

03/27/2024  
 Madison County Tax Collector  
 Attn: CJ Garavelli  
 146 West Center St.  
 Canton, MS 39046

Dear CJ Garavelli,

This Letter of Authorization ("LOA") will confirm the Madison County Tax Collector request for the following printing services at the price(s) indicated below:

**Real and Personal Property Tax Notices – Statement Style**

| Description  | Pricing*            |
|--|---------------------|
| <ul style="list-style-type: none"> <li>#10 generic double window envelope, 1-color imprint, white stock</li> <li>#9 generic return envelope, 1-color imprint, white stock</li> <li>8.5 x 11 letter, 1-sided, color print, white 1/3 perforated stock</li> <li>Variable data imprint</li> <li>All processing, printing, and mailing services therein</li> </ul> | \$0.155 per notice  |
| Flats: When multiple notices are grouped into a single envelope, those groupings with 6+ notices must be inserted into a 9 x 12 envelope with a special mailing cover sheet  | \$1.00 per envelope |
| Set-up Fee   | None                |
| <i>*pricing does not include Track N Trace or Variable QR Codes</i><br><i>*pricing does not include postage, which is required prior to mailing date</i>   |                     |
| <b>Postage estimate will be sent prior to each mailing</b><br><b>Est. Number of Property Tax Notices: 55000</b><br><b>Est. Mail Date: December 1</b>   |                     |

**Additional Mailings – Statement Style**

| Description   | Pricing*            |
|---|---------------------|
| <ul style="list-style-type: none"> <li>#10 generic double window envelope, 1-color imprint, white stock</li> <li>#9 generic return envelope, 1-color imprint, white stock</li> <li>8.5 x 11 letter, color print, white 1/3 perforated stock</li> <li>Variable data imprint</li> <li>All processing, printing, and mailing services therein</li> </ul> | \$0.165 per notice  |
| Flats: When multiple notices are grouped into a single envelope, those groupings with 6+ notices must be inserted into a 9 x 12 envelope with a special mailing cover sheet   | \$1.00 per envelope |
| Set-up Fee  | \$125.00            |
| <i>*pricing does not include Track N Trace or Variable QR Codes</i><br><i>*pricing does not include postage, which is required prior to mailing date</i>  |                     |
| <b>Postage estimate will be sent prior to each mailing</b><br><b>Est. Number of Mfd. Home Notices:</b> <b>Est. Mail Date:</b><br><b>Est. Number of Delinquent Notices:</b> <b>Est. Mail Date:</b>   |                     |

**Additional Mailings – Postcard Style**

| Description   | Pricing*  |
|---|---|
| <ul style="list-style-type: none"> <li>• 4 x 6 postcard, 1 or 2-sided, black print on white cover stock material</li> <li>• Variable data imprint</li> <li>• All processing, printing, and mailing services therein</li> </ul> <b>OR</b> <ul style="list-style-type: none"> <li>• 4 x 6 postcard, 1 or 2-sided, color print on white cover stock material</li> <li>• Variable data imprint</li> <li>• All processing, printing, and mailing services therein</li> </ul> | \$0.08 per card<br>Add \$0.01 per postcard<br>for black print on back<br><b>OR</b><br>\$0.09 per card<br>Add \$0.01 per postcard<br>for color print on back |
| Set-up Fee  | \$125.00  |
| *pricing does not include Track N Trace or Variable QR Codes  |   |
| *pricing does not include postage, which is required prior to mailing date  |   |
| Please reference last page regarding postage  |   |
| Est. Number of Postcards per Month:   |   |
| Est. Start Date:  |   |

**Additional Services and Add-Ons**

| Description                                 | Pricing  | Initials for Approval |
|---|--|-----------------------|
| Track N Trace                               | See attached information sheet                           |                       |
| E-Register & E-Deliver                      | See attached information sheet                           |                       |
| PDF file of notices in a single file format | \$75.00 per mailing                                      |                       |
| PDF File of notices as individual PDFs      | \$75.00 per mailing plus \$0.01 per converted PDF notice |                       |

