

Important Notice to J&A Customers: USPS Move Update Goes Live Nov 23rd

What is Move Update?

- Move Update is the USPS Requirement that all discounted mail be verified as deliverable – First Class and Standard presort.
- Addresses must be updated a minimum of every 95 days.
- To adhere to Move Update standards, an address must be NCOA (National Change of Address) processed, use ACS (Address Correction Service), or another on-piece ancillary endorsement.
- Mail using "...or Current Resident", "Occupant" or "Postal Customer" is not subject to Move Update standards.

What is NCOA Processing?

- NCOA processing compares an individual's address to a USPS database to determine its validity. There are two levels of NCOA processing: Limited-Service and Full-Service. Both will list the addresses that are not valid, and update the address, differently.
- Limited Service (LSP) satisfies the USPS Move Update Requirement
- Limited Service (LSP) compares addresses to the last 18 months of Change Of Address cards at USPS. If an address is older than 18 months, a new address is not returned.
- Full Service (FSP) compares addresses to the last 48 months of Change Of Address cards at USPS. This service also verifies that an address exists, and updates addresses to the 911 conversion.

J&A to provide complimentary LSP NCOA Service for all our customers.

- J&A will process every list using LSP (Limited Service) following CASS certification. While we pay a fee for this service, it is a simple process that will be seamless for our customers. It adds minutes, not hours or days, to our processing time, and confirms that the addresses are deliverable. You will receive a report showing records updated, or not updateable. We provide this as a value-added service to you.
- If FSP (Full Service) is desired, a minimum fee of \$65 or \$1.50 per thousand, whichever is more will be charged. Being a bit more lengthy a process, allow an extra day for FSP.
- **We must receive a completed and signed PAF form from each customer (list owner) ONCE ANNUALLY,** for EACH SERVICE LEVEL USED (one for LSP, and another for FSP). Copies of these forms can be found on the Customer Portal of J&A's website: <http://customer.japrinting.com>
- Supplied lists that have been purchased from a list broker should be NCOA processed by the vendor. A certification is required from the list broker.

If you have any further questions about this requirement, or wish to discuss please call your sales representative, customer service representative, or David Jensen, Sales & Marketing Director at 800-793-1781