

Zone Analysis Program (ZAP)

Cycle K

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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 processes 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

Company Name: BCC SOFTWARE, INC. Developer For: Retail
Product Name: BOWE ONE POSTAL DATA PREPARATION Product Version: 2.14
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.COM Web address: WWW.BOWEBELLHOWELL.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 9/8/2009

ZAP

Company Name: BCC SOFTWARE, INC.

Developer For: Retail

Product Name: MAIL MANAGER 2010

Product Version: 2.14

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

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 9/8/2009

ZAP

Company Name: BCC SOFTWARE, INC. Developer For: Retail
Product Name: MAIL MANAGER 2010 LE Product Version: 2.14
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

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 9/8/2009

ZAP

Company Name: BCC SOFTWARE, INC.

Developer For: Retail

Product Name: MAIL MANAGER FULL SERVICE

Product Version: 2.14

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

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 9/8/2009

ZAP

Company Name: L. SCOTT HOCHBERG CONSULTING Developer For: Retail
Product Name: POSTAGE SAVER FOR MACINTOSH Product Version: 8.6.1
Sales Contact : SCOTT HOCHBERG
Address: 6000 REIMS STE 2605 City: HOUSTON State: TX ZIP+4 77036-3052
Phone: (713) 334-5274 Extension: Fax: (832) 201-0632
Email: SCOTT@SAVEPOSTAGE.COM Web address: WWW.SAVEPOSTAGE.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 7/24/2009

Expiration Date: 12/31/2009

ZAP

Company Name: L. SCOTT HOCHBERG CONSULTING Developer For: Retail
Product Name: POSTAGE SAVER FOR WINDOWS Product Version: 8.6.1
Sales Contact : SCOTT HOCHBERG
Address: 6000 REIMS STE 2605 City: HOUSTON State: TX ZIP+4 77036-3052
Phone: (713) 334-5274 Extension: Fax: (832) 201-0632
Email: SCOTT@SAVEPOSTAGE.COM Web address: WWW.SAVEPOSTAGE.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 7/24/2009

Expiration Date: 12/31/2009

ZAP

Company Name: MELISSA DATA

Developer For: Retail

Product Name: MAILERS+4

Product Version: 9.00.00.K

Sales Contact : SALES

Address: 22382 EMPRESA AVENIDA

City: RANCHO SANTA MARGARIT State: CA ZIP+4 92688-2112

Phone: (800) 800-6245 Extension:

Fax: (949) 589-5211

Email: SALES@MELISSADATA.COM

Web address: WWW.MELISSADATA.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 10/11/2009

ZAP

Company Name: SATORI SOFTWARE Developer For: Retail
Product Name: BULK MAILER PROFESSIONAL Product Version: 5.4.0
Sales Contact : JOSEPH SKOP
Address: 2815 2ND AVE STE 500 City: SEATTLE State: WA ZIP+4 98121-3200
Phone: (800) 553-6477 Extension: Fax:
Email: SALES@SATORISOFTWARE.COM Web address: WWW.SATORISOFTWARE.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 8/10/2009

Expiration Date: 12/31/2009

ZAP

Company Name: UNIVERSAL RESOURCES GROUP

Developer For: Retail

Product Name: MYPOSTAGERATESAVER GOLD

Product Version: 9.6.0.K

Sales Contact : SALES

Address: 871 POPPY COURT

City: SUNNYVALE

State: CA ZIP+4 94086-8739

Phone: (888) 402-9042 Extension:

Fax:

Email: SALES@MYPOSTAGERATESAVER.COM

Web address: WWW.MYPOSTAGERATESAVER.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 8/1/2008

Expiration Date: 9/8/2009

ZAP

Company Name: MICRO SYSTEMS SPECIALISTS, INC. Developer For: Retail
Product Name: CIRCULATION MANAGER Product Version: 6.8.7
Sales Contact : DAWN ROELLER BLACKBURN
Address: PO BOX 347 City: MILLBROOK State: NY ZIP+4 12545-0347
Phone: (845) 677-6150 Extension: Fax: (845) 677-6620
Email: MSSISOFTWARE@CS.COM Web address: WWW.MSSISOFTWARE.COM

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 1/30/2008

Expiration Date: 9/8/2009

ZAP

Company Name: MONTICELLO SOFTWARE

Developer For: Retail

Product Name: ENTRY DB

Product Version: 00.07.XX.XX

Sales Contact :

Address:

City:

State: ZIP+4

Phone:

Extension:

Fax:

Email:

Web address:

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 8/10/2009

Expiration Date: 12/31/2009

ZAP

Company Name: MONTICELLO SOFTWARE

Developer For: Retail

Product Name: MAILDB

Product Version: 00.07.XX.XX

Sales Contact :

Address:

City:

State:

ZIP+4

Phone:

Extension:

Fax:

Email:

Web address:

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 8/10/2009

Expiration Date: 12/31/2009

ZAP

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:

Options Supported

ZAP Approved Option: 2B

Periodicals - In-County Rates

USPS - Qualification Report

Postage Statement Facsimiles

PS Form 3541

PS Form 3541-M

Date Approved: 8/10/2009

Expiration Date: 12/6/2009

ZAP

Company Name: TIME CUSTOMER SERVICE

Developer For: In-House

Product Name: OMS

Product Version: 10.5

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:

Options Supported

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

Postage Statement Facsimiles

- PS Form 3541
- PS Form 3541-M

Date Approved: 11/30/2007

Expiration Date: 9/8/2009
