

Additional PAVE vendor to note

In recent Bulletin article, an article from the Newspaper Association of America mentioned that Presort Accuracy Validation and Evaluation (PAVE) certified software is more important than ever for newspapers to get a handle on the new periodical rates.

The article included a list of various software vendors used by newspapers, some with software packages available that provide all of the services for all USPS mailing requirements (standard mail, periodicals, non-profit).

National Newspaper Association postal chair Max Heath said that one important software vendor, the largest vendor of newspaper-specific software, was left off the list.

That vendor is Interlink, Inc., of Berrien Springs, Mich. Contact person is Bill Garber, 269-473-3103, ext. 8000.

Heath also notes that both Micro Systems Specialists Inc., (MSSI, (845) 677-6150) and Interlink are full-service programs that handle the renewals, cash, single copy and subscriber records in addition to mail. Other vendors mentioned were postal presort programs that mail.