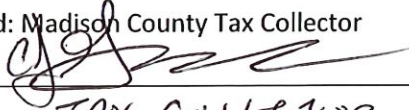
We strongly encourage you to have your data files "process ready". Though not preferred, our Data Dept. can assist, should your data require calculations, modifications, re-writes, etc. If this is the case an additional fee of \$125.00 per hour will be reflected in the services portion of your DivcoData Invoice. Processing of additional data files due to client issues will incur additional charges. In some occurrences this may delay your expected mail date(s), please consult with your DivcoData Account Manager and/or Account Executive.

Postage is to be pre-paid by the County based on an estimate provided by Diversified (DivcoData). Any difference between actual postage and estimated postage will be reconciled on the final invoice for services.

The term of this Agreement will begin on the date of this Agreement and will remain in full force and effect for 24 months from the date of the Agreement, subject to earlier termination as provided in this Agreement, with the said term being capable of extension by mutual written agreement of the parties. In the event that either party wishes to terminate this Agreement, that party will be required to provide a notice period of 90 days.

**Acceptance**

Accepted: Diversified Companies, LLC (DivcoData)  
By: John Dawson  
Title: Account Executive  
Date: 03/27/2024

Accepted: Madison County Tax Collector  
By:   
Title: TAX COLLECTOR  
Date: \_\_\_\_\_

# Track N Trace®

## Data Marketing Services Solution

### Intelligent mail piece tracking for a smarter and more effective business

USPS® Informed Visibility® provides valuable mail piece information to efficiency-minded mailers. Track N Trace, DivcoData's mail tracking service, channels this technology to provide unbeatable mail piece intelligence and reporting.

Offering an intuitive interface with powerful reporting capabilities, Track N Trace leverages mail piece scan data for both outbound and inbound mail. These reports help you gain visibility into the mail stream, driving better performance across business operations.

Monitoring the progress and delivery of your outbound mailings helps you improve delivery effectiveness and timing. Monitoring the progress of your inbound mailings gives you notice of incoming Business Reply mail so you can optimize your operations and predict cash flow.

#### Track N Trace Delivery Confirmation (Outbound Mail)

Track N Trace collects step-by-step delivery information from postal facilities on your outbound mail pieces' delivery path, which is stored on a secure website. Monitor the progress of your mail piece, gauge the delivery effectiveness, and predict future performance by creating or downloading reports at your convenience.

From the power to identify weak links in the delivery chain to the ability to predict mail stream patterns, the information revealed by mail piece tracking can improve your business – and the more specific your data, the better. Track N Trace uses state-of-the-art USPS Informed Visibility technology, ensuring the most comprehensive and up-to-date delivery details are available when you need them.

#### Track N Trace Origin Confirmation (Inbound Mail)

Use TNT™ Origin Informed Visibility to improve the predictability of inbound Business Reply mail pieces for your First-Class Mail®. Utilize DivcoData's advanced software reporting technology to track First-Class Business Reply pieces as the USPS scans them on their way back to your business. This visibility can be used to:

- Predict cash flow with more certainty
- Plan collection efforts
- Adjust staffing levels
- Streamline inventory management
- Drill down to single-origin mail piece
- Improve customer service experience

#### Track N Trace Reporting

Our powerful reporting engine allows you to conveniently check up on the mail stream progress of any job. Updates are posted multiple times daily to secure servers. Over 20 comprehensive reports that sort information by Date, NDC, SCF, State, and 5 Digit Zip are available to view on our secure website or schedule for download or email delivery.

A wide variety of download formats for your Track N Trace reports provide maximum presentation flexibility and detail, helping you quickly understand what pieces were scanned and at which locations. Additionally, you can customize your reports by exporting the data from Track N Trace and importing it into your favorite reporting tool.

## How Can We Help?

DivcoData prides itself on our in-house, local customer support team, who are USPS certified. Need assistance? Never hesitate to give us a call at (800) 899-2017.

