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# BUSINESS MAILERS REVIEW

*Incorporating Postal World  
Monitoring the Postal Service, Private Carriers and Suppliers  
Published by Sedgwick Publishing Co.*

**Volume 26, Number 3**

**January 31, 2005**

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An innovative marketing piece called ON-CARD has been approved for mailing at automated and presort postage rates for First Class and Standard mail. The ON-CARD operates under the reverse telemarketing principle. That's when prospects are motivated to call a company in contrast to traditional telemarketing in which the company makes the call. The ON-CARD is a credit card sized card attached to a 4 by 5.5 inch card. This combination serves as the entire package. The idea is for the recipient to use the card to dial an 800 number where he or she is asked a few questions that provide important marketing data for the company. In return, the caller gets some sort of free gift such as free phone minutes. Delray Beach, Fla.-based ON-CARD worked with the USPS Southeast Area Sales Team on the instrumentals of approval and then followed up with the national headquarters. Sherry Freda, manager of mailing standards in the USPS Pricing and Classification division, said the mailpiece design concerns were two-fold. The barcode initially did not meet Domestic Mail Manual requirements in terms of issues such as thickness and number of bars. But more significantly, the perforation around the card tore apart during mail processing. Freda told BMR postal engineers worked with ON-CARD on four different batches of perforation and found a strength that will hold together. Freda noted that a lot of designs can be approved locally and added that the Southeast Area gave good direction on this effort. But the advantage of headquarters involvement is that the engineering division in Merrifield, Va., can test the sample product using all the equipment that mailing might encounter in the country, rather than the equipment that's available in a local center. The approval took about eight weeks. "We always want to do things that support our mailers and support the mailing business" but also want to make sure the product would withstand mail processing, Freda said. ON-CARD currently is operating campaigns for Verizon and AEGON DirectMarketing.