

An Introduction to Mailing for Businesses and Organizations

MAY 2008



**Welcome to the
United States Postal Service**



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An Introduction to Mailing for Businesses and Organizations

Welcome to the United States Postal Service. This guide explains the domestic products and services available for businesses and organizations.



What Is Business Mail?

Business mail includes all the ways mail is used to accomplish the goals of your business or organization. Bills, invoices, catalogs, coupons, solicitations, newsletters, magazines, merchandise, and advertisements in any quantity are just some of the items businesses and organizations mail every day.



What Can Business Mail Help You Do?

Whether you are starting a new organization or maintaining an established company, mail is an important tool for reaching your customers, members, or employees. Business mail can help you:

Acquire

Attract new customers and expand membership.

Retain and Grow

Strengthen relationships with customers and members. Sustain long-term relationships. Expand the scope of activities through new products and services.

Fulfill

Fulfill orders and complete transactions. Strengthen confidence in your organization through ongoing communication.

What Are the Benefits of Business Mail?

Targeted

You can choose which demographics will receive your mailing, so you can be certain that your message will arrive at the home or business of someone who is likely to be interested.

Flexible

With mail, you can send a million postcards, a single parcel, or anything in between. You can take advantage of a variety of valuable and cost-effective mailing services to fit your needs and your budget.

Measurable

Since you direct your mailings, you know when your message or product will be received and can measure your return on investment.

Universal

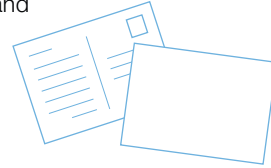
The Postal Service can reach every business and household in the country six days a week. You benefit from the established relationship between the Postal Service and your customers.



POSTCARDS



Often the least expensive way to send advertising, invitations, and business reply mail.



LETTERS



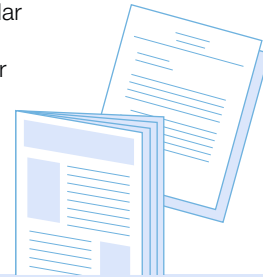
Large postcards, envelopes, and folded pieces, such as announcements, bills, and newsletters.



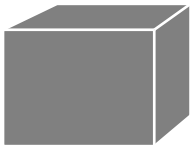
FLATS



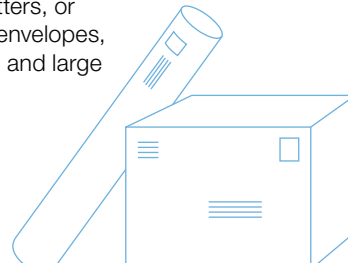
Large envelopes and flat rectangular mailpieces, such as magazines, newspapers, catalogs, circulars, or important documents that should not be folded.



PARCELS



Items that are not flats, letters, or postcards, such as thick envelopes, thick or rigid books, small and large boxes, and poster tubes.



You can find more information about preparing an advertising mail campaign, obtaining an address list, and customer success stories at www.usps.com/directmail.



As a nonprofit organization, your goals may be different from those of for-profit businesses, but your mailing benefits and processes are the same. Unlike for-profit businesses, however, you may qualify for special prices. For more information, see page 56.

Methods for Mailing

Depending on your needs and resources, there are three different approaches to using mail for your business.



RETAIL MAILING SERVICES

Page 6

With retail mailing services, you can easily send any quantity of mail at full postage prices without special preparation. Address, add postage, and send—it's fast and easy.

- Easy mail preparation
- Convenient drop-off options
- Expedited services available



COMMERCIAL MAILING SERVICES

Page 24

With commercial or "bulk" mailing services, you can receive significant postage discounts for larger mailings by preparing and sorting your mail according to Postal Service guidelines and depositing it at designated locations.

- Reduced postage costs
- Many options available
- Promote your business and create a professional image



ONLINE MAILING SERVICES

Page 62

From desktop to doorstep, online mailing services let you use your computer to upload or create postcards, letters, and newsletters. Your mailpieces are printed, prepared, and delivered directly to your customers.

