

## **Postmarking Service**

Customers will appreciate this value-added service when they learn that YOUR postmarking service will be processing their Santa Letters this Holiday Season! Working in conjunction with the United States Postal Service, our annual Postmarking Service operates as follows:

1. At the start of the program send all letters to us weekly using the pre-addressed USPS envelopes provided. We will postmark them and send them out on the day we receive them. Thus, a few days later the children who receive their letters will be out telling their friends, and this will result in new customers for you. After the first week, send your letters periodically based on volume returned.

For your convenience we have provided (5) preaddressed shipping envelopes.

2. MAKE SURE THAT ALL LETTERS HAVE POSTAGE AFFIXED.

3. Mark each envelope you ship plainly with your dealership name, address and city. This is your identification for tracking purposes.

4. So that your customers' children receive their letters before Christmas, please allow enough time for your parcels to reach Santa Claus, Indiana, be postmarked, & redelivered.

5. Ship all letters to:

Santa Claus Publishing Co.  
45 North Kringle Place  
PO Box 154  
Santa Claus, Indiana 47579

6. Make final overnight shipment no later than December 13.

Letters returned to you after final shipment should be postmarked at your local Post Office for timely delivery.

## **Summary**

SCP Corp is committed to making it easy for you to introduce "Letters from Santa" at interested GM Dealerships this year. Please call our Customer Service Center at 800.345.7624 or email Sue Ditton at [sued@scpcorporate.com](mailto:sued@scpcorporate.com). It's never too early to get started on one of your most profitable times of the year!

