

Upload a mailing list and Mailing Blueprint runs it the way production will: addresses standardized, duplicates handled by the method you choose, every piece matched to its carrier route, and the whole mailing priced at current USPS rates. What comes back is a plan you can hand to a client, not a guess. Free with a Plavidian account; nothing is submitted to USPS and no job is created until you ask.

## What it analyzes

- List counts by dedupe method: the full list, deduplicated by address, or exactly as submitted
- Every deliverable address matched to ZIP+4 and carrier route, with density tiers: High Density Plus, High Density, Basic Carrier Route, and Automation 5-Digit, 3-Digit, ADC and Mixed ADC
- Postage at current USPS Notice 123 rates for Marketing Mail, Nonprofit and First-Class, letters, cards and flats, with a +/- 5% planning range
- Workshare and pallet discounts by DMM rules: Delivery Sort Container and SCF pallet tiers for flats
- Geographic distribution by state and county, in-area versus out-of-area, with a Mail Distribution Map
- Estimated in-home dates from the entry method and mail class

## The drop shipment plan

- Each drop grouped to its actual USPS entry facility from USPS Mail Direction data, above a 5,000-piece minimum
- Flats palletized by Delivery Sort Container rules (150 lb per facility); letters trayed at 1,450 per tray
- Freight estimated from the shipped weight of each drop - pieces, trays and sleeves, pallets - on carrier-quoted lanes, interpolated between quoted weights, with transit days
- Admin and consultant accounts can enter the freight they will pass through before the report is generated

## What you take away

- A PDF report of the run, white-labeled for consultant and broker accounts
- Standardized list downloads: the full list with ZIP+4, duplicate audit, in-area-only and in-state lists
- The Mail Distribution Map as an 8.5 x 11 PDF or HTML, with city, ZIP, census place and legislative district overlays
- Density Optimizer: routes just short of a USPS density threshold, how many pieces fill them, and the mailing priced both ways
- Every run saved in your Blueprint Log to re-run after the list changes; the same list and settings feed the job when you order

## HOW IT WORKS

### 1 Upload

CSV, TXT or Excel; confirm the column matching

### 2 Choose

Class, piece, and how to process the list

### 3 Read

Postage, drops, map, dates - in minutes

### 4 Use

Download, run Density Optimizer, or start the job

## AT A GLANCE

### RATES

**USPS Notice 123, current table**

### ADDRESS DATA

**USPS City State, ZIP+4, carrier route**

### DROP FREIGHT

**By weight, carrier-quoted lanes**

### PALLETS

**DSC / SCF rules for flats**

### COST

**Free with a Plavidian account**

Blueprint runs are planning estimates; final postage is set by the USPS postage statement at acceptance.