## Key Benefits

- Uses USPS Informed Visibility to deliver end-to-end intelligent mail piece tracking and reporting
- Destination Informed Visibility with support for Full-Service ACS
- Origin Informed Visibility for Business Reply Mail supported via TNT file upload interface
- Track by mail piece functionality that allows you to troubleshoot missing pieces
- Advanced mapping and precision provide expansive performance reporting
- Report data can be archived and password-protected online, or downloadable into multiple file formats
- Reports can be scheduled in advance for automatic delivery via email
- Drill down into reports to go from scan-to-piece level detail in seconds
- A wide variety of built in reports that define both inbound and outbound mail processing, including:
  - Mail Piece Summary for inbound and outbound mail
  - Lost Mail Piece
  - Late Return
  - Delivery Statistics
  - Delivery Barcode Scan Summary
  - Delivery Exception
  - US Maps (Delivery Performance)
  - Service Bureau Usage
  - Data export feature for custom reporting
- Reduces uncertainty with mail delivery
- Compatible with First-Class, Standard Mail, and Periodicals

## How Much Does Track N Trace Cost?

- 100,000 plus records = \$0.005 per record
- 50,000-99,999 records = \$0.0065 per record
- 20,000-49,999 records = \$0.01 per record
- 5,000-19,999 records = \$0.015 per record
- Under 5,000 = \$0.0175



# Postage costs consuming your budget?

*DIVCODATA has developed an easy and effective way to capture emails from your constituents for sending e-statements and reducing your postage cost for future mailings!*

## INTRODUCING



### HOW DOES IT WORK?

Signing up for this service with DIVCODATA applies a variable QR code to the statement, allowing the recipient to opt in to e-statements. Once the QR code is scanned, they are directed to a website where the email address is double authenticated for accuracy, and important information from the printed statement is captured automatically. This connects the email to a particular name and info, registering it to the county, state, and bill number, parcel ID, etc. For subsequent mailings, DIVCODATA can segregate the uploaded database to send e-statements, saving on postage costs.

### WHAT IF I ALREADY HAVE EMAIL ADDRESSES IN MY SYSTEM?

DIVCODATA can combine your email addresses in your database with the ones we capture to take advantage of the savings in sending paper statements.

### COSTS:

Each campaign = \$125 plus \$.01 per variable QR code applied.  
Each registered email address = \$.20



### HOW DOES IT WORK?

E-Deliver takes the guesswork out of statement delivery. Once an email address is entered into the system and the statements are delivered via email, you will receive a report approximately five days after delivery that details when the email was sent, received, if it was opened, incomplete, or not delivered due to a change in email address. Our E-Register system double authenticates email addresses to help prevent problems in delivery.

The clear and concise email statement will contain all relevant invoice information just like the paper version, including location, amounts, payment options and how to contact your office should they have questions. This system will also help drive payees to your payment platform for quick and easy payments, too!

### COSTS:

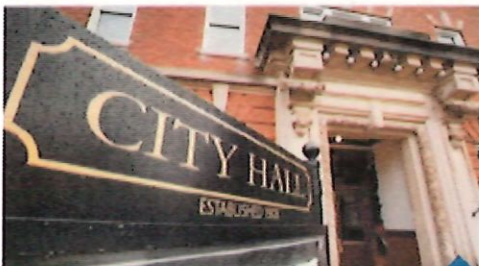
Each campaign = \$175 landing page set up  
*plus*  
E-Deliver Qty of 250-1499 = \$.15 per email  
1,500 - 4,999 = \$.12 per email  
5,000 - 24,999 = \$.09 per email  
25,000 + = \$.07 per email



