

# Zone Analysis Program (ZAP)

## Cycle H

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## Introduction

### What is ZAP?

The United States Postal Service (USPS) Zone Analysis Program was developed to assist publishers and postal personnel in verifying that the zones are properly assigned to Periodicals mail based on the USPS National Zone Chart Matrix. Complete zone analysis verification is performed at least once a year for each publication. The office serving the publisher's original entry or additional entry office performs this verification. Zone information is provided as part of the documentation in a standardized format, or via a mail.dat input.

*ZAP also has the capability to verify the correct zone allocation of mailed periodicals, including the option of identification as In-County or Out of County. ZAP also verifies which software produces hard copy documentation for the mailing.*

### ZAP Program Levels of Approval

**Option 1:** This process is performed by the National Customer Support Center (NCSC), BMA Certification Department, located in Memphis, TN. The software developer must submit test software electronically to the NCSC for verification of proper zone assignment and that the USPS electronic data (zone charts) is the key source being utilized.

- ◆ Must use current PAVE-certified presort software product.
- ◆ Must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- ◆ Postage statement facsimiles must be generated from either the PAVE-certified software or via mail.dat files.
- ◆ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the effective date of the zone chart matrix.
- ◆ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at <http://ribbs.usps.gov>.
- ◆ If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- ◆ Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

**Option 2-A:** This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process also checks hard copy output.

- ◆ The developer's software must either produce a Mail.dat file or process a USPS Universal File Format test file, to participate in ZAP testing.
- ◆ The software must use the current USPS national zone chart matrix in determining the zone for each piece of mail.
- ◆ Publisher(s) must use computer generated software and corresponding computer generated postage statements to assign correct zone information.
- ◆ USPS Qualification Reports and PS Form 3541, must reflect Zone Analysis Program (ZAP) approved status and the date of the zone chart matrix.
- ◆ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at <http://ribbs.usps.gov>
- ◆ If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.
- ◆ Publishers using ZAP approved software, must attest to this with each mailing, by the signing of the PS Form 3541.

**Option 2-B:** This process is performed by the NCSC where the software is tested and verified for proper zone assignment and that the USPS zone chart matrix is the key source utilized. This process has no hard copy output.

- ◆ The developer's software must either produce a Mail.dat file or processes a USPS Universal File Format test file, to participate in ZAP testing.
- ◆ The software must use the current USPS national zone chart matrix.
- ◆ Publisher(s) must use computer generated software to assign correct zone information.
- ◆ The publisher must present the mailing information to the USPS in a format readable by the USPS at the time of mailing.
- ◆ ZAP-approved vendors are listed on the USPS Rapid Information Bulletin Board System (RIBBS) website located at <http://ribbs.usps.gov>
- ◆ If developers' software products are "ZAP" approved, no annual zone summary of the postage payment review is required.

### Option 3:

- **Publisher** – As required with most mailings, publishers using software that is not approved by the NCSC must submit standardized documentation with each mailing. In addition, publishers must submit a detailed zone listing when requested in advance by the USPS. Standardized documentation and the detailed zone listing enable the postmaster to verify that the software accurately assigned zone information.

- **Postmaster/Designee** - of the entry office (any office where the mail is entered for acceptance and is paid) must annually perform a zone analysis on each publication entered at the office that does not meet requirements of level 1 or 2 above (PAVE Certified/ZAP-Approved) .

- **Procedure:** The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the US Postal Service's current zone information and also compare the summary zone listing against the postage statement(s).

- **Postmaster/Designee** - of the entry office (any office where the mail is entered for acceptance and is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.

- **Procedure:** The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.

## **Option 4-A**

- **Publisher** – Submits standardized documentation and a detailed zone listing not created by a software program. This documentation may be handwritten.
- **Postmaster/Designee** - of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure:** The reviewing Post Office will manually verify and compare the publisher's 3-digit zone allocation on the detailed zone listing against the current US Postal Service's current zone information and also compare the summary zone listing against the postage statement(s).

## **Option 4-B**

- Publisher** – Submits the entire mailing/address list for the issue verified in ZIP Code sequence.
- Postmaster/Designee** - of the entry office (any office where the mail is entered for acceptance and postage is paid) must perform a zone analysis on each publication entered at the office that does not meet the requirements of level 1, 2, or 3 above.
- **Procedure:** The reviewing Post Office will manually verify and compare publisher's mailing/address listing to determine zones and compare and total this zone information against postage statement(s).

It is important to note that the verification procedures performed by Post Office personnel for both levels 3 and 4 are to be conducted after the selected Periodicals mailing is accepted.



# ZAP

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Company Name: ANCHOR SOFTWARE, LLC

Developer For: Retail

Product Name: MAX PRESORT

Product Version: 5.04

Sales Contact : GARY SIEGEL

Address: 730 E PARK BLVD STE 104

City: PLANO

State: TX ZIP+4 75074-8845

Phone: (972) 881-2424 Extension:

Fax:

Email: gsiegel@anchorcomputersoftware.com

Web address: WWW.ANCHORCOMPUTERSOFTWARE.COM

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## Options Supported

- ZAP Approved                      Option:    1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 3/27/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: BCC SOFTWARE, INC. Developer For: Retail  
Product Name: BOWE OWN POSTAL DATA PREPARATION Product Version: 2.08  
Sales Contact : LISA STOKOE  
Address: 3791 S ALSTON RD City: DURHAM State: NC ZIP+4 27713-1803  
Phone: (800) 638-0436 Extension: Fax:  
Email: SALESINFORMATION@BOWEBELLHOWELL.C Web address: WWW.BOWEBELLHOWELL.COM

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## Options Supported

- ZAP Approved Option: 1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 7/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: BCC SOFTWARE, INC.