- No permit or mailing fees
- Discounted postage prices available
- Mail anytime from your desk

Online mailing services also allows you to print shipping labels and pay for postage using Click-N-Ship at www.usps.com.

TASKS REQUIRED FOR EACH METHOD OF MAILING

	Retail Services	Discount Services	Online Services
Who are you trying to reach?			
Establish an address list	✓	✓	✓
What are you mailing?			
Design your mailpiece (size, shape, weight, and content)	✓	✓	✓
How will you plan and complete your mailing?			
Meet minimum volume requirements		✓	
Choose a mailing service	✓	✓	✓
Choose a postage payment method	✓	✓	✓
Construct your mailpiece	✓	✓	
Sort your mail		✓	
Pay an annual mailing fee		✓	
Fill out a postage statement		✓	
Deposit your mail	✓	✓	

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Retail Mailing Services

Retail mailing services provide a fast and easy way to mail. When you use First-Class Mail postage on a letter or a bill, you are taking advantage of retail prices. You can send any number of mailpieces using retail services. Even when you have a large quantity of mail, using a retail mailing service may be your best option for ease and convenience.

ADVANTAGES

- Mail any quantity.
- Deposit your mail at any Post Office, collection box, or your business mailbox. Your letter carrier can also collect your mail.
- It's the same kind of service you use for your personal mailing needs.
- You do not have to apply for a permit or pay an annual mailing fee to take advantage of retail prices.

COST

The postage depends on the service you select and the characteristics of your mailpiece. Some services are based on weight; others are based on weight and distance; and others are based on weight, distance, content, and shape.

Retail Mailing Services

Retail mailing services let you prepare and send mail quickly and easily.





PLANNING A RETAIL MAILING

To send a successful mailing, carefully consider the following steps.

1

CHOOSING A MAILING SERVICE

The five retail services can accommodate any mailing situation.

2

ADDING EXTRA SERVICES

Extra services can provide additional protection and delivery information.

3

CHOOSING A POSTAGE PAYMENT METHOD

Postage for retail services can be paid in four ways.

4

PREPARING AND ADDRESSING YOUR MAIL

Careful preparation of your mailpiece, including a complete address, helps to ensure accurate and timely delivery.

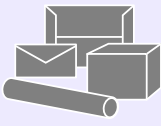
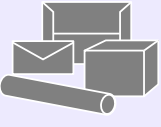



5

DEPOSITING YOUR MAIL

You can deposit most stamped or metered mail at any Post Office, in any blue USPS collection box, or give it to your letter carrier.

Choosing a Mailing Service

The five retail mailing services can accommodate any mailing situation.

SHAPE	CONTENT	SPEED	COST	SERVICE
 70 lbs or less	Any mailable item*	1–2 days money-back guarantee	\$\$\$ based on weight, and distance	Express Mail
 70 lbs or less	Any mailable item*	2–3 days (average)	\$\$ based on weight, size and distance if over 1 lb	Priority Mail
 13 oz or less	Any mailable item*	1–3 days	\$\$ based on weight	First-Class Mail
 70 lbs or less	Merchandise and gifts	2–9 days**	\$ based on weight, size, and distance	Parcel Post
 70 lbs or less	Media	2–9 days**	\$ based on weight	Media Mail

* Certain hazardous materials are excluded. See page 81 for more detailed content restrictions for each service.

** Except Alaska and Hawaii.

Express Mail

This money-back guaranteed overnight to two-day service includes tracking, proof of delivery, and insurance up to \$100. Additional insurance up to \$5,000 may be purchased for merchandise. Sunday and holiday delivery is available to many destinations for an additional \$12.50. Express Mail envelopes and boxes are available at many Post Offices at no charge and may be ordered from www.usps.com.

Priority Mail

This service is typically used to send documents, gifts, and merchandise. Priority Mail envelopes and boxes are available at many Post Offices at no charge and may be ordered from www.usps.com.

First-Class Mail

This service (or Express Mail or Priority Mail) is required for personal correspondence, handwritten or typewritten letters, and bills or statements of account. It also may be used for most mailable items, including advertisements and lightweight merchandise.