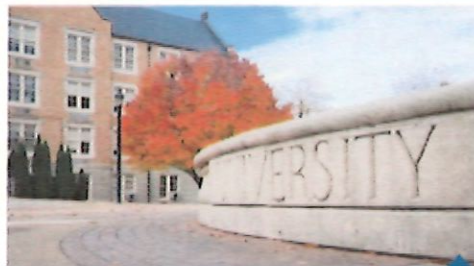
CONTACT  
AT

**Sarah Beth McCarter**  
662.213.2217  
SarahM@divcodata.com

*It's a whole new way to run your town!*



**GOVERNMENT SOLUTIONS**  
Easy to Implement



**EDUCATION SECTOR**  
Real-time Reporting



**UTILITY INDUSTRIES**  
Fewer Delinquent Payments

## Autoagent

**MuniciPAY** is an electronic payment processing solution for counties, cities, and towns. It's simple and secure at no cost to your government office.



For more information:

Call: Sarah Beth McCarter **662.213.2217**

SarahM@divcodata.com





## What is a Service/Convenience Fee?

**Answer:** Credit Card Association rules allow government and education entities to assess a Service/Convenience fee on transactions paid via credit card.

The Card Associations require that this fee be processed as a separate transaction so the fee amount is clearly identified to the Cardholder.

The fee amount must be disclosed to the Cardholder prior to completing the transaction and the option to decline the fee and use an alternate form of payment (cash or check) must be given.

## Are there any processing fees to the Municipality?

**Answer:** No. All Service/Convenience Fees are paid by the individual consumer who chooses to use their credit card for payment.

There are no set-up fees, monthly fees, or processing fees assessed to the municipality when a Service / Convenience Fee Program is utilized.

## Is this a secure solution?

**Answer:** Yes! MuniPAY meets all PA-DSS (Payment Application – Data Security Standards) guidelines.

MuniPAY's secure gateway significantly reduces or eliminates the exposure to the municipality for the storage and/or transmission of cardholder data.

## Who is eligible to participate in this program?

**Answer:**

- Local, state and federal courts of law that administer and process court fees, alimony and child support payments
- Government entities that administer and process local, state and federal fines
- Local, state and federal entities that engage in financial administration and taxation
- Local Government Services – Auto (DMV), Property Taxes, Utilities, Parks & Recreation, Fish & Game, Court & Bond Fees, and more
- State elementary and secondary schools for tuition, related fees and school-maintained room and board
- State colleges and universities, professional schools, junior colleges for tuition, related fees and school-maintained room and board.

## What cards can be accepted for payment?

**Answer:** Visa, MasterCard, American Express, and Discover all allow a Service/Convenience fee for government and education entities.

## How long does it take to receive funds?

**Answer:** Funds will be deposited into the municipality's account(s) within 2 business days for all credit/debit card transactions and 3 business days for ACH transactions. The funds can be automated to include multiple depository accounts for various departments.

## What type of reporting is available?

**Answer:** MuniPAY offers real-time, detailed reporting. Municipality's are able to view reports separated by user, departments, payment items, and daily settlement reconciliation. MuniPAY can also handle cash and check reporting options, and can be integrated with the municipality's current accounting software.

## What is the advantage of using MuniPAY?

**Answer:**

1. The municipality is completely insulated from Service/Convenience Fee collection. MuniPAY handles the collection of the Service/Convenience Fee and automates the payment of municipality transactions.
2. Multiple Payment Item/Deposit Account Capabilities.
3. Increased, expedited cash flow. Funds are deposited directly to municipality's account(s) on 2<sup>nd</sup> business day after transaction date.
4. Detailed Transaction Reporting.
5. Municipality is able to offer more payment options to their citizens.

## How long does it take to implement MuniPAY?

**Answer:** Depending on the individual needs of the municipality, the number of depository accounts, and complexity of their inventory list and/or fee schedule, this time frame may vary. MuniPAY is committed to completing implementation as quickly as possible. Typical implementation takes 1–2 weeks.



Patented Multi-Payment Aggregation Technology via a single swipe. (Patent #8,550,448)



PROCESS • PRINT • MAIL

For more information:

Call: Sarah Beth McCarter **662.213.2217**  
SarahM@divcodata.com