

Understanding the USPS Move Update Requirements

The Move Update standard is a means of reducing the number of mail pieces 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 United States Postal Service. Mailers who claim presorted or automation rates for First-Class Mail must demonstrate that they have updated their mailing list within 95 days before the mailing date. The United States Postal Service offers four pre-approved methods for accomplishing this:

National Change of Address Linkage System (NCOA Link);

Address Change Service (ACS);

FASTforward*; and finally,

Ancillary service endorsements, except for Forwarding Service Requested.

*Mail House Inc does not provide the FASTforward option at this time

Alternative methods that require separate approval also are offered for First Class Mail mailings. Mailers must use one of the pre-approved 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 mail piece 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.

The above information is taken directly from the DMM® USPS, 230a, page 1. This requirement is a Postal requirement and not a requirement of Mail House Inc. We do require that you supply us the United States Postal Service Form 6014, stating that you have complied with the Postal Service requirements. However, if you are unable or would prefer not to check your list through one of the preapproved methods listed above, Mail House Inc offers this service for \$.01 per name. Once the list has been checked and sorted, the list can be returned to you for your use as many times as you like over the next 95 days.

If you purchase a list from any source, it is your responsibility to ensure that the list has been checked against the National Change Of Address (NCOA) information. As stated in the Postal regulations, should your list not comply with the Move Update standard, you may pay significantly higher postal rates.