

Zone Analysis Program (ZAP)

Cycle N

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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 optional PS Form 3541 statements, 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.

ZAP

Company Name: BELL AND HOWELL, LLC

Developer For: Retail

Product Name: MAIL MANAGER LE

Product Version: 3.02

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 Option 1

Postage Statement Facsimiles

ZAP Approved

PS Form 3541

Periodicals - In-County Rates

USPS - Qualification Report

Date Approved: 3/29/2012

Expiration Date: 3/7/2013

ZAP

Company Name: L. SCOTT HOCHBERG CONSULTING Developer For: Retail
Product Name: POSTAGE SAVER FOR MACINTOSH Product Version: 8.9
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 Option 1

Postage Statement Facsimiles

- ZAP Approved
- Periodicals - In-County Rates
- USPS - Qualification Report

- PS Form 3541

Date Approved: 3/12/2012

Expiration Date: 4/30/2013

ZAP

Company Name: L. SCOTT HOCHBERG CONSULTING Developer For: Retail
Product Name: POSTAGE SAVER FOR WINDOWS Product Version: 8.9
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 Option 1

Postage Statement Facsimiles

- ZAP Approved
- Periodicals - In-County Rates
- USPS - Qualification Report

- PS Form 3541

Date Approved: 3/12/2012

Expiration Date: 4/30/2013

ZAP

Company Name: MYPOSTAGERATESAVER

Developer For: Retail

Product Name: MYPOSTAGERATESAVER

Product Version: 9.8.0N

Sales Contact :

Address:

City:

State:

ZIP+4

Phone:

Extension:

Fax:

Email:

Web address:

Options Supported

ZAP Option 1

Postage Statement Facsimiles

ZAP Approved

PS Form 3541

Periodicals - In-County Rates

USPS - Qualification Report

Date Approved: 3/12/2012

Expiration Date: 11/15/2012

ZAP

Company Name: MICRO SYSTEMS SPECIALISTS, INC. Developer For: Retail
Product Name: CIRCULATION MANAGER Product Version: 6.8.9
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 Option 2A

Postage Statement Facsimiles

- ZAP Approved
- Periodicals - In-County Rates
- USPS - Qualification Report

- PS Form 3541

Date Approved: 4/3/2012

Expiration Date: 2/26/2013

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 Option 2A

Postage Statement Facsimiles

ZAP Approved

PS Form 3541

Periodicals - In-County Rates

USPS - Qualification Report

Date Approved: 1/20/2010

Expiration Date: 4/30/2013

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 Option 2B

Postage Statement Facsimiles

ZAP Approved

PS Form 3541

Periodicals - In-County Rates

USPS - Qualification Report

Date Approved: 2/1/2010

Expiration Date: 12/1/2012

ZAP

Company Name: TIME CUSTOMER SERVICE Developer For: In-House
Product Name: OMS Product Version: 12.2
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 Option 2B

Postage Statement Facsimiles

- ZAP Approved
- Periodicals - In-County Rates
- USPS - Qualification Report

- PS Form 3541

Date Approved: 2/24/2012

Expiration Date: 11/8/2012
