

# The OCS On-Line Print, Mail & Fundraising Ordering System™

--- TUTORIAL ---

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*If you do not see what you need or have a question, email or call OCS, Inc.  
and ask for their "On-Line Store Front" administrator  
1-800-877-4627 • E-mail: [ocsinc@ocsmall.com](mailto:ocsinc@ocsmall.com) • [www.ocsmall.com](http://www.ocsmall.com)*

# OCS On-Line Print, Mail & Fundraising Ordering System

## TUTORIAL ...

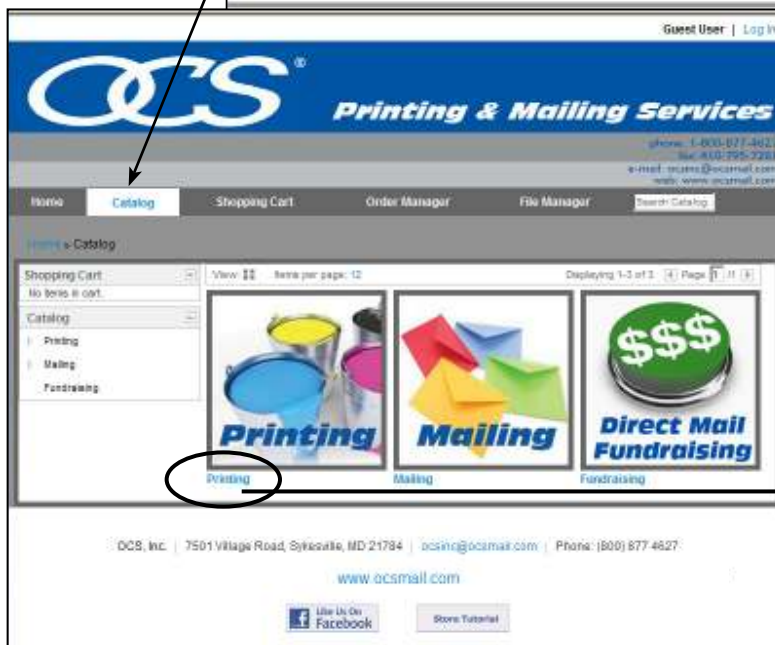
1. To Begin: Like with everything, the process starts by logging onto the OCS website ([www.ocsmail.com](http://www.ocsmail.com)). The On-Line Print Ordering system is shown at the bottom of screen.

Please note that this Ordering process is very intuitive, but this Tutorial review will provide details that can help one to be more aware of options available.



2. Clicking on the large blue bar will bring up the On-Line Ordering system.

3. Clicking on "Catalog" will bring up the **Printing, Mailing** or the **Direct Mail Fundraising** options.



4. Now you can click on anyone of the three main tasks. For our tutorial we will start by clicking on the "**PRINTING**" section. This section will reveal a number of Print Product categories from which you can choose an item you wish to create and then order.

# OCS On-Line Print, Mail & Fundraising Ordering System

*The system is a series of a few simple steps.* 1. Once you click on one of the three options (in this example "Printing" was selected) the specific *product selection of items* available appears, as shown below. 2. All you need to do now is select a particular product item (e.g. Postcard). 3. When that is done the system asks if you want to either Pick a Design -or- Create Your Own Design. (Picking a Design is a fast approach to doing an item - basically you get what you see, you just add copy. Create a Design adds flexibility, you can change art and color and there is more variety in fonts.) Note - this choice ONLY appears in the "Printing" option. It is not needed in our Mailing or Fundraising options. 4. Once Design approach selected the system will open up to several specific *formats* you can chose for that category (i.e. the size of the piece, 1 or 2-sided, full color, 2-color, etc.). You would then be prompted to enter the design and copy you want on that item. 5. You're finished, you get to preview your job and then go to check-out. (Details on each of these steps follows...)

The screenshot shows the OCS Printing & Mailing Services website. The header features the OCS logo and the text "Printing & Mailing Services". Below the header is a navigation bar with links for Home, Catalog, Shopping Cart, Order Manager, and File Manager. A search bar is also present. The main content area displays a grid of product categories under the heading "Printing". The categories shown are Postcards, Fliers, Brochures, Packets(Env, Ltr, etc), Booklets, Business Cards, Letterhead, Envelopes, Invitations, and Signs & Banners. Each category is represented by a thumbnail image and a label. The "Postcards" category is circled in red. A callout box with an arrow points to the "Postcards" category, containing the text: "Here are the main Print Selections. You now select the Product Category you want, like say 'Post Cards'".

Here are the main **Print** Selections. You now select the Product Category you want, like say "Post Cards"

# OCS On-Line **Print**, Mail & Fundraising Ordering System

You have the ability to select to do Printing, Mailing or Direct Mail Fundraising ... in this example we selected the **Printing option**. After that the system lists a number of choices for the respective option chosen. One could have chosen Postcards, Fliers, Brochures, Envelopes, etc., etc. Postcards was the selection made.

Now the system gives the user a unique choice. They can go the direction of doing something that is very easy and quick - such as Pick-A-Design. Here you have various concepts from which to choose. You pick it and then just enter your copy. If you want to add a little more of your own flair you can choose - Create-Your-Own-Design. In this approach you are picking a format or general design, BUT you can add options, change colors, vary your fonts, etc. This approach may add a couple extra prompts, but you obviously have more choices. In our example we are going to go with - Create-Your-Own-Design.

(Again note that this unique choice of: Pick-A-Design or Create-Your-Own-Design is only in the "Printing" option section. It is not needed in the "Mailing" or "Fundraising" sections.)

The screenshot shows the OCS website interface. At the top, the logo 'OCS' and 'Printing & Mailing Services' are displayed. Contact information includes phone: 1-800-877-4627, fax: 410-795-7261, e-mail: ocsinc@ocsmail.com, and web: www.ocsmail.com. The navigation menu has 'Catalog' selected, and the breadcrumb trail is 'Home » Catalog » Printing » Postcards'. A 'Shopping Cart' section shows 'No items in cart.' The 'Catalog' sidebar lists various printing options, with 'Printing' expanded to show 'Postcards' selected. Below the sidebar are two main options: 'PICK A DESIGN' (with a hand pointing to a postcard) and 'CREATE YOUR OWN' (with a desk setup). Annotations with arrows point to the 'Postcards' link in the sidebar and the 'CREATE YOUR OWN' button. The footer contains contact information, the website URL 'www.ocsmail.com', and social media links for Facebook and a 'Store Tutorial' button.

1. In this example we have already selected "Printing" option & then "Postcards".

2. Now we are going to select the option: Create-Your-Own-Design.

OCS, Inc. | 7501 Village Road, Sykesville, MD 21784 | ocsinc@ocsmail.com | Phone: (800) 877 4627

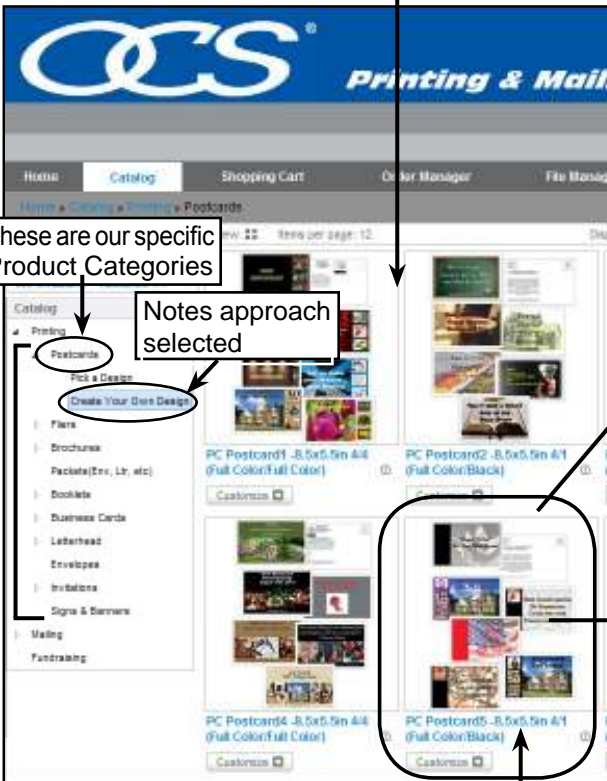
www.ocsmail.com

Like Us On Facebook | Store Tutorial

# OCS On-Line Print, Mail & Fundraising Ordering System

Creating your Print Item ...

1. Once you click on the "specific" Product Category, a "group" of particular Formats for that item appear, as shown here, i.e. size wanted, full-color or 1 or 2-color, 1-sided or 2-sided, etc.



