

Upgrading to ZIP+4

To qualify for bar code discounts from the USPS, you need to upgrade your 5-digit ZIP codes to a 9-digit ZIP code. This 9-digit ZIP code is known as ZIP+4.

Example of a ZIP code:

94121

Example of a ZIP+4 code: 94121-2715

The postal service will not give you a bulk mail discount unless you upgrade your mail list to ZIP+4 at least once every 12 months. When you present the USPS with your bulk mail, they will ask for a form proving that your mail list has been "CASS" certified within the last 12 months (CASS stands for Coding Accuracy Support System). CASS certification ensures that your mail list meets the addressing standards of the USPS and that each address has been updated to the latest ZIP+4 codes that have been assigned.

Computer Freelance will CASS certify your mail list if you send it to us. Send your mail list on a floppy disk with a completed registration form (See section titled Registration & Certification).