

# Mail.dat<sup>®</sup> IDEAlliance Database Standard, Version 9.1.2.0 Errata Version 1.0

The Industry Database  
Standard  
for Efficient Communications  
Among Those Providing  
List Processing, Mail  
Production,  
and Mail Processing Services



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## Mail.dat 9.2.1.0 Errata version 1.0 Changes As Compared to Mail.dat 9.2.1.0

### CONTAINER SUMMARY RECORD - csm

Added the value 'P' for Pallets for the presort level of AADC code value 'AA', so now the AA = AADC supports both Trays and Pallets.

### COMPONENT RECORD – cpt

Component - Periodical Ad Percentage - REMOVED the Periodicals Ad % example that is in the description of the Ad % field in component because the example in the description was in correct.

### ADDED A PERIODICALS AD % BASIS SCENARIO WITH EXAMPLES

## PERIODICALS Ad % BASIS EXAMPLES

This scenario contains the procedure for using the advertising percentage basis in Mail.dat

### Advertising Percentage Basis and the Mail.dat file

The IDEAlliance and the MTAC 99 and MTAC 117 workgroups agreed that in the Mail.dat file, advertising percentage previously defined at the mailpiece level would be defined at the component level. Furthermore to find an average advertising percentage to define the edition having multiple components an advertising basis was introduced. The advertising basis is freely definable by the publisher to correspond to page measurement, column inch measurement or square inch measurement.

However, in the postage calculation the advertising percentage in decimal format is multiplied by the weight of the edition to define the advertising pounds as distinct from the editorial pounds (weight of edition that is not included in the advertising pounds). See DMM sections 707.2.1.4 and 707.2.1.5.

The Mail.dat Component field ad percentage treatment of a component must have the value S for that component to be included in the ad percent calculation. The default values (used when the field is left blank in the Mail.dat file) are for advertising percentage 0.00, for Ad percent treatment S, and when Ad percent treatment is S for Ad percent basis 100.

Since the ad percent basis is not a column in the ad percent worksheet, the ad percent basis cannot be changed except by sending an update to the Mail.dat file.

### Advertising Percentage Basis

If the advertising percentage calculation already determines the advertising percentage of an edition, for Mail.dat version 09-1, populate the advertising percentage on only one component and do not populate the advertising percentage basis. For Mail.dat versions 08-1 and 08-2 use the Mail Piece Unit Advertising Percentage.

The DMM 707.17.4.5 Measuring Advertising states: The total advertising and non-advertising portions may be determined by column inches, square inches, pages, or by another recognized unit of measure if the same unit of measure is used for both portions. One full page of advertising must equal one full page of non-advertising regardless of the amount of blank space between each advertisement or non-advertising article on a page. If measured in column inches, non-advertising inches are determined by subtracting the total measured advertising inches from the total column inches of the publication. A blank page, portion of a page, or blank border or margin is counted as advertising if consideration was received for the whole page, the blank portion, or the blank border or margin. The border of a page is otherwise considered neither advertising nor non-advertising and is not measured, but it is included in the total weight of the publication for purposes of postage calculation. When measuring nonrectangular sheets, the measurement is based on the smallest rectangle that could contain the irregular sheet; exact measurement is not attempted. When two or more sheets are permanently glued together to form a single sheet, the surface area of the resulting sheet (front and back) is included when measuring the advertising or non-advertising portion.

The following excerpt is from the Periodicals Course offered by the NCSC and available to both postal personnel and customers. The sample calculations using Mail.dat data are inserted for this scenario. The method selected must be applied to the entire publication. Attempts to combine methods will result in the wrong conclusion.

### **Method One: Page Measurement**

Step One: Establish total number of pages of publication

- Count all pages to arrive at the total number of pages in the periodical

Step Two: Establish total pages of advertising

- Count all full, half and quarter pages of advertising
- Add all segments to determine the total number of pages devoted to advertising

Step Three: Establish percentage of advertising

- Divide the advertising pages by the total pages to arrive at the advertising percentage

Only a few publications are designed to allow advertising to be calculated by this method.