These are our specific Product Categories

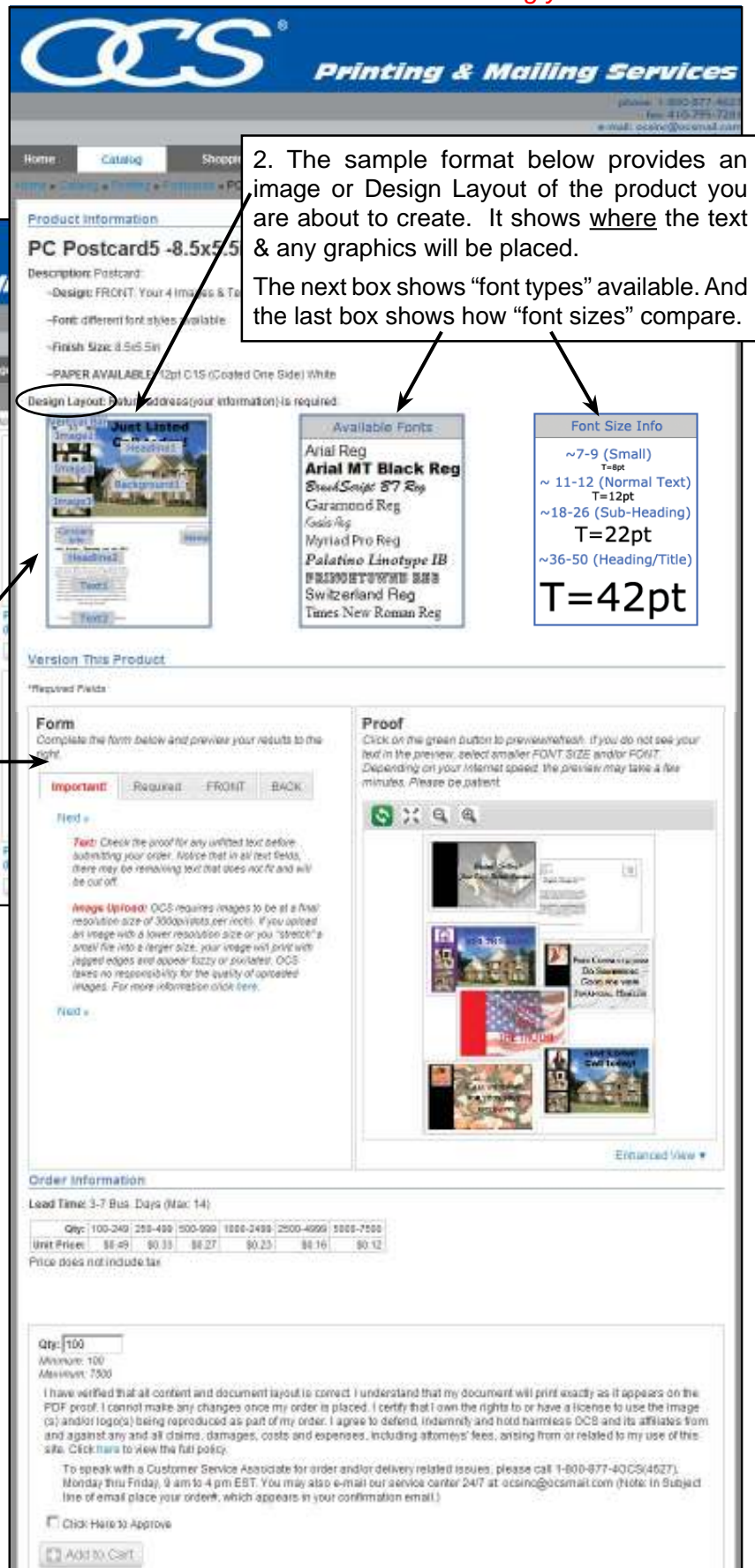
Notes approach selected

This is the specific Layout or Format of respective Product

3. All you need to do now is select the "specific" Layout or Format of the item from the group. For example, there will be different designs or layouts to select from. And within these layouts there will be different options.

For example, there will be a layout that is one sided and just one color (1/0), or 2-sided with full color on the front and just 1-color on the back (4/1), etc. In our example above (the circled item) this is a Post Card that is 4/1 or full color front, 1-color black ink back.

Clicking on that specific product layout will bring up the next screen (shown on the right). You are now ready to produce or create the particular Post Card (i.e. item) you want by filling in a few blanks or prompts.



2. The sample format below provides an image or Design Layout of the product you are about to create. It shows where the text & any graphics will be placed.

The next box shows "font types" available. And the last box shows how "font sizes" compare.

**Available Fonts:**  
 Arial Reg  
**Arial MT Black Reg**  
*Brush Script 87 Reg*  
 Garamond Reg  
*Comic Sans Reg*  
 Myriad Pro Reg  
**Palatino Linotype IB**  
**Helvetica Neue**  
 Switzerland Reg  
 Times New Roman Reg

**Font Size Info**  
 ~7-9 (Small)  
 T=8pt  
 ~ 11-12 (Normal Text)  
 T=12pt  
 ~18-26 (Sub-Heading)  
 T=22pt  
 ~36-50 (Heading/Title)  
**T=42pt**

**Form**  
 Complete the form below and preview your results to the right.

**Important:** Required FRONT BACK

**Field:**

**Text:** Check the proof for any unedited text before submitting your order. Notice that in all text fields, there may be remaining text that does not fit and will be cut off.

**Image Upload:** OCS requires images to be at a final resolution size of 300dpi (dots per inch). If you upload an image with a lower resolution size or you "stretch" a small file into a larger size, your image will print with jagged edges and appear fuzzy or pixelated. OCS takes no responsibility for the quality of uploaded images. For more information click here.

**Field:**

**Proof**  
 Click on the green button to preview/refresh. If you do not see your text in the preview, select smaller FONT SIZE and/or FONT. Depending on your internet speed, the preview may take a few minutes. Please be patient.

**Order Information**

Lead Time: 3-7 Bus. Days (Min: 14)

Qty:	100-249	250-499	500-999	1000-2499	2500-4999	5000-7500
Unit Price:	\$8.49	\$0.33	\$8.27	\$0.23	\$8.16	\$0.12

Price does not include tax

Qty: 100  
 Minimum: 100  
 Maximum: 7500

I have verified that all content and document layout is correct. I understand that my document will print exactly as it appears on the PDF proof. I cannot make any changes once my order is placed. I certify that I own the rights to or have a license to use the image (s) and/or logo(s) being reproduced as part of my order. I agree to defend, indemnify and hold harmless OCS and its affiliates from and against any and all claims, damages, costs and expenses, including attorneys' fees, arising from or related to my use of this site. [Click here to view the full policy.](#)

To speak with a Customer Service Associate for order and/or delivery related issues, please call 1-800-877-40CS(4627), Monday thru Friday, 9 am to 4 pm EST. You may also e-mail our service center 24/7 at [ocsinfo@ocsmail.com](mailto:ocsinfo@ocsmail.com) (Note: In Subject line of email place your order#, which appears in your confirmation email.)

Click Here to Approve

# OCS On-Line Print, Mail & Fundraising Ordering System

Home Catalog Shopping Cart Order Manager File Manager Search Catalog

Product Information

**PC Postcard5 -8.5x5.5in 4/1(Full Color/Black)**

Description: Postcard:  
 -Design: FRONT: Your 4 Images & Text BACK: Your Text  
 -Font: different font styles available  
 -Finish Size: 8.5x5.5in  
 -PAPER AVAILABLE: 12pt C18 (Coated One Side) White  
 Design Layout: Return address (post office information) is required.

Vertical Bar

Just Listed

Available Fonts

Arial Reg  
**Arial MT Black Reg**  
*Broad Script 87 Reg*  
 Garamond Reg  
*Koala Reg*  
 Myriad Pro Reg  
*Palatino Linotype IB*  
**PRINCETON BB**  
 Switzerland Reg  
 Times New Roman Reg

Version This Product

Required Fields

Form

Complete the form below and preview your results to the right.

Important! Required FRONT BACK

< Prev | First >

Industry Colors Only

Background

Headline1

Headline1 FONT Arial

Headline1 FONT SIZE 14pt (Max: 36)

Vertical Bar Color

Image1

Image2

Image3

> Prev | Next >

Proof

Click on the green button to preview/refresh. If you do not see your text in the preview, select smaller FONT SIZE and/or FONT. Depending on your internet speed, the preview may take a few minutes. Please be patient.

Order information

Lead Time: 3-7 Bus. Days (Max: 14)

Qty:	100-249	250-499	500-999	1000-2499	2500-4999
Unit Price:	\$0.45	\$0.37	\$0.27	\$0.23	\$0.16
Price does not include tax.					

Qty:   
 Minimum: 100  
 Maximum: 7500

I have verified that all content and document layout is correct. I understand that my document will print exactly as it appears on the PDF proof. I cannot make any changes once my order is placed. I certify that I own the rights to or have a license to use the image (s) and/or logo(s) being reproduced as part of my order. I agree to defend, indemnify and hold harmless OCS and its affiliates from and against any and all claims, damages, costs and expenses, including attorneys' fees, arising from or related to my use of this site. [Click here](#) to view the full policy.

To speak with a Customer Service Associate for order and/or delivery related issues, please call 1-800-877-4OCS(4627), Monday thru Friday, 9 am to 4 pm EST. You may also e-mail our service center 24/7 at [ocsinfo@ocsmail.com](mailto:ocsinfo@ocsmail.com) (Note: In Subject line of email place your order#, which appears in your confirmation email.)

Click Here to Approve

1. This is basically the final screens that produce or create the product “you” want. You just fill in the blanks. The “layout” of the item you selected is shown at the top and it shows the areas you can print copy, along with areas you can add graphics.

Complete the prompts, then ask to see a Preview of what you produced so you can review and make changes or approve.

After you create your product, you select quantity wanted. Pricing brackets are also noted. You then “okay” to proceed and add item to you shopping cart. It is that easy!

2. Clicking the Green button will display a “Preview” of what you have completed or entered so far. It is suggested that you preview after you have entered at least a few fields. It will take a good minute or two to display (all PC speeds are different).

4. This notation relates to the minimum and maximum “font” size “range” allowed for the above text that was just entered.

3. Pictures/Graphics - The System sometimes provides a “Gallery” option that contain pictures or background colors from which you can select and/or it allows you to “Upload” your own graphics. (At OCS we are always working to expand and add to the Gallery more pictures and designs.)

# OCS On-Line Print, Mail & Fundraising Ordering System

Expanded "text entry" box: If copy to be entered is lengthy, then an expanded text box pops up. So instead of the smaller format text entry box, there will be a button (i.e. Add Text) to provide a more appropriate size entry box. There are also options to justify your copy, i.e. left or right justify, center or force to fit total area.

An Expanded "text entry" box pops up when system detects there is a lengthy amount of info to be entered.

As a comparison, this is the more routine or standard text entry size box.

The screenshot displays the OCS On-Line Print, Mail & Fundraising Ordering System interface. The main content area is titled "FL Flier3 - 8.5x11in 4/0(Full Color/Blank)". Below this, there is a "Description: Flier" section with details about design, font, and paper. The "Design Layout" section shows a preview of the flier with a "Text1" field circled. The "Customize This Product" section contains a "Forms" area with fields for "Text1" and "Text2". The "Text1" field is circled, and an "Add Text" button next to it is also circled. An expanded "Text1" dialog box is overlaid on the screen, showing a large text entry area and a "Save" button. Arrows point from the text boxes to the "Add Text" button and the expanded dialog box. The background shows a design layout with images and text boxes.

# OCS On-Line Print, Mail & Fundraising Ordering System

Design Layout: Return address (your information) is required. Picture below for reference only. Scroll down to enter info for

Available Fonts  
 Arial Reg  
**Arial MT Black Reg**  
*Brush Script B7 Reg*  
 Garamond Reg  
 Gothic Reg  
 Myriad Pro Reg  
 Palatino Linotype IB  
 Papyrus Reg  
 Switzerland Reg  
 Times New Roman Reg

Font Size  
 ~7-9 (Small)  
 ~11-12 (Normal Text)  
 ~18-26 (Sub-Heading)  
**T=22pt**  
 ~36-50 (Heading/Title)  
**T=42pt**

1. Fill in the Prompts

2. Preview button

3. Location or Preview of the product item you just created, the Front and Back.

4. Use Enhanced View, it provides enlarged copy, etc. (Basic view is only for users w/out Flash on PC.)

5. When you complete the Prompts, ask to see a Preview of item for your review, i.e. click on Green button. If need to make change, just click on the Prompt of text or graphic want to modify, and change it - then Preview again. After product complete, select Quantity, then Approve. Lastly add item to you Shopping Cart.

