150	06/04/1999					60	100

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Sample 5: Daily Performance by ZIP Report (Additive)

		Reports	Return							
Performance by ZIP Code for Advance Customer: TSTBXYZ										
Mailing: XYZJUN04 - XYZ COMPANY										
IN-HOME DATE: Friday, 06/04/1999 - Saturday, 06/05/1999										
NY METRO AREA										
Next Area >>										
 Download to Excel										
Unit Name	ZIP	Quantity	Date Located	Additive Percent Delivered						
				Mon	Tue	Wed	Thu	Fri	Sat	
- 10002 KNICKERBOCKER STATION	10002	150	06/04/1999					60	40	
- 10003 COOPER STATION	10003	150	06/07/1999	55	45					
- 10003 COOPER STATION	10211	150	06/04/1999					45	55	
- 10003 COOPER STATION	10276	150	06/04/1999					60	40	
- 10004 BOWLING GREEN STATION	10004	150	06/04/1999					60	40	
- 10004 BOWLING GREEN STATION	10006	150	06/07/1999	55						
- 10004 BOWLING GREEN STATION	10041	150	06/04/1999					60	40	
- 10004 BOWLING GREEN STATION	10274	150	06/04/1999					45	55	
- 10004 BOWLING GREEN STATION	10280	150	06/04/1999					60	40	
- 10005 WALL STREET STATION	10005	150	06/07/1999	55	45					
- 10005 WALL STREET STATION	10265	150	06/04/1999					45	55	
- 10005 WALL STREET STATION	10268	150	06/04/1999					60	40	
- 10005 WALL STREET STATION	10270	150	06/04/1999					45	55	
- 10005 WALL STREET STATION	10271	150	06/04/1999					60	40	
- 10007 CHURCH STREET STATION	10007	150	06/04/1999					60	40	
- 10007 CHURCH STREET STATION	10048	150	06/07/1999	55						
- 10007 CHURCH STREET STATION	10278	150	06/04/1999					45	55	
- 10007 CHURCH STREET STATION	10279	150	06/04/1999					60	40	
- 10007 CHURCH STREET STATION	10281	150	06/04/1999					45	55	
- 10009 PETER STUYVESANT STA	10009	150	06/04/1999					60	40	
- 10010 MADISON SQUARE STATION	10010	150	06/07/1999	55	45					
- 10010 MADISON SQUARE STATION	10159	150	06/04/1999					60	40	
- 10010 MADISON SQUARE STATION	10160	150	06/07/1999	100						
- 10011 OLD CHELSEA STATION	10011	150	06/04/1999					60	40	
- 10011 OLD CHELSEA STATION	10113	150	06/04/1999					60	40	
- 10011 OLD CHELSEA STATION	10114	150	06/07/1999	55						
- 10013 CANALSTATION	10012	150	06/04/1999					60	40	
- 10013 CANALSTATION	10013	150	06/04/1999					60	40	
- 10014 VILLAGE STATION	10014	150	06/04/1999					60	40	
- 10016 MURRAY HILL STATION	10016	150	06/04/1999					60	40	
- 10016 MURRAY HILL STATION	10156	150	06/04/1999					60	40	
- 10016 MURRAY HILL STATION	10157	150	06/07/1999	55						
- 10016 MURRAY HILL STATION	10158	150	06/04/1999					60	40	
- 10017 GRAND CENTRAL STATION	10017	150	06/04/1999					60	40	

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Appendix C: Mailer Summary Letter

ADVANCE MAILER COORDINATION CENTER
 NATIONAL CUSTOMER SUPPORT CENTER
 6060 PRIMACY PKWY STE 201
 MEMPHIS, TN 38188-0001
 800-458-3181

<CONTACT NAME>
 <MAILER NAME>
 <FAX NUMBER>

We received your mailing, [MAILING ID], on 05/14/99. The distribution of ZIP Codes by USPS Area is listed below.

In-Home Dates : 05/20/99 - 05/25/99

	Total Mailing		Monitored Thru ADVANCE	
	ZIPs	PCs [MM]	ZIPs	PCs [MM]
NORTHEAST	376	0.96	313	0.93
ALLEGHENY	685	2.19	578	2.11
MID-ATLANTIC	479	1.75	445	1.72
WESTERN	654	1.95	557	1.90
SOUTHWEST	751	2.46	655	2.40
SOUTHEAST	716	2.15	594	2.02
MIDWEST	598	1.78	514	1.73
GREAT LAKES	513	2.07	480	2.05
TOTALS	4,772	15.30	4136	14.86

. . . Your detail file contained 469 Highway Contract Route(s).

Thank you for your participation in ADVANCE>

ADVANCE Mailer Coordination Center 800-458-3181

ADVANCE Mailer ID Application Form

To request an ADVANCE mailer ID, which is required for participation in the ADVANCE program, please complete this form and send it to the address at the bottom of the page. After the form is processed, the NCSC will assign you an ADVANCE mailer ID.

Please Print:

Contact Name

Mailer/Firm Name

Advertiser Name *(List all advertisers to be tracked.)*

Complete Street Address, PO Box, or Rural Route and Box

Suite #

City

State

ZIP+4 Code

Country *(If other than U.S.)*

Area Code and Telephone

Fax

Password *(can be up to 8 alpha/numeric characters)*

Send completed form to

ADVANCE
NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001

For more information or assistance, call 800-458-3181.

Address Management/NCSC Use Only

Mailer ID Assigned: _____

Password Assigned: _____

Date Customer Notified: _____