Example Calculation for Method One Page Measurement:

A publication has two components: the main book (40 pages) with 45.12% advertising and a half page advertising blow-in printed on one side with 100% advertising. Ignore the decimal point stated in the Mail.dat file. Use pages times 10 as the basis. The multiplier 10 is arbitrary and could be whatever the publisher desired so long as it does not introduce round off error and is used consistently for all components describing the edition or mail piece unit. Set the value of ad percent basis to  $40 \times 10 = 400$  for the main book and  $0.5 \times 10 = 5$  for the component. The advertising percentage for the edition is ad percent basis for the main book multiplied by ad percent for the main book plus ad percent basis for the blow in multiplied by ad percent of the blow in all divided by the sum of the ad percent basis.  $(400 \times 45.12 + 5 \times 100.00) / (400 + 5) = 45.80$ .

### **Method Two: Column Inch**

In publications that do not have numerous supplements the column inch method provides an easy way to measure advertising.

Examine the periodical to determine the average number of columns per page. This number becomes the standard for the entire publication. All pages will be measured by this standard even if they have a different number of columns.

For example: a periodicals publication has 12 pages. 8 pages have 2 columns, 2 pages have one column, 1 page has 15 columns and the last page has 8 columns. The average number of columns in this publication would be 2.

Step One: Establish total column inches of publication

- Pick a page that has the standard number of columns
- Measure the length of the printed surface of a column on that page and multiply this number by the number of columns on the page. This establishes the number of column inches per page
- Multiply the number of column inches per page by the number of pages in the publication. This is the total inches in the publication

Step Two: Establish total column inches of advertising

- Measure the length of each advertisement on each page of the publication
- Add all advertising inches for the total advertising inches in the publication.

Step Three: Establish percentage of advertising

- Divide the total advertising inches by the total column inches to arrive at the advertising percent for the publication

Example Calculation for Method Two Column Inch:

A publication has two components: the main book (40 pages with two standard columns 9" long = 18"/page) with 45.12% advertising and a half page (two columns times 0.5 pages times 18 inches) advertising blow-in printed on one side with 100% advertising. Ignore the decimal point stated in the Mail.dat file. Use column inches as the basis. Set the value of ad percent basis to  $40 \times 18 = 720$  for the main book and  $0.5 \times 18 = 9$  for the component. The advertising percentage for the edition is ad percent basis for the main book multiplied by ad percent for the main book plus ad percent basis for the blow in multiplied by ad percent of the blow in all divided by the sum of the ad percent basis.  $(720 \times 45.12 + 9 \times 100.00) / (720 + 9) = 45.80$ .

### Method Three: Square inch

The square inch method provides us with the most accurate measurement. This method is most suitable when the printed pages of a publication are of a variety of column lengths and widths or if there are a large number of supplements of various sizes in the publication.

Step One: Establish total square inches of publication Choose any page of the publication except the front page

- Measure the length and width of the columns on the page
- Multiply the length of the columns by the width to arrive at the total square inches on a page
- Multiply the total square inches on the page by the number of pages to determine the total square inches in the publication

Step Two: Establish total square inches of advertising

- Measure the length and width of the advertising on each page
- Multiply the length by the width of the ads to arrive at the square inches
- Repeat this process until all of the advertising on each page in the publication has been measured
- Add all the advertising square inches to determine the total advertising inches in the publication

Step Three: Establish percentage of advertising

- Divide the total advertising inches by the total square inches in the publication to determine the advertising percentage

Example Calculation for Method Three Square Inches:

A publication has two components: the main book (40 pages with two standard columns 9" long and 3" wide = 54 square inches/ page) with 45.12% advertising and a half page (one column 7" wide by 4" long = 28 square inches) advertising blow-in printed on one side with 100% advertising. Ignore the decimal point

stated in the Mail.dat file. Use square inches as the basis. Set the value of ad percent basis to  $40 \times 54 = 2160$  for the main book and 28 for the component. The advertising percentage for the edition is ad percent basis for the main book multiplied by ad percent for the main book plus ad percent basis for the blow in multiplied by ad percent of the blow in all divided by the sum of the ad percent basis.  $(2160 \times 45.12 + 28 \times 100.00) / (2160 + 28) = 45.82$ . In this case the advertising percentage 45.82 is more accurate because the exact square inches were used for the blow in advertising.