6. Indicate Qty wanted. If need Qty greater than noted, call for quote.

7. After you have double checked your item for correctness, make sure you do one final "Preview" (click on green button). Now that everything is good, you are now ready to add it to your Shopping Cart and then Check Out. So - **Click your Approval by checking the "Click Here to Approve" box and then click "Add to Cart" box.**

After you click on "Add to Cart" button, it grays out and changes to "Adding to Cart".

E-mail available: [oscinc@ocsmail.com](mailto:oscinc@ocsmail.com)



# OCS On-Line Print, Mail & Fundraising Ordering System

Order Confirmation Info ...

The screenshot shows the OCS Shopping Cart interface. At the top, the OCS logo and "Printing & Mailing Services" are displayed. Contact information includes phone: 1-800-877-4627, fax: 410-795-7261, e-mail: ocsinc@ocsmail.com, and web: www.ocsmail.com. The navigation menu includes Home, Catalog, Shopping Cart (highlighted), Order Manager, File Manager, and Search Catalog. The breadcrumb trail shows Shipping → Billing → Confirm Order. The main content area displays a search bar, tabs for Current (1) and Saved, and a list of items. The first item is "PC Postcard5 -8.5x5.5in 4/1 (Full Color/Black) | SKU: PC5--OCS, Inc" with a description, design details, font options, finish size, and paper availability. A quantity of 100 is selected, and the price is \$49.00. A "Remove" button is next to the item. A "Subtotal: \$49.00" is shown, with a note "Total does not include tax.". A "Coupon Entry" section is present. At the bottom, there are "Back To Catalog", "Save Cart", and "Checkout" buttons. The footer contains contact information and a Facebook link.

1. This is your Confirmation that item added to Cart. It shows Qty selected and the Price.

2. This area shows "total" calculated Price and the "total" Quantity you ordered.

3. If you MUST make a change to item, clicking on the Item (Blue copy) will take you back to item detail.

4. IF you want to DELETE item, check small box next to respective item and then click on "Remove".

5. IF you ordered "more" than one item, each item would be listed here.

6. Press Checkout to continue the closing process.

# OCS On-Line Print, Mail & Fundraising Ordering System

The Checkout process ...

**OCS Printing & Mailing Services**  
phone: 1-800-877-4627

Home Catalog Shopping Cart Order Manager File Manager Search Catalog.

**Shipping** → Billing → Confirm Order

1. Add your "Ship To" location.

Choose Shipping Address: (All Products) **OR**

Use an Existing Address:  **OR**  Use a New Address (This order only):

Country: United States  
Company: OCS, Inc  
Attn: Don  
Addr 1: 7501 Village Road  
Addr 2:   
Addr 3:   
Addr 4:   
City: Sykesville  
State: Maryland  
Zip: 21784

\*Required Field

Use your "existing" address on file or enter a "new" shipping address.

Choose Shipping Method: (All Products)

2. Here you will indicate "shipping choices", like "Customer Pick-Up" or "UPS Ground", etc.

	Ship To	Ship Method	Instructions	Qty
<input type="checkbox"/> PC Postcard5 -8.5x5.5in 4/1(Full Color/Black) PC5--OCS, Inc	Current	Customer Pick-Up	All come to your location in AM.	100

Your "selected" payment choice will then be shown here.


~Design: FRONT: Your 4 Images & Text BACK: Your Text  
~Font: different font styles available  
~Finish Size: 8.5x5.5in  
~PAPER AVAILABLE: 12pt C1S (Coated One Side) White  
- OCS, Inc\_7501 Village Road\_Sykesville\_MD\_21784\_410-781-6435\_Arial\_9\_Colors Only\_xGray\_OCS is your supplier of choice - whatever you need whenever you need it! We have it all.\_Arial\_Black\_36\_xBlue Dark\_\_Times New Roman\_\_We handle all your Fundraising, Direct Mail, Commercial Printing, Promotional Items and more. Just give us a call @ 410-781-6435\_Times New Roman\_\_Times New Roman\_\_BlackStampPlaceHereFrame1

Subtotal:	\$49.00
Shipping:	\$0.00
<b>Total:</b>	<b>\$49.00</b>

Total does not include tax.

3. Click on "Continue" to move on to Billing info.

# OCS On-Line Print, Mail & Fundraising Ordering System



phone: 1-800-877-4627  
fax: 410-795-7261  
e-mail: ocsinc@ocsmail.com  
web: www.ocsmail.com

Home Catalog Shopping Cart Order Manager File Manager Search Catalog

Shipping → **Billing** → Confirm Order

**1. Now your "Billing" address noted.**

**Choose Billing Address:** (All Products)

Use an Existing Address: Attn:  Select Address

OR

Use Shipping Address

Use a New Address (This order only):

Country: United States  
Company: OCS, Inc  
Attn: Don  
Addr 1: 7501 Village Road  
Addr 2:   
Addr 3:   
Addr 4:   
City: Sykesville  
State: Maryland  
Zip: 21784

\*Required Field

+ Save Address

**Choose Payment Method:**

Credit Card

**2. Need to check payment method - Credit Card**

SKU	Description	Ship Method	Qty	Price
<input type="checkbox"/> PC5- OCS, Inc	Postcard: -Design: FRONT: Your 4 Images & Text BACK: Your Text -Font: different font styles available -Finish Size: 8.5x5.5in -PAPER AVAILABLE: 12pt C1S (Coated One Side) White - OCS, Inc_7501 Village Road__Sykesville_MD_21784_410-781-6435_Arial_9_Colors Only_xGray_ OCS is your supplier of choice - whatever you need whenever you need it! We have it all_Arial_Black_36_xBlue Dark____Times New Roman__We handle all your Fundraising, Direct Mail, Commercial Printing, Promotional Items and more. Just give us a call @ 410-781-6435_Times New Roman____Times New Roman__BlackStampPlaceHereFrame1	Customer Pick-Up	100	49.00

Remove

Subtotal: \$49.00  
Shipping: \$0.00  
**Total: \$49.00**  
Total does not include tax.

**3. Move to next Confirm screen**

Back Continue

# OCS On-Line Print, Mail & Fundraising Ordering System

**OCS** Printing & Mailing Services  
phone: 1-800-877-4627  
fax: 410-781-7261  
e-mail: ocsinc@ocsmail.com  
web: www.ocsmail.com

Home Catalog Shopping Cart Order Manager File Manager Search Catalog

Shipping Billing **Confirm Order**

1. This is your "review of order & address data". It is also where you enter your "Credit Card information".

<b>Current Ship To Address:</b> OCS, Inc Don 7901 Village Road Sykesville, MD 21784 US <a href="#">[Change]</a>	<b>Purchase Order Number:</b> <b>Current Bill To Address:</b> OCS, Inc Don 7901 Village Road Sykesville, MD 21784 US <a href="#">[Change]</a>
---	--

**Items**

#	Name	SKU	Qty	Price
1	PC Postcard5 - 8.5x5.5in 4/1x Full Color(Black)	PC5-OCS, Inc	100	\$49.00

**Description:**  
Postcard:  
-Design: FRONT: Your 4 Images & Text  
BACK: Your Text  
-Font: different font styles available  
-Finish Size: 8.5x5.5in  
-PAPER AVAILABLE: 12pt C1S (Coated One Side) White  
- OCS, Inc\_7901 Village Road\_Sykesville, MD\_21784\_410-781-6435\_Arial\_9\_Colors Only\_xGray\_OCS is your supplier of choice - whatever you need whenever you need #We have it all\_Arial\_Black\_36\_xBlue Dark\_\_\_\_Times New Roman\_\_\_\_We handle all your Fundraising, Direct Mail, Commercial Printing, Promotional Items and more. Just give us a call @ 410-781-6435\_Times New Roman\_\_\_\_Times New Roman\_\_\_\_BlackStampPlaceHereFrame1

**Ship To:**  
Don  
7901 Village Road  
Sykesville, MD 21784 US  
[\[Change\]](#)

**Ship Method:**  
Customer Pick-Up [\[Change\]](#)

**Est. Weight:**  
1.4100 Pounds

Subtotal:	\$49.00
Shipping:	\$0.00
Tax:	\$2.94
<b>Total:</b>	<b>\$51.94</b>

Credit Card Type:   
Credit Card Number:   
Expiration:    
Security Code:   
First Name on Card:   
Last Name on Card:   
Phone Number:

2. For Credit Card payment method you will need to complete your card information here.

3. Clicking "Complete Order" finishes the process

[Back](#) [Complete Order](#)



# OCS On-Line Print, Mail & Fundraising Ordering System

## The MAILING and DIRECT MAIL FUNDRAISING Sections

Of the “three” main Ordering options provided, i.e. Printing, Mailing & Direct Mail Fundraising, this Tutorial has just detailed the “Printing” option. These last several pages provide a review of the functions in the other two, i.e. Mailing and Fundraising. Since there are a lot of tasks that are similar to the Printing option we basically outline the differences. *We will start with the MAILING section.*

There is also a special function that is not part of the Printing area and that relates to “Address Lists” that are necessary to mail out your piece. Our system allows you to either download your specific list or select & develop a list relative to location parameters, market segments or demographic criteria.

1. Select one of the 3 main options. We already detailed Printing. We will review *Mailing* here.

2. Now select the Product Category. In “Printing” we had 10 categories, “Mailing” has 4 categories that align themselves with the mailing function.

3. Next screen to appear will be the “Formats” available. Now just pick the format you prefer.

OCS, Inc. | 7501 Village Road, Sykesville, MD 21784 | ocsinfo@ocsmail.com | Phone: (301) 977-4627  
www.ocsmail.com

# OCS On-Line Print, Mail & Fundraising Ordering System

## Formatting your Mailing piece ...

1. As detailed in the prior "Printing" section, the layout of the "Mailing" Card, Flier, Brochure, or Packet follow the same completing of prompts. The only difference is that you will see the format of the "address" that will be printed on the piece. Next page outlines how addresses obtained.

