

Going Requester

Is it a good idea? How to do it

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Convert for the Right Reasons

Wrong:

- ▶ “Easy” to get people to say yes to a free product
- ▶ To save money in postage (vs standard mail)

Right:

- ▶ To get enough audience so your advertisers to get results
- ▶ To enhance community

The Basic Rules

- ▶ More than 50% +1 of the copies must have been requested
- ▶ A legitimate request must have:
 - ▶ the person's signature(or an email from them) and
 - ▶ the date of the request
 - ▶ name of the paper
- ▶ Requests are good for 3 years. After that they expire

Other Rules of the Road

- ▶ You can't be over 75% advertising (including inserts) more than 13 times a year
- ▶ You must be 24 pages (broadsheet or tab)

More Rules of the Road

- ▶ What doesn't count:
 - ▶ If you drop free copies at the hospital (as we do) those count as non-requested copies - count against you.
 - ▶ If you go and get an entire homeowners association to give you all their addresses
 - ▶ Getting groups to give you their list

A Step by Step Guide

- ▶ 1. Do the Math. Really.
 - ▶ If going from periodical to requester you're betting that by delivering to more households within a targeted area, you can sell more advertising to more than make up for the lost subscription revenue.
 - ▶ If going from standard you're betting that the cost of collecting and maintaining requesters will not equal the postage savings and legal revenue
- ▶ 2. Figure out where you're going to go - what zips and routes. Look at EDDM: USPS
<https://eddm.usps/eddm/customer/routesearch>. # of people in a zip code, what routes are most affluent

A Step by Step Guide

- ▶ 3. Get yourself CDS qualified, if not already.

Buy a list from Accudata (Karen Eads [karen.eads@accudata.com]) that meets the 90% correct addresses and is multi use - submit to the PO and then the PO updates your database with address changes. (Joyce Lewis in USPS Address Management 901-681-4616)

- ▶ 4. Mail to everyone; as quickly as possible get to close to 55% of the people you're sending it to. Why? Because it's easier to get through USPS review if you're well over the 50% +1 mark.

You can't give away anything in exchange for their requests.

Filing Postage Statements

- ▶ At this point you'll have to be mailing standard mail.
- ▶ Each week run what your periodical requester postage would have been and what your standard postage was and once you qualify you get the difference back (after filing for the refund) Keep track each week to provide back up
- ▶ Once you're over 50% +1, file for Periodical Requestor status.

Hidden Challenges

- ▶ It's not easy getting people to say they want the paper for free
- ▶ Keeping your database clean and up to date
- ▶ Believe nothing your local postmaster tells you about the process
- ▶ Standing for audits

Questions?

