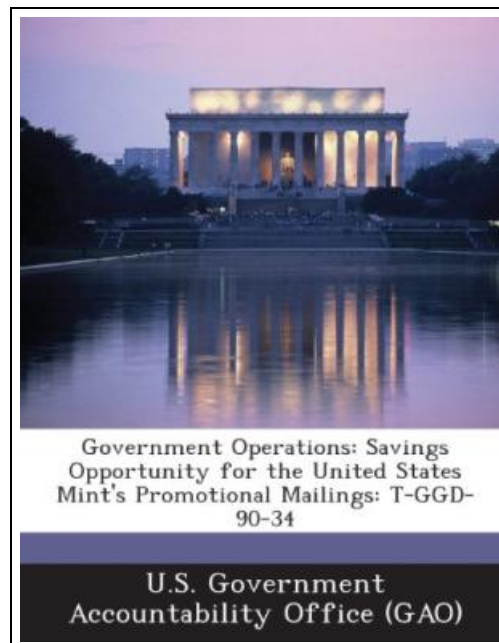


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(Walton Haag)

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Bibliogov. Paperback. Book Condition: New. This item is printed on demand. Paperback. 24 pages. Dimensions: 9.7in. x 7.4in. x 0.1in.GAO discussed the U. S. Mints opportunities for reducing the costs of its numismatic sales promotional mailings. GAO noted that the Mint: (1) had about 2. 8 million individuals on its numismatic sales promotions mailing list; (2) supplemented that mailing list with other lists targeted at audiences expected to be interested in the theme of a particular promotion; (3) spent 6. 7 million in postage costs for its fiscal year 1988 numismatic program promotions; (4) improved some of its postal operations and decreased some postal costs by installing computer software to standardize addresses and by presorting promotional mailings; (5) sent its mailings by first-class mail, although it could save about 2. 4 million annually by using third-class mail for its routine mailings; and (6) expressed such concerns over third-class mail as nondelivery of mail, forwarding charges, image, and timeliness of delivery. GAO also noted that: (1) a U. S. Postal Service (USPS) study yielded a large body of evidence that countered the Mints concerns about using third-class mail; (2) use of third-class mail could further reduce promotional costs by increasing the potential for combining mailings without incurring additional weight surcharges; and (3) USPS proposed rate increases for first-class mail for 1991. This item ships from La Vergne,TN. Paperback.



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