**Product Information**  
**PC Postcard17 -8.5x5.5in 4/1(Full Color/Black)**  
 Description: Postcard  
 -Design: FRONT: Your Text BACK: Your Text  
 -Font: different font styles available  
 -Finish Size: 8.5x5.5in  
 -PAPER AVAILABLE: 12pt C1S (Coated One Side) White  
 Design Layout: Picture below for reference only. Scroll down to enter info for form.

**Font Size Info**  
 ~ 7-9 (Small) T=8pt  
 ~ 11-12 (Normal Text) T=12pt  
 ~ 18-26 (Sub-Heading) T=22pt  
 ~ 36-50 (Heading/Title) T=42pt

**Form**  
 Complete the form below and preview your results to the right

**Proof**  
 Specify which records in the data source to review  
 First and Last Records  
 Shortest: Endorsement  
 Longest: Endorsement  
 Record #: (Choose 1 - 600)

**Order Information**

Qty:	100-199	200-299	400-699	1000-2499	2500-4999	5000-7500
Unit Price:	\$9.9400	\$9.5488	\$8.4000	\$6.2958	\$5.2400	\$4.2000
Unit Price + Materials Price+Mail Prep:	0.48+0.45	0.33+0.21	0.27+0.13	0.23+0.083	0.19+	0.16+
Lead Time: 3-7 Bus. Days (Max: 14)	Price does not include tax					

Qty: 696  
 Postage & Handling: First Class Live Stamp \$0.45 Per Item \$320.16  
 Printing: \$0.40 Per Item \$278.40  
**Estimated Total: \$598.56**

I have verified that all content and document layout is correct. I understand that my document will print exactly as it appears PDF proof. I cannot make any changes once my order is placed. I certify that I own the rights to or have a license to use the image(s) and/or logo(s) being reproduced as part of my order. I agree to defend, indemnify and hold harmless OCS and its affiliates from and against any and all claims, damages, costs and expenses, including attorneys' fees, arising from or out of my use of this site. [Click here to view the full policy.](#)

To speak with a Customer Service Associate for order and/or delivery related issues, please call 1-800-877-4DCS(46), Monday thru Friday, 9 am to 4 pm EST. You may also e-mail our service center 24/7 at: [ocsinco@ocsmail.com](mailto:ocsinco@ocsmail.com) (Note: In Subject line of email place your order#, which appears in your confirmation email.)

[Click Here to Approve & Order](#)

**Form**  
 Return Address - Required  
 Your Name: OCS - Dan  
 Your Address Line 1: 123 main  
 Your Address Line 2:  
 Your City: bvt  
 Your State: md  
 Your Zip: 21794  
 companyPhone:  
 Text4: Add Text  
 Text4 FONT SIZE: 10  
 Postage Info: First Class Live Stamp  
 First Class Live Stamp  
 Use USPS Standard Format  
 Use My Own Format  
 address(es)/mailing list: if you opt-out less than 300 records, you will be contacted by phone and/or email. Your order may be canceled unless otherwise agreed. You will be charged \$4.00 per record.

**Proof**  
 Specify which records in the data source to review  
 First and Last Records  
 Shortest: Endorsement  
 Longest: Endorsement  
 Record #: (Choose 1 - 600)

Call, Drive and Receive 30% Off Your First Reproduction 416-751-6435

\*\*\*\*5-DIGIT 16601  
 MR. MICHAEL MYERS  
 c/o SANDY MYERS  
 Or Current Resident  
 PO BOX 103178  
 138 MAIN STREET  
 Haddonfield, IN 33037

**Order Information**

Qty:	100-199	200-299	400-699	1000-2499	2500-4999	5000-7500
Unit Price:	\$9.9400	\$9.5488	\$8.4000	\$6.2958	\$5.2400	\$4.2000
Unit Price + Materials Price+Mail Prep:	0.48+0.45	0.33+0.21	0.27+0.13	0.23+0.083	0.19+	0.16+
Lead Time: 3-7 Bus. Days (Max: 14)	Price does not include tax					

Qty: 696  
 Postage & Handling: First Class Live Stamp \$0.45 Per Item \$320.16  
 Printing: \$0.40 Per Item \$278.40  
**Estimated Total: \$598.56**

2. Note that the system will layout the format of the address on the piece. You can request to see the first and last address in the address file, via the proofing process. Other list address options are available

# OCS On-Line Print, Mail & Fundraising Ordering System

1. The system, whether in the “Mailing” option or the “Fundraising” option will request - What or how is the system getting the addresses to use on the mailing piece?

It will get these addresses from an “Existing File” that you will need to upload -OR- You can request “Acquiring” of New Addresses.

## 2. Uploading Existing Addresses -

If you have never uploaded any addresses then the drop down will state: “No existing file”. It will then prompt you to “Browse” for file wanted. You then indicate the type of file it is, i.e. Comma Delimited, Excel, etc. and the system will upload.

## 3. Acquiring New Addresses -

You click on the “Acquire” section and a special Geo-Selector address system will appear. Reference next few pages that detail obtaining addresses.

## Obtaining Addresses

**Product Information**  
**PC Postcard17 -8.5x5.5in 4/1(Full Color/Black)**  
 Description: Postcard.  
 -Design: FRONT: Your Text BACK: Your Text.  
 -Font: different font styles available  
 -Finish Size: 8.5x5.5in  
 -PAPER AVAILABLE: 12pt C18 (Coated One Side) White

Design Layout: Picture below for reference only. Scroll down to enter info for form.

**Font Size Info**  
 ~7-9 (Small) T=8pt  
 ~11-12 (Normal Text) T=12pt  
 ~18-26 (Sub-Heading) T=22pt  
 ~36-50 (Heading/Title) T=42pt

**Customize This Product**

**Specify Data**  
 Choose your data source from the options listed below

- Existing File [1:MacromSampleAddressesMaster21.csv]
- Upload New Comma Delimited File
- Upload New Tab Delimited File
- Upload New File with Other Delimiter [ ]  
 (Specify delimiter prior to selecting this option)
- Upload New Excel File
- Acquire New Addresses [Consumer - GeoSelector]

**Preview**

-Font: different font styles available  
 -Finish Size: 8.5x5.5in  
 -PAPER AVAILABLE: 12pt C18 (Coated One Side) White

Design Layout: Picture below for reference only. Scroll down to enter info for form.

**Font Size Info**  
 ~7-9 (Small) T=8pt  
 ~11-12 (Normal Text) T=12pt  
 ~18-26 (Sub-Heading) T=22pt  
 ~36-50 (Heading/Title) T=42pt

**Map Data**  
 Map your data file fields to the template fields by changing the drop-down menus below. Questions? Call us at 1-800-877-4527

Online Template Fields	Your Data File Fields	Your Sample Data
Endorsement	endorsement	***5-DIGIT 1980T
Situation	The/Situation	NR
FirstName	First Name	MICHAEL
LastName	Last Name	MYERS
FullName(Self-Name+L-Name)	FullName1	MR. MICHAEL SPE
FullName2(Attr, co, etc.)	FullName2	MR SANDY MYERS
Current Resident Line	Current Resident Line	01 Current Reside
Address Line 1*	Address Line1	PO BOX 103178
Address Line 2	Address Line2	138 MAIN STREET
City*	City	Hoodoofield
State*	state	RI
Zip*	ZIP	02802
MSB Barcode	Donor Account Number	027434613A
	Barcode MB	0AAT000T0T0AT
	Donation Amount	\$100.00

4. Once file determined and loaded, the system needs to know how it is to be formatted or laid out on the mailing piece. Postal requirements dictate that the “Endorsement” line is at the top of the address and we will be placing the Bar Code at the bottom. These items are calculated and created by the system. You just layout the address. Like first name - first, then last name, last. Next, would be the street address, etc. The system shows the general format of how an address is set-up, but it does let you change it if you would like.

5. Shows location of formatted or mapped address on mailing piece.



# OCS On-Line Print, Mail & Fundraising Ordering System

**OCS Address part of System for Locating, Selecting & Acquiring Address List Data** - The system will allow user to acquire addresses for a defined location. The system moves to the GeoSelector application so the user can define how they want addresses to be selected. (This selection occurs in both the Mail & Fundraising sections.) There are “two” main options. You can plot out / draw a specific area on a map --or-- you can select your list via zips, cities or counties - you can even select parameters such as all address in a 2, 3, 4, etc. mile radius from a center point. This is the initial question that needs to be answered before you can move into more particular options, where the system will provide you selections such as, geographic locations, market segments (i.e. single homes, apartment, businesses, etc) or demographic criteria, such as age, family income, gender, number children in household, etc.

The screenshot shows the 'Mailing Lists - GeoSelector' interface. At the top, it features the OCS, Inc. logo and the GeoSelector title. A banner reads: 'A whole new way to select the exact right people for your next mailing'. Below this, a central instruction says: 'Please click on a list type below to proceed'. Two options are presented: 'Select your list by drawing on our interactive map (Recommended)' and 'Select your list from zip codes, counties, and cities'. The first option includes a map with a red polygon drawn on it. The second option shows a 'Step 1: Select the geographical region(s) for your list' form with a dropdown menu for 'State(s)', a 'Select more than one state' checkbox, a 'Choose category to select' dropdown, and radio buttons for 'By Zip Codes', 'Counties', and 'Cities'. Below these are several rows of zip code checkboxes. A 'Quick Start Tutorial' button is also visible. Annotations with arrows point from text boxes to the map and the zip code list.

**Mailing Lists - GeoSelector**

OCS, Inc.

**GeoSelector**

A whole new way to select the exact right people for your next mailing

Please click on a list type below to proceed

Select your list by drawing on our interactive map (Recommended) -or- Select your list from zip codes, counties, and cities

Step 1: Select the geographical region(s) for your list

Please select a state, after which zip codes, counties, and cities to choose from will be displayed.

State(s): [Dropdown]

Select more than one state

Choose category to select

By Zip Codes  Counties  Cities  Sales States

Please select your zip codes, and then click "Complete Selection" to proceed

Complete Selection

[List of zip codes with checkboxes]

Check this box if you would like to type in zip codes manually

Want to see GeoSelector in action?

Quick Start Tutorial watch the tutorial

And this second list option will let you select your list based on Zip codes, Counties or Cities.

# OCS On-Line Print, Mail & Fundraising Ordering System

This is the location for most of the specific options available

This "Interactive Help" box will detail what you need to do, to proceed in mapping your area and determining the addresses you wish to finally select for acquisition.

1. Enter an address to determine your center point or basic location.
2. Click on "Draw Selection" (above icon) to begin outlining area you wish to mail.
3. You now draw the geographic area you wish to cover. Just click to make a point, then draw and click to create the line. Continue process to do the boundaries.
4. After boundary complete the system will respond with number addresses in area.

