



ONLINE MEDIA CAMPUS

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MAXimize Your Postal Savings and Delivery with Max Heath

Wednesday, July 21

2:00-3:00 p.m. EDT | 1:00-2:00 p.m. CDT

Registration deadline: Friday, July 16

(Registrations submitted after this date are subject to a \$10 late fee)

Registration fee: \$35

Group discounts are available. Visit our website for more information.



In this webinar...

Learn tricks of the trade to cut costs, improve delivery, and stay out of trouble under new rates.

Topics to be covered:

1. How to maximize copies entered at delivery post offices using Exceptional Dispatch to avoid future up-charges and maximize postage savings.
2. The threat of 5-day delivery and what NNA is doing about it.
3. How to use Flats Trays to improve delivery on presort mail outside your coverage area.
4. Intelligent Mail barcode mandatory May 2011 for automation discounts.

Presented in partnership with:

The presenter...

Max Heath is a postal consultant for Publishing Group of America and for Landmark Community Newspapers, LLC. He has been both the executive editor and corporate circulation director for these companies. He is in his 27th year as chair of the Postal Committee of the National Newspaper Association. He received the NNA President's Award in 1989 and 2007, Ambassador Award in 1992, and coveted Amos Award for service to NNA in 1994. The Postal Service presented him a Special Achievement Award in 1998 at the National Postal Forum.



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