



The **Mail Design Professional (MDP)** course provides in depth training on postal standards related to designing letter and flat mail to facilitate processing on high-speed automated equipment while maximizing cost effectiveness and reducing processing delays.

The following subject areas are offered in the MDP Program curriculum:

Content & Characteristics

- Mailability
- Processing Categories
- Nonmachinable Surcharge

Barcoding Formats and Print Specifications

- Intelligent Mail Barcode
- Full-Service Option
- Intelligent Mail Parcel Barcode
- OneCode ACS

Machinable/Nonmachinable Criteria

- Minimum Machinable Eligibility Requirements
- Nonmachinable Letters and Nonletters
- Nonmachinable Surcharge

Classes of Mail & Miscellaneous

- Classes of Mail
- Customized MarketMail® Service
- Official Election Mail logos
- Repositionable Notes
- Imitation Stamps and Markings
- Reusable Mailpieces

Forwarding and Related Services

- Ancillary Service Endorsements (ASE)
- Move Update
- Postal Automated Redirection System (PARS)

Web Site Navigation Tools

- Navigating the usps.com web site
- Using Postal Explorer® program
- Useful URLs for mail design

Designing Automation Mail

- Automation Letters
- Letter-Size Mailpiece Construction
- Requirements for Automation Flats
- AFSM 100 Criteria
- Polywrap

Basic Addressing

- Standardized Addressing
- Alternative Addressing Formats
- Address Information Products
- Address Update Services

Designing Reply Mail

- Business Reply Mail™ Service
- Courtesy Reply Mail™ Service
- Meter Reply Mail
- Merchandise Return Service
- Postal One® and Automated Business Reply Mail™ Services

Special Services

- Certification of Privately Printed Labels
- Features of Certified Mail™ COD, Insured, Registered Mail™, Return Receipt, Return Receipt for Merchandise Mail

This Course will be offered by the Greater Wichita PCC February 8 & 9th 2018 (two 6hr sessions). The certification course will be \$200 per attendee with an early bird discount of \$50 if registered for the class by January 26th, 2018. Registration for this event will begin on 12/1/17.