**Interactive Help**  
Step 1: Enter an Address, and click find address to position the map. This window will be updated as you use GeoSelector. For Live Help please click on the button at the lower left.

**Interactive Help**  
Step 2: Click Draw Selection, and then click on the map to draw points. Or you may click Add Radius Selection, and click on the center of your radius

**Interactive Help**  
Your count is complete, and is 7,353 records. It is now displayed in the selection window below. You may click on Select Demographics, or Continue Order to proceed

#1: Count=7,353 Selection 1

# OCS On-Line Print, Mail & Fundraising Ordering System

**OCS, Inc.**

RADIUS SIZE (MILES): 5

Map Position

List Type: Consumer

Street Address: 7501 Village Rd

City: Sykesville

State: MD Zip: 21784

Find Address

Interactive Help

Your count is complete, and is 11,176 records. It is now displayed in the selection window below. You may click on Select Demographics, or Continue Order to proceed

Continue Order

#1: Count=11,176 Selection 1

Map Position sidebar: Roads, Satellite, Both

ADD RADIUS TO SELECTION

Just for comparison - The prior page shows the address area wanted, created via "drawing a shape". If you wanted you could also just request a radius from a central point.

This example shows a 5 mile and a 3 mile radius ...

**OCS, Inc.**

RADIUS SIZE (MILES): 3

Map Position

List Type: Consumer

Street Address: 7501 Village Rd

City: Sykesville

State: MD Zip: 21784

Find Address

Interactive Help

Your count is complete, and is 6,189 records. It is now displayed in the selection window below. You may click on Select Demographics, or Continue Order to proceed

Continue Order

#1: Count=6,189 Selection 2

Map Position sidebar: Roads, Satellite, Both

ADD RADIUS TO SELECTION

Location: Most Accurate

Location: More Records

View Live Traffic

Scroll Wheel Zoom

Calculate Distance

Help



# OCS On-Line Print, Mail & Fundraising Ordering System

**1. Select any Demographic Criteria options below to make your addresses more specific to your needs / audience. For example, Dwelling Type. Click on "Save Selection and Continue" to re-calculate new address qty.**

**2. Notice in our example when you narrowed your search from all addresses in area ... to all addresses in area that are "Single Family Households" quantity dropped from 7,353 (as shown on prior page) to 6,675 (as shown here).**

**3. Once complete with Demographics, click on "Continue Order" to finish the process.**

**GeoSelector - Please Select Your Demographics - Windows Internet Explorer**

Estimated Income: Any, Not Known, \$1,000-\$14,999, \$15,000-\$24,999

Highest Education Attained: Any, Not Known, High School Diploma, Some College

Dwelling Type: Any, Not Known, **Single Family Household**, Apartments / Condos / Townhouses

Save Selections and Continue

Interactive Help: Your Demographic Selections have been stored, and your counts will be re-calculated.

Continue Order

#1: Count=6,675 Selection 1

View Selections


Location: Most Accurate, Location: More Records


US Patent #7,561,169, GeoSoftWorks, LLC

Open Street View

Print this page

# OCS On-Line Print, Mail & Fundraising Ordering System

 **GeoSelector** A whole new way to select the exact right people for your next mailing

**Continue Order** 

<< Return to previous screen

Total Available Record Count matching your criteria: 6,675

**Total Number of Records to Order: 6,675**

Total Price for Order: \$300.38

Geography -  
Selected from map.

Demographics

Dwelling Type - Single Family Household  
Deliverability - Best

Number of Records to Order:

**Update quantity and recalculate**

Click to view Selection demographics  
[Selection 1](#)

Check this box to flag select fields on output file

Email Address:

Emailing an order is for your reference only, to place your order you must click "Continue Order" above.

**Email this order**

Email subject line text:

**Click here to download detailed counts**

When finished with any Demographics you may have selected for the defined area chosen, this screen appears after you click on "Continue Order" (reference prior page).

If you did not request any Demographics, you just selected a defined area, this screen will also appear.

It shows final quantity calculated, based on the area selected and if demographics were selected then that info is also noted.

Finally, the address cost is shown.

# OCS On-Line Print, Mail & Fundraising Ordering System

2. Shows the change from original 6,675 records to new 5,000 wanted.

1. Just as an option - If you want to stay with the demographic address selection made, but you really do not want to mail the total quantity that was calculated for the area ... you still have a chance to lower the quantity. All you have to do is swipe the quantity in the "Number of Records to Order" box and indicate a number that is lower than that shown. In our example, we changed the 6,675 to 5,000. The system will then select a random grouping of 5,000 addresses from the original 6,675.

3. It will then provide you with a breakdown of address locations ... You are now COMPLETE with your address selections!

# OCS On-Line Print, Mail & Fundraising Ordering System

Completing the Mailing Option section ...

## PC Postcard17 -8.5x5.5in 4/1(Full Color/Black)

Description: Postcard:

- ~Design: FRONT: Your Text BACK: Your Text
- ~Font: different font styles available
- ~Finish Size: 8.5x5.5in
- ~PAPER AVAILABLE: 12pt C-1S (Coated One Side) White

The system now summarizes the complete order, for the item(s) to Print, for the Addresses selected and the Postage.

Design Layout: Picture below for reference only. Scroll down to enter info for form.



Font Size Info
~7-9 (Small) T=8pt
~ 11-12 (Normal Text) T=12pt
~18-26 (Sub-Heading) T=22pt
~36-50 (Heading/Title) T=42pt

1. The price breakdown for the Print Material(s) and the Mail Preparation (i.e. the processing & labor to format the addresses and print the addresses on the product).

2. The cost for the Addresses (5,000 in this example). See prior two pages for how address qty selected.

Customize This

### Price Breakdown

Qty:	100-199	200-399	400-999	1000-2499	2500-4999	5000-7500
Unit Price:	\$0.9400	\$0.5400	\$0.4000	\$0.2950	\$0.2100	\$0.1600
Unit Price = Materials Price+Mail Prep:	0.49+0.45	0.33+0.21	0.27+0.13	0.23+0.065	0.16+0.05	0.12+0.04

Lead Time: 3-7 Bus. Days (Max: 14)

Price does not include tax

List Count: 5000		N/A	N/A	\$225.00
Postage & Handling:	Pre-Sort Standard(Min: 200 Addresses)	\$0.2700	Per item	\$1,350.00
Printing:	Pre-Sort Standard(Min: 200 Addresses)	\$0.1600	Per item	\$800.00

Estimated Total: \$2,375.00

### Summary

Geography -  
Selected from map.  
[View or Change Selection](#)

Demographics  
Dwelling Type - Single  
Family Household

[Click Here to Approve & Order](#)

3. The postage calculation for the postage "type" selected.

\*Required Fields

Click your Approval by checking the "Click Here to Approve" box and then click "Add to Cart" box. Order is finished ... the Checkout process is the same as detailed in the "Print" option section, pages 7-12.



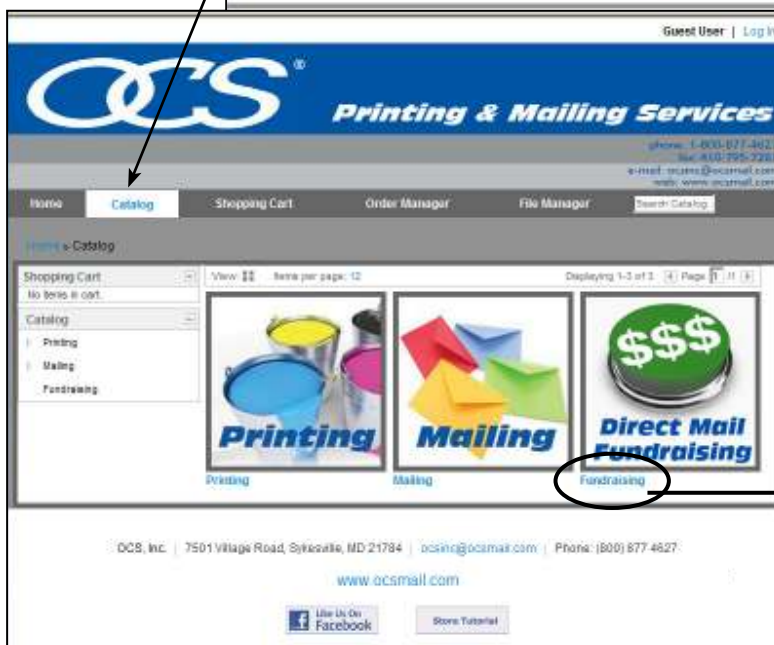
# OCS On-Line Print, Mail & Fundraising Ordering System



## DIRECT MAIL FUNDRAISING Section

1. Clicking on the large blue bar will bring up the On-Line Ordering system.

2. Clicking on "Catalog" will bring up the **Printing, Mailing** or the **Direct Mail Fundraising** options.



3. Now you can click on anyone of the three main tasks. For this part of the tutorial we will click on "**Direct Mail Fundraising**".

# OCS On-Line Print, Mail & Fundraising Ordering System

**Direct Mail Fundraising** - "This" part of our system is directed at authorized Non-Profits. Many of the formats are volunteer Emergency Service Industry oriented, but any organizational non-profit can apply the examples. There are various solicitation Packet formats. The solicitation packets are different sizes, i.e. 3-piece, 4-piece and 5-piece, meaning a Flier, main Mailing Envelope, Return Envelope, and maybe a separate Donor Response Card and/or a Promotional Insert. There are special flier designs that allow you to provide your own copy, but we also offer suggestions. There are generic graphics from which to choose, but you can upload your own photos. In addition to the solicitation packets, there are Letters, and Thank You post cards and 2-piece packet Thank You letters.

**State Charitable Compliance Info** - Prior to doing a solicitation for charitable donations, most states require some form of charitable registration from most non-profit organizations. In addition to one-time or annual registration, most of these states require filing some form of compliance paperwork to remain in good standing with the state charity bureau, usually a division of the Secretary of State or Office of the Attorney General. If you are here considering a solicitation mailing you are probably aware of the process. If not, you will want to check with your particular state's requirements, the paperwork is not that difficult, if needed.

