



**PUBLISHER ROUNDTABLE – April 13, 2023 –  
MARKETING MAIL – 3% DISCOUNT PROGRAM**

Below is a link and the passcode to watch the April 13<sup>th</sup>, 2023 Publisher Roundtable. The session features Peter Schultz, Mailing/Delivery Specialist at Woodward Printing Service.

Peter walks us through the process of qualifying for the 3% Marketing Mail discount that is available May 1, 2023 through November 30<sup>th</sup>, 2023.

Additionally Peter provided us with a step by step handout. It follows on Page 2 of this document.

**WEBINAR WATCH INFO:**

[https://us02web.zoom.us/rec/play/MyJSxBDRifEE50RovDZNXGEgKSU-Yn9beBqYQCKTVTve1hSPbifv98V1A4xP\\_-OS0BypKJBx-5Bp5n\\_.vfPvnwexD-b1bTMM](https://us02web.zoom.us/rec/play/MyJSxBDRifEE50RovDZNXGEgKSU-Yn9beBqYQCKTVTve1hSPbifv98V1A4xP_-OS0BypKJBx-5Bp5n_.vfPvnwexD-b1bTMM)

Passcode: Y\$Skze7M

Peter's contact info is as follows:

**Peter Schultz**  
Mailing/Delivery Specialist  
Woodward Printing Services, Inc  
11 Means Dr., Platteville, WI 53818  
(608) 300-8843 Direct Line  
(800) 348-5515 Ext. 527

**HOW TO QUALIFY FOR THE  
2023 3% DISCOUNT INCENTIVE FOR MARKETING MAIL  
AVAILABLE 5/1/23 THROUGH 11/30/23**

1. FIND THE AD TO USE ON THE ASSOCIATION COMMUNITY PUBLISHERS WEBSITE OR FROM MFPC
2. MAKE SURE YOUR PUBLICATION'S NAME IS ON THE AD AS REQUIRED
3. SAVE AD IN A FOLDER TO BE ABLE TO DOWNLOAD ON THE POSTAL WEBSITE
4. SIGN INTO BUSINESS CUSTOMER GATEWAY
5. GO TO MAILING SERVICES (UPPER LEFT SIDE OF THE SITE)
6. GO TO MAILING PROMOTIONS PORTAL (HALF WAY DOWN THE SCREEN)
7. SUBMIT MAILPIECE PREAPPROVAL
8. GO TO EMERGING AND ADVANCED TECHNOLOGY PROMOTION
9. CLICK NEXT
10. MAILPIECE TITLE (NAME OF THE PUBLICATION)
11. MOBILE SHOPPING QR CODE (3% DISCOUNT)
12. CHECK THE 2 BOXES BELOW
13. CLICK NEXT
14. FILL OUT CONTACT NAME (WHO'S IN CHARGE OF THE PUBLICATION)
15. COMPANY NAME (WHO'S DOING THE MAILING/INCHARGE OF PUBLICATION)
16. UPLOAD FILE OF THE AD WITH THE QR CODE

17. CLICK NEXT

18. MAILPIECE APPROVAL FORM (AN EMAIL WILL BE SENT TO YOU WHEN APPROVED, THIS MAY TAKE A COUPLE HOURS)

19. SAVE THE EMAIL AND THE APPROVED AD (HIGHLY RECCOMENDED) ..... WHEN SUBMITTING YOUR PUBLICATION TO THE POST OFFICE TO VERIFY, YOU WILL NEED TO CIRCLE THE AD TO SHOW ITS BEEN PRINTED IN THE PUBLICATION

20. MY MAILPIECE PREAPPROVAL HEADER – SHOWS WHICH PUBLICATIONS HAVE BEEN VERIFIED

Created and presented by Peter Schultz – April 13, 2023

**Peter Schultz**

Mailing/Delivery Specialist

Woodward Printing Services, Inc

11 Means Dr., Platteville, WI 53818

(608) 300-8843 Direct Line

(800) 348-5515 Ext. 527