Developer For: Retail

Product Name: MAIL MANAGER 2010

Product Version: 2.08

Sales Contact : JOHN SUCESE

Address: 75 JOSONS DR

City: ROCHESTER

State: NY ZIP+4 14623-3494

Phone: (800) 453-3130 Extension:

Fax:

Email: SALES@BCCSOFTWARE.COM

Web address: WWW.BCCSOFTWARE.COM

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## Options Supported

- ZAP Approved                      Option:    1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 2/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: BCC SOFTWARE, INC. Developer For: Retail  
Product Name: MAIL MANAGER 2010 LE Product Version: 2.08  
Sales Contact : JOHN SUCESE  
Address: 75 JOSONS DR City: ROCHESTER State: NY ZIP+4 14623-3494  
Phone: (800) 453-3130 Extension: Fax:  
Email: SALES@BCCSOFTWARE.COM Web address: WWW.BCCSOFTWARE.COM

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## Options Supported

- ZAP Approved Option: 1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 2/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: BUSINESS OBJECTS AMERICAS      Developer For: Retail  
Product Name: POSTALSOFT DESKTOP MAILER      Product Version: 7.71c  
Sales Contact : INFORMATION CENTER  
Address: 100 HARBORVIEW PLAZA      City: LA CROSSE      State: WI      ZIP+4 54601-4071  
Phone: (888) 215-6442      Extension:      Fax:  
Email: INFORMATION@FIRSTLOGIC.COM      Web address: WWW.FIRSTLOGIC.COM

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## Options Supported

- ZAP Approved      Option: 1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 7/20/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: DATATECH SMARTSOFT, INC

Developer For: Retail

Product Name: ARCLIST

Product Version: 3.0.2

Sales Contact : MIKE MAGUIRE

Address: 5290 OVERPASS RD STE 132

City: SANTA BARBARA

State: CA ZIP+4 93111-2048

Phone: (888) 227-7221 Extension:

Fax: (805) 683-3744

Email: SALES@SMARTSOFTUSA.COM

Web address: WWW.SMARTSOFTUSA.COM

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## Options Supported

- ZAP Approved                      Option:    1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 3/30/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: TIME CUSTOMER SERVICE

Developer For: In-House

Product Name: OMS

Product Version: 9.4

Sales Contact : BARRY ELLIOTT

Address: 1 NORTH DALE MABRY

City: TAMPA

State: FL ZIP+4 33609-2700

Phone: (813) 878-6904 Extension:

Fax: (813) 878-6452

Email: BARRY.ELLIOTT@CUSTSERV.COM

Web address:

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## Options Supported

- ZAP Approved                      Option: 1
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 7/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: BUSINESS OBJECTS AMERICAS

Developer For: Retail

Product Name: POSTSORT.DAT PLANNER

Product Version: 7.70C

Sales Contact : INFORMATION CENTER

Address: 100 HARBORVIEW PLAZA

City: LA CROSSE

State: WI ZIP+4 54601-4071

Phone: (888) 215-6442 Extension:

Fax:

Email: INFORMATION@FIRSTLOGIC.COM

Web address: WWW.FIRSTLOGIC.COM

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## Options Supported

- ZAP Approved                      Option: 2A
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 7/21/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: MONTICELLO SOFTWARE

Developer For: Retail

Product Name: ENTRY DB

Product Version: 00.07.XX.XX

Sales Contact :

Address: 6411 CARTER LANE

City: MINERAL

State: VA ZIP+4 23117-

Phone:

Extension:

Fax:

Email:

Web address: WWW.MONTSOFT.COM

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## Options Supported

- ZAP Approved                      Option: 2A
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 2/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: MONTICELLO SOFTWARE

Developer For: Retail

Product Name: MAILDB

Product Version: 00.07.XX.XX

Sales Contact :

Address: 6411 CARTER LANE

City: MINERAL

State: VA ZIP+4 23117-

Phone:

Extension:

Fax:

Email:

Web address: WWW.MONTSOFT.COM

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## Options Supported

- ZAP Approved                      Option: 2A
- Periodicals - In-County Rates
- USPS - Qualification Report

## Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

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Date Approved: 2/17/2006

Expiration Date: 12/31/2006

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# ZAP

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Company Name: QUAD GRAPHICS Developer For: In-House

Product Name: QUAD GRAPHICS Product Version: 1.1

Sales Contact :

Address: City: State: ZIP+4

Phone: Extension: Fax:

Email: Web address:

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## Options Supported

ZAP Approved Option: 2B

Periodicals - In-County Rates

USPS - Qualification Report

## Postage Statement Facsimiles

PS Form 3541

PS Form 3541-M

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Date Approved: 7/21/2006

Expiration Date: 12/31/2006

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