**Streamline Pkt w/ Flier & Envelopes(FIRE)-8.5x11in 4/0 (Full Color/Blank) FND 3-pc.**

**Streamline Pkt w/ Flier & Envelopes(AMBULANCE)-8.5x11in 4/0(Full Color/Blank) FND 3-pc.**

**Streamline Pkt w/ Flier & Envelopes(RESCUE)-8.5x11in 4/0(Full Color/Blank) FND 3-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE)-8.5x11in 4/0(Full Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(AMBULANCE)-8.5x11in 4/0(Full Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(RESCUE)-8.5x11in 4/0(Full Color/Blank) FND 4-pc.**

**5 Piece Pkt w/ Flier & Calendar/Flag & Donor Card & Envelopes(FIRE)-8.5x11in 4/0(Full Color/Blank) FND 5-pc.**

**5 Piece Pkt w/ Flier & Calendar/Flag & Donor Card & Envelopes(AMBULANCE)-8.5x11in 4/0(Full Color/Blank) FND 5-pc.**

**5 Piece Pkt w/ Flier & Calendar/Flag & Donor Card & Envelopes(RESCUE)-8.5x11in 4/0(Full Color/Blank) FND 5-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(AMBULANCE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(RESCUE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**Thank You Postcard(FIRE)-4.25x5.5in 4/1(Full Color/Black) FND 7**

**Thank You Postcard(AMBULANCE)-4.25x5.5in 4/1(Full Color/Black) FND 7**

**Thank You Postcard(RESCUE)-4.25x5.5in 4/1(Full Color/Black) FND 7**

**4 Piece Pkt w/ Letter & Donor Card & Envelopes(FIRE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Letter & Donor Card & Envelopes(AMBULANCE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**4 Piece Pkt w/ Letter & Donor Card & Envelopes(RESCUE)-8.5x11in 2/0(Two Color/Blank) FND 4-pc.**

**Thank You Letter & Envelope(FIRE)-8.5x11in 2/0(Two Color/Blank) FND**

**Thank You Letter & Envelope(AMBULANCE)-8.5x11in 2/0(Two Color/Blank) FND**

**Thank You Letter & Envelope(RESCUE)-8.5x11in 2/0(Two Color/Blank) FND**

Clicking on format wanted will start the process to design your packet and obtain respective addresses.

Formats/Example solicitation mailing packets and designs for our Non-Profit customers.

# OCS On-Line Print, Mail & Fundraising Ordering System

Continuing with D/M Fundraising option ...

**Product Information**

**4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE) -8.5x11in 2/0(Two Color/Blank) FND 10**

Description: Packet Contents:

1. Fire Flier w/ regular Tri-Fold:
  - Design: FRONT: Your Text & Image BACK: Blank
  - Flier Finish Size: 8.5x11in -Paper: 80# Gloss Text White
2. Fire Donor Response Card:
  - Design: FRONT: Your Text BACK: Blank
  - Card Finish Size: 6.5x3.5in -Paper: 80# Cover
3. Main Envelope #10 w/ STD Window:
  - Design: FRONT: Your Text BACK: Blank
  - Finish Size: 9.5x4.125in Window Size: 4.5x1.125in -Paper: Smooth Finish White
4. Return Envelope #6 3/4:
  - Design: FRONT: Text BACK: Blank
  - Finish Size: 6.75x3.75in -Paper: Smooth Finish White

Design Layout: Picture below for reference only. Scroll down to enter info for form.

Customize This Product

**Specify Data**

Choose your data source from the options listed below:

- Existing File (No File Existing. Please Upload New.)
- Upload New Comma Delimited File
- Upload New Tab Delimited File
- Upload New File with Other Delimiter
- (Specify delimiter prior to selecting this option)
- Upload New Excel File
- Acquire New Addresses Consumer - GeoSelector

View variable data fields

**Preview**

Enhanced View

Start  End

**Order Information**

Qty:	500-749	750-999	1000-1499	1500-2499	2500-3499	3500-4999	5000-7499	7500-9999	10000-14999	15000-25000
Unit Price:	\$8.75	\$9.88	\$8.60	\$9.58	\$8.50	\$9.48	\$8.40	\$9.42	\$8.41	\$9.38
Unit Price + Materials Price-Mail Prep:	0.81+0.14	0.57+0.12	0.48+0.11	0.48+0.10	0.41+0.09	0.39+0.09	0.35+0.09	0.34+0.09	0.35+0.09	0.31+0.07

Lead Time: 3-7 Bus. Days (Mar. 14)  
Price does not include tax

1. Description of Packet Format you selected.

2. The system, whether in the "Mailing" option or the "Fundraising" option will now request - What or how is the system getting the addresses to use on the mailing piece?

It will get these addresses from an "Existing File" that you will need to upload -OR- You can request "Acquiring" of New Addresses.

3. **Uploading Existing Addresses** -  
If you have never uploaded any addresses then the drop down will state: "No existing file". It will then prompt you to "Browse" for file wanted. You then indicate the type of file it is, i.e. Comma Delimited, Excel, etc. and the system will upload.

4. **Acquiring New Addresses** -  
You click on the "Acquire" section and a special Geo-Selector address system will appear. Reference next few pages that detail obtaining addresses.

5. Packet & Mail Prep prices. Address prices noted on later screen.

# OCS On-Line Print, Mail & Fundraising Ordering System

## Selecting & Acquiring your Address List Data -

The system will allow user to acquire addresses for a defined location. IF you already “uploaded” your addresses, you would *not* see this set of address screens and you can continue on to the next page. The system moves to this GeoSelector application so the user can define how they want addresses to be selected. There are “two” main options. You can plot out / draw a specific area on a map --or-- you can select your list via zips, cities or counties, these are the initial two questions. Once that question is answered the screens here appear for you to map out your area. The system will provide you selections such as, geographic locations, market segments (i.e. single homes, apartment, businesses, etc) or demographic criteria, such as age, family income, sex, number children in household, etc. to be considered.

This is the location for most of the specific options available

This “Interactive Help” box will detail what you need to do, to proceed in mapping your area and determining the addresses you wish to finally select for acquisition.

1. Enter an address to determine your center point or basic location.
2. Click on “Draw Selection” (above icon) to begin outlining area you wish to mail.
3. You now draw the geographic area you wish to cover. Just click to make a point, then draw and click to create the line. Continue process to do the boundaries.
4. After boundary complete the system will respond with number addresses in area.

**Interactive Help**  
Step 1: Enter an Address, and click find address to position the map. This window will be updated as you use GeoSelector. For Live Help please click on the button at the lower left.

**Interactive Help**  
Step 2: Click Draw Selection, and then click on the map to draw points. Or you may click Add Radius Selection, and click on the center of your radius

**Interactive Help**  
Your count is complete, and is 7,353 records. It is now displayed in the selection window below. You may click on Select Demographics, or Continue Order to proceed

**GeoSelector**  
A whole new way to select the exact right people for your next mailing

Continue Order

<< Return to previous screen

Total Available Record Count matching your criteria: 6,675

Total Number of Records to Order: 5,100  
Total Price for Order: \$300

Geography - Selected from map

Demographics - Selected from map

Dwelling Type - Single Family Home  
Deliverability - Best

Number of Records to Order: 5100

Update quantity and recalculate

Click to view Selection demographics [Selection 1](#)

Check this box to flag select fields on output file

Email Address:

Emailing an order is for your reference only, to place your order you must click "Continue Order" above.

Email this order

Email subject line text:

Click here to download detailed counts

5. When finished with any Demographics you may have selected for the defined area chosen, this screen appears after you click on “Continue Order” (reference prior page). If you did not request any Demographics, you just selected a defined area, this screen will also appear. It shows final quantity calculated, based on the area selected and if demographics were selected then that info is also noted. Finally, the address cost is shown.

6. In this Direct Mail Fundraising example, number addresses selected was this 5,100

**NOTE:** A list of the various screens and procedures for uploading “addresses” or the defining of an area where you wish to mail, has NOT been detailed here. In the prior “Mailing” option section (ref. pages 16 thru 22) all those specific processes are outlined. The procedures written there would be the same as what you would follow here for this Direct Mail Fundraising section. However, this page does summarize the high points.

# OCS On-Line Print, Mail & Fundraising Ordering System

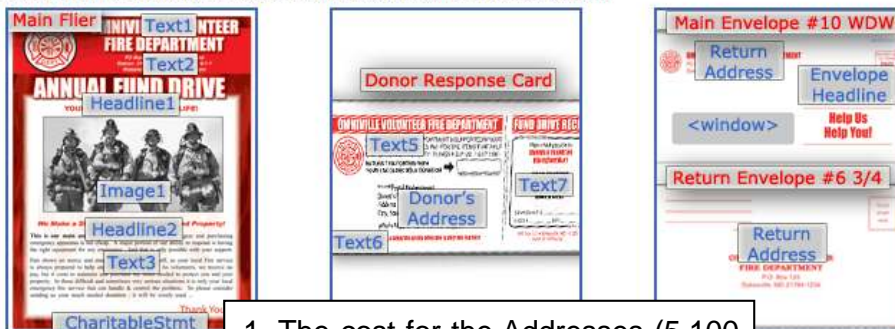
## 4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE) -8.5x11in 2/0(Two Color/Blank) FND 10

Description: Packet Contents:

1. Fire Flier w/ regular Tri-Fold:  
~Design: FRONT: Your Text & Image BACK: Blank  
~Flier Finish Size: 8.5x11in ~Paper: 80# Gloss Text White
2. Fire Donor Response Card:  
~Design: FRONT: Your Text BACK: Blank  
~Card Finish Size: 8.5x3.5in ~Paper: 80# Cover
3. Main Envelope #10 w/ STD Window:  
~Design: FRONT: Your Text BACK: Blank  
~Finish Size: 9.5x4.125in Window Size: 4.5x1.125in ~Paper: Smooth Finish White
4. Return Envelope #6 3/4:  
~Design: FRONT: Text BACK: Blank  
~Finish Size: 6.75x3.75in ~Paper: Smooth Finish White

The system now summarizes the complete order, for the item(s) to Print, for the Addresses selected and the Postage. The next page reviews adding your copy to the packet format you selected.

Design Layout: Picture below for reference only. Scroll down to enter info for form.



1. The cost for the Addresses (5,100 in this example). See prior page for how address qty selected.

[Customize This Product](#)

### Price Breakdown

List Count: 5100		N/A	N/A	\$229.50
Postage & Handling:	Non-Profit Pre-Sort Standard (Min: 500 Addresses)	\$0.1700	Per item	\$867.00
Printing:		\$0.4300	Per item	\$2,193.00
<b>Estimated Total:</b>				<b>\$3,289.50</b>

2. The postage calculation for the postage "type" selected.

### Summary

Geography -  
Selected from map.  
[View or Change Selection](#)

Start  End

### Order Information

Qty:	500-749	750-999	1000-1499	1500-2499	2500-3499	3500-4999	5000-7499	7500-9999	10000-14999	15000-25000
Unit Price:	\$0.75	\$0.69	\$0.60	\$0.56	\$0.50	\$0.48	\$0.43	\$0.42	\$0.41	\$0.38
Unit Price = Materials Price+Mail Prep:	0.61+0.14	0.57+0.12	0.49+0.11	0.46+0.10	0.41+0.09	0.39+0.09	0.35+0.08	0.34+0.08	0.33+0.08	0.31+0.07

Lead Time: 3-7 Bus. Days (Max: 14)  
Price does not include tax

3. Packet & Mail Prep prices.

# OCS On-Line Print, Mail & Fundraising Ordering System

Formatting info on the D/M Fundraising Packet ...

## 4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE) -8.5x11in 2/0(Two Color/Blank) FND 10

Description: Packet Contents:

1. Fire Flier w/ regular Tri-Fold:  
-Design: FRONT: Your Text & Image BACK: Blank  
-Flier Finish Size: 8.5x11in -Paper: 80# Gloss Text White
2. Fire Donor Response Card:  
-Design: FRONT: Your Text BACK: Blank  
-Card Finish Size: 8.5x3.5in -Paper: 80# Cover
3. Main Envelope #10 w/ STD Window:  
-Design: FRONT: Your Text BACK: Blank  
-Finish Size: 9.5x4.125in Window Size: 4.5x1.125in -Paper: Smooth Finish White
4. Return Envelope #6 3/4:  
-Design: FRONT: Text BACK: Blank  
-Finish Size: 6.75x3.75in -Paper: Smooth Finish White

Design Layout: Picture below for reference only. Scroll down to enter info for form.



1. This is the final phase - The "layout" of the packet items you selected is shown at the top. It shows the areas you can format copy, along with area you can add graphics for all the pieces of the overall packet.

You just fill in the blanks, like was detailed in the "Print" option section. Complete the prompts, then ask to see a Preview of what you produced so you can review and make changes or approve.

Since this is a "packet", you will do the Flier, then select the Donor Card, finally the two envelopes (main #10 and return env.).

Customize This Product

\*Required Fields

Form

Complete the form below and preview your results to the right.

Main Flier 
  Donor Response Card 
  Envelopes 
  Important!

Text1: OMNIVILLE VOLUNTEER FIRE DEPARTMENT

Text2: 7501 Village Road - Sykesville, MD 21784  
 Tel: 410-111-2222 - Emergency: 9-1-1

Select Headline1:
 

- 1. HELP US - HELP YOU!
- 2. YOUR SUPPORT CAN SAVE A LIFE
- 3. YEARS OF DEDICATED SERVICE TO THE COMMUNITY
- 4. NONE OF THE ABOVE (BLANK)

Image1: Firefighters Grayscale 2

Select Headline2:
 

- 1. YOUR GIFT, LARGE OR SMALL, IS GREATLY APPRECIATED!
- 2. WE MAKE A DIFFERENCE - WE SAVE LIVES AND PROPERTY.
- 3. WHEN YOU NEED OUR HELP, WE ARE THERE. NOW, WE NEED YOUR HELP!
- 4. NONE OF THE ABOVE (BLANK)

Select Text3: Use Default Text

Charitable Statement: Registration with the Attorney General does not imply endorsement.

For those states that require the Charitable Statement on flier, it can be inserted here. To view sample text click here.

Picture shows location of copy, then enter info in prompts below.

Proof



2. Clicking the Green button will display a "Preview" of what you have completed or entered so far. It is suggested that you preview after you have entered at least a few fields. It will take a good minute or two to display (all PC speeds are different). Be patient.

3. Once Flier info complete, just click on next item, in this case the Donor Card and finish with the envelopes.

Start \_\_\_\_\_ End

Order Information

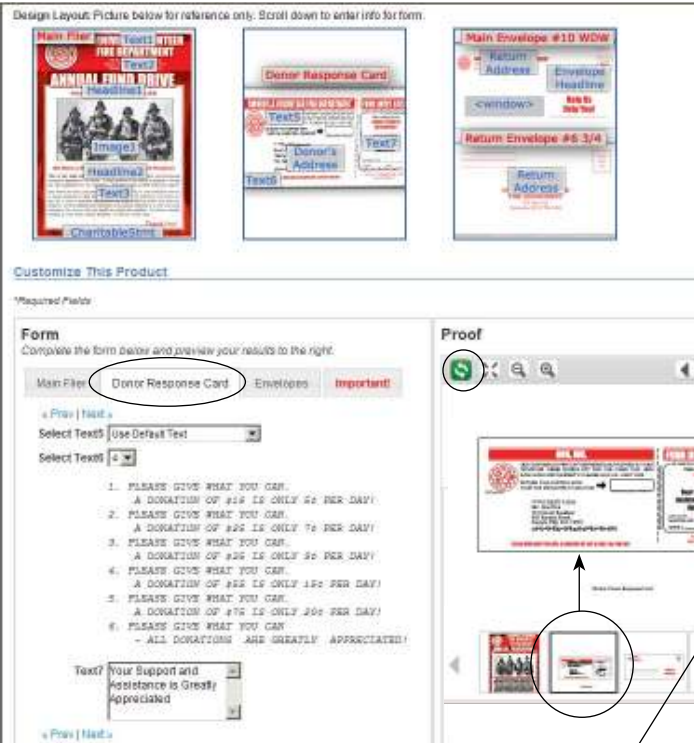
Qty:	500-749	750-999	1000-1499	1500-2499	2500-3499	3500-4999	5000-7499	7500-9999	10000-14999	15000-25000
Unit Price:	\$0.75	\$0.68	\$0.60	\$0.50	\$0.50	\$0.40	\$0.40	\$0.40	\$0.41	\$0.38
Unit Price = Materials Price+Mail Prep:	0.51+0.14	0.57+0.12	0.48+0.11	0.40+0.10	0.41+0.09	0.30+0.09	0.35+0.08	0.34+0.08	0.33+0.08	0.31+0.07

Lead Time: 3-7 Bus. Days (Max: 14)

Donor Card and Envelopes reviewed on next page ...

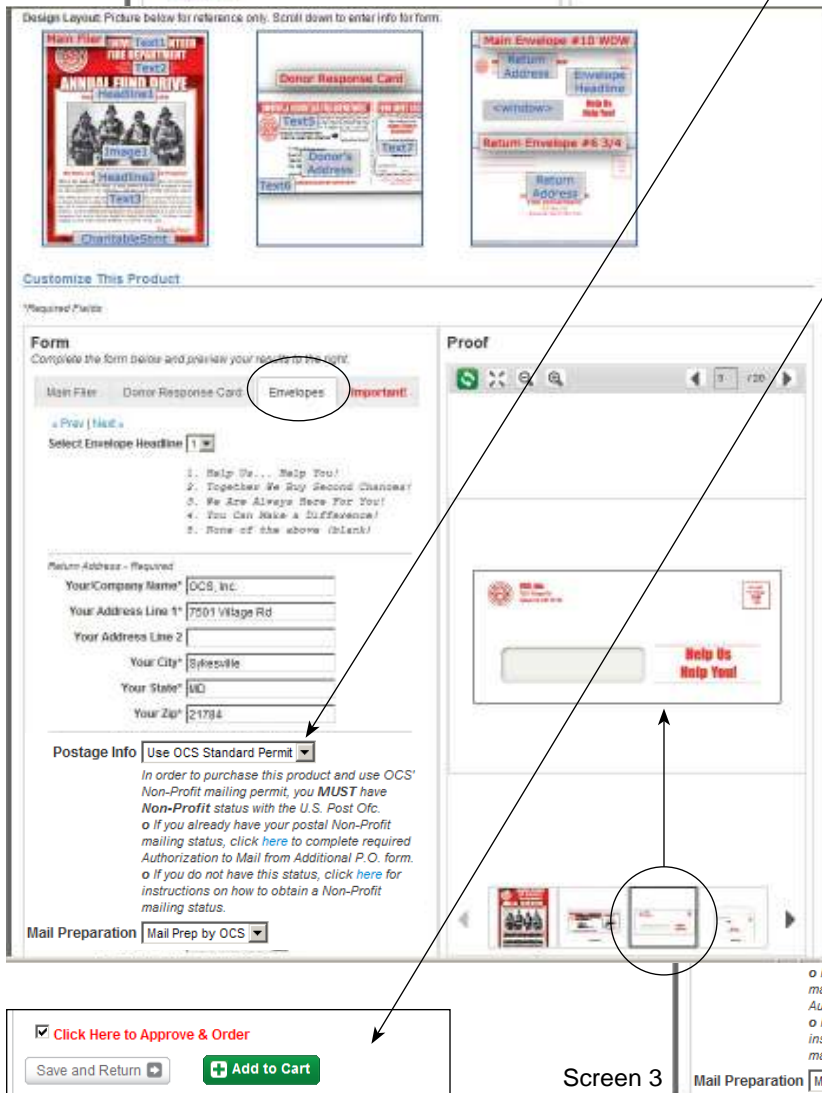
# OCS On-Line Print, Mail & Fundraising Ordering System

Screen 1



1. These 3 screens display the rest of the items for the packet. Just complete prompts like on the prior page. When complete, ask to see a Preview of item for your review, i.e. click on Green button. If need to make change, just click on the Prompt of text or graphic want to modify, and change it - then Preview again.

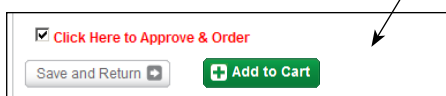
Screen 2



2. Postage Note - As a Non-Profit and if you wish to mail at special Non-Profit Pre-sort standard rates, we will need the authorization postage paperwork to mail from an additional post ofc other than yours. That is a simple process of providing us with your Non-Profit postal authorization number via postal form 3623, just click the "here" to get form.

3. After you have double checked your items for correctness, make sure you do one final "Preview" (click on green button). Now that everything is good, you are now ready to add it to your Shopping Cart and then Check Out. So - **Click your Approval by checking the "Click Here to Approve" box and then click "Add to Cart" box.**

Screen 3



# OCS On-Line Print, Mail & Fundraising Ordering System

This Postal Permit Info appears when you click the "click here" link, which relates to required postal information needed by us (i.e. OCS, Inc.) as your mailing agent for your mailing packets.

**Return Address - Required**

Your/Company Name\*

Your Address Line 1\*

Your Address Line 2

Your City\*

Your State\*

Your Zip\*

## The Authorization to Mail from an Additional Post Office



## How to Obtain a Non-Profit Mailing Status

**Postal Permit Info:** It is probable that you have your postal non-profit status. If not, you will need to apply via application 3624 (shown at bottom, right). But it is more likely you already have a non-profit permit at your local post ofc. For us to handle your mailing and process through our postal facility we need a very simple authorization form completed, which allows us to mail from "our" post office facility. This authorization (form 3623 shown at bottom left) is a short 1-sided form. Please email it to us - just click the "here" in the first option and follow the brief couple steps.

**Postage Info**

*In order to purchase this product and use OCS' Non-Profit mailing permit, you MUST have Non-Profit status with the U.S. Post Ofc. o If you already have your postal Non-Profit mailing status, [click here](#) to complete required Authorization to Mail from Additional P.O. form. o If you do not have this status, [click here](#) for instructions on how to obtain a Non-Profit mailing status.*

**Mail Preparation**

**UNITED STATES POSTAL SERVICE®**

### Request for Confirmation of Authorization (or Pending Application) to Mail at Nonprofit Standard Mail Prices

**Part 1 (For completion by applicant)**

- Any organization currently authorized or that has filed an application that is pending authorization to mail at the Nonprofit Standard Mail prices by the Postal Service™ may obtain confirmation of authorization or pending application to mail at Nonprofit Standard Mail prices for mailings to be entered at a PostOffice™ outside the PostalOne® system.
- Confirmation of authorization to mail at Nonprofit Standard Mail prices or application pending to mail at those prices will be issued only to the organization holding the original authorization or that has applied for authorization.
- The organization name in item 1 must match the name of the authorized organization exactly. The applicant named in item 3 must be an authorized official of the organization completing this form.
- File a separate request for confirmation for each Post Office (not a station or a branch) outside the PostalOne system for which your organization wants to mail at Nonprofit Standard Mail prices.
- Submit the completed request to the postmaster at the Post Office outside the PostalOne system where confirmation of authorization or pending application to mail at Nonprofit Standard Mail prices is needed.

**No application fee is required. Please be sure all information is complete. Please type or print legibly.**

1. Complete Name of Organization	5. Nonprofit Standard Mail authorization number or pending application number.
2. Street Address of Organization (Number, street, apartment or suite number, city, state, and ZIP+4®)	6. Post Office (not station or branch) where mailings will be made and where confirmation of authorization or application pending authorization to mail at Nonprofit Standard Mail prices is requested.
3. Name of Person Making this Request (Must be a responsible official of the requesting organization.)	7. Estimated date of first mailing at Post Office indicated in item 6.

*I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties).*

*I further understand that, if this application is approved, a postage refund for the difference between the regular Standard Mail and Nonprofit Standard Mail prices may be made for only those regular Standard Mail mailings entered at the post office identified above while this application is pending, provided that the conditions set forth in Domestic Mail Manual 703.1 and 703.1.9 are met.*

8. Signature of Applicant	9. Title	10. Date
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**Part 2 (For completion by postmaster at Non-PostalOne! Post Office when application filed)**

- Be sure that the applicant has completed items 1 to 10 in Part 1.
- If the national authorization number is known, the postmaster should request confirmation by calling the Pricing and Classification Service Center at one of the following numbers:
 

Eastern, New York Metro, and Northeast Areas	(212) 330-5360
Cap Metro, Southeast, and Southwest Areas	(212) 330-5361
Great Lakes, Pacific and Western Areas	(212) 330-5362
- Retain applications approved by telephone at the Post Office. A copy of the authorization letter sent to the applicant will be sent to the postmaster.
- Send applications not processed by telephone to:
 

Pricing and Classification Service Center  
PO Box 3623  
New York, NY 10008-3623

PS Form 3623, August 2008 (PSN 7530-02-000-9027) Privacy Notice: See our privacy policy on www.usps.com®

**UNITED STATES POSTAL SERVICE®**

### Application to Mail at Nonprofit Standard Mail Prices

Application Number: \_\_\_\_\_

**Section A - Application (Please read section B on page 2 before completion.)**

**A.1 (For completion by applicant)**

The information entered below must be legible so that our records will show the correct information about your organization.

The complete name of the organization must be shown in item 1. The name shown must agree with the name that appears on all documents submitted to support this application.

A complete address representing a physical location for the organization must be shown in item 2. If you receive mail through a Post Office™ box, show your street address first and use alternate address for the box.

**A.2 (For completion by postmaster)**

The applicant named in item 7 must be the individual submitting the application for the organization and must be a responsible official of the organization. Priests and mailing agents may not sign for the organization.

No additional organization categories may be added in item 9. To be eligible for the Nonprofit Standard Mail prices, the organization must qualify as one of the types listed.

The applicant must sign the application in item 18.

The application must be submitted to the Post Office in item 14 and on the date shown in item 17.

**Application fee is required. (All information must be complete and typewritten or printed legibly.)**

Complete Name of Organization (If using registration official, include title)

Street Address of Organization (Include apartment or suite number)

3. City, State, ZIP+4® Code

Alternate Mailing Address

5. Alternate City, State, ZIP+4® Code

Telephone (Include area code)

7. Name of Applicant (Must represent applying organization)

Postal Address

Type of Organization (Check only one)

(01) Religious  (02) Scientific  (03) Agricultural  (04) Veterans  (05) Qualified political committee (Do in item 12)

(06) Educational  (07) Philanthropic  (08) Labor  (09) Fraternal  (10) Voting registration official (Do in item 12)

Not all nonprofit organizations are eligible for the Nonprofit Standard Mail prices. Domestic Mail Manual 703.1 lists certain organizations (such as business leagues, chambers of commerce, civic improvement associations, social and hobby clubs, governmental bodies, and others) that, although nonprofit, do not qualify for the Nonprofit Standard Mail prices.

Is this a for-profit organization or does any of the net income go to the benefit of any private stockholder or individual?  Yes  No

Is this organization exempt from federal income tax? (If "Yes," attach a copy of the exemption issued by the Internal Revenue Service (IRS) that shows the section of the IRS code under which the organization is exempt. Required if exempt. Do not submit date for exemption information.)  Yes  No

Has the IRS denied or revoked the organization's federal tax exempt status? (If "Yes," attach a copy of the IRS ruling to this PS Form 3624.)  Yes  No

Print your IRS exemption letter, check off the box corresponding to the section under which the organization is exempt:

501(c)(3)  501(c)(5)  501(c)(6)  501(c)(18)  Other 501(c) \_\_\_\_\_ (See statement in item 9 above)

12. Has this organization previously mailed at the Nonprofit Standard Mail prices? (If "Yes," list the Post Office location where mailings were most recently shipped at these prices and provide the nonprofit authorization number, if known.)  Yes  No

13. Has your organization had Nonprofit Standard Mail privileges before the application was denied or authorization was revoked and provide the nonprofit authorization number, if known.  Yes  No

14. Post Office (not a station or branch) where authorization requested and bulk mailings will be made (City, state, ZIP Code)™: \_\_\_\_\_

*I certify that the statements made by me are true and complete. I understand that anyone who furnishes false or misleading information on this form or who omits material information requested on the form may be subject to criminal sanctions (including fines and imprisonment) and/or civil sanctions (including multiple damages and civil penalties). I further understand that, if this application is approved, a postage refund for the difference between the regular Standard Mail and profit Standard Mail prices may be made for only mailings entered at regular Standard Mail prices at the Post Office identified above while this application is pending, and that the conditions set forth in Domestic Mail Manual 703.1 and 703.1.9 are met.*

Signature of Applicant \_\_\_\_\_ 16. Title \_\_\_\_\_ 17. Date \_\_\_\_\_

**Section B (For completion by postmaster of originating office when application filed)**

Signature of Postmaster (Or designated representative) \_\_\_\_\_ 2. Date Application Filed With Post Office (Round stamp) \_\_\_\_\_

PS Form 3624, April 2012 (Page 1 of 3) PSN 7530-02-000-9014 PRIVACY NOTICE: See our privacy policy on www.usps.com



# OCS On-Line Print, Mail & Fundraising Ordering System

1. Details of ordering Fundraising items is complete. System summarizes specs of order. You are now ready to go to checkout. You would enter your Ship to and Bill to info along with Credit Card data - This is the same as detailed in the "Printing" section, ref. pages 9 thru 12.

2. Each item in packet is listed. The overall "printing" cost is shown, then the cost for the "list". The "postage" for the mailing is also shown and any shipping or freight charges for delivery to the Post Office is noted ...

3. You now move to formal checkout by clicking on the "Checkout" button.

The screenshot shows the 'Shopping Cart' page. At the top, there are navigation links: Home, Catalog, Submit Print Ready Job, and Catalog... Below this is a breadcrumb trail: Shipping → Billing → Confirm Order. The main content area shows a search bar and tabs for 'Current (6)' and 'Saved Carts'. A single item is listed: '4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE) -8.5x11in 2/0(Two Color/Blank) FND 10 | (To Edit item, click on blue link) SKU: FND10--OCS, Inc.\_Use OCS Standard Permit'. The quantity is 5100, with a list price of \$229.50 and a total price of \$2193.00. The description lists four items: 1. Fire Flier w/ regular Tri-Fold, 2. Fire Donor Response Card, 3. Main Envelope #10 w/ STD Window, and 4. Return Envelope #6 3/4. Below the description are buttons for 'Remove', 'Update', and a 'Coupon Entry' section with a text input and an 'Apply Coupon' button. On the right, a summary table shows: Coupon Discount: 0, Subtotal: \$2,422.50, Shipping: 75.00, Postage: 867.00, Total: \$3,384.50. At the bottom, there are links for 'Back To Catalog', 'Save Cart', and a prominent green 'Checkout »' button.

Item	Qty	List Price	Total Price
4 Piece Pkt w/ Flier & Donor Card & Envelopes(FIRE) -8.5x11in 2/0(Two Color/Blank) FND 10   (To Edit item, click on blue link) SKU: FND10--OCS, Inc._Use OCS Standard Permit	5100	\$229.50	\$2193.00

Coupon Discount:	0
<b>Subtotal:</b>	\$2,422.50
Shipping:	75.00
Postage:	867.00
<b>Total:</b>	\$3,384.50

**This ends the Direct Mail Fundraising section**

**This also concludes the overall on-line  
Printing - Mailing - D/M Fundraising Tutorial**