Parcel Post

Items such as gifts and merchandise can be sent using Parcel Post.

Media Mail

Books of eight or more printed pages with only incidental blank spaces and no advertising except for incidental announcements of books, 16-millimeter or narrower width films in positive print for viewing (excluding films sent to or from commercial theaters), catalogs of such film of 24 pages or more, printed music (bound or in sheet form), printed objective test materials and accessories, sound recordings, video recordings, play scripts and manuscripts, printed educational reference charts, loose-leaf pages and their binders consisting of medical information, and computer-readable media containing prerecorded information up to 70 pounds can be sent as Media Mail.



Express Mail and Priority Mail flat-rate envelopes let you send your item for a low price, regardless of weight. The distinctive packaging has impact.



Priority Mail flat-rate boxes are available, regardless of the actual weight of the piece at the following prices:

Regular Flat-Rate Boxes

· Domestic or APO/FPO addresses: \$9.80

Large Flat-Rate

· APO/FPO destination addresses: \$10.95

· Domestic address: \$12.95



You can mail letters, flats, and parcels from the United States to other countries. As with domestic mail, you can choose the best service based on speed, cost, and extra services. To learn more about options for international mail and to calculate postage, visit www.usps.com/international or call 1-800-ASK-USPS. Your Post Office can also help you send mail internationally.



Adding Extra Services

Extra services can provide additional protection and delivery information.

Certificate of Mailing

Provides evidence of mailing. Incentives are available for three or more pieces. \$1.10



Certified Mail

Provides proof of mailing at time of mailing and the date and time of delivery or attempted delivery. \$2.70  

Collect on Delivery (COD)

Allows the Postal Service to collect the postage and price of an item from the recipient and send to the mailer. The Postal Service maintains the delivery record. The goods must be ordered by the addressee. *Fee starts at \$5.25*

Delivery Confirmation



Provides the date and time of delivery or attempted delivery. \$0.65-\$0.75  
Free when you print Priority Mail postage from www.usps.com.

Insured Mail

Provides coverage against loss or damage up to \$5,000. *Fee based on value of item. Starts at \$1.70*

Proof of mailing is provided for items that are insured for more than \$200.00


Registered Mail

Provides maximum security. Includes proof of mailing at time of mailing and the date and time of delivery or attempted delivery. It is the most secure service the Postal Service offers. It incorporates a system of receipts to monitor the movement of the mail from the point of acceptance to delivery. Insurance can be added up to \$25,000. *Fee based on value of item. Starts at \$10.00*  

Restricted Delivery

Confirms that only a specified person (or authorized agent) will receive a piece of mail. This service costs \$4.30 and is available only if you also purchase Certified Mail, Insured Mail (more than \$200.00), Registered Mail, or COD.



Return Receipt

Provides a postcard or electronic record with the date of delivery and recipient signature. Must be combined with another extra service. Return Receipt for Merchandise service also is available. *\$2.20 extra at time of mailing (received by mail). \$1.00 extra at time of mailing (received electronically). \$4.35 when requested after mailing.*  




Special Handling

Provides preferential handling for fragile or perishable items. It must be used when mailing items such as honeybees and day-old poultry sent as Parcel Post. \$7.10-\$9.90

Signature Confirmation

Provides the date and time of delivery or attempted delivery and the name of the person who signed for the item. You can request a hard copy of the signature. \$2.20  
\$1.80 when you print Priority Mail postage from www.usps.com.

Delivery information is available:

-  by hard copy
-  at www.usps.com
-  by calling 1-800-222-1811



Most indemnity claims for insured, COD, Registered Mail, or Express Mail can be filed at any Post Office. For more information, go to your local Post Office or visit www.usps.com.



Extra services available for some international mail:

- Certificate of Mailing
- Insurance
- Registered Mail
- Restricted Delivery
- Return Receipt



You can use an endorsement, such as "Return Service Requested," to have a mailpiece returned if it cannot be delivered. See page 41 for more information.

EXTRA SERVICES AVAILABLE FOR EACH MAILING SERVICE

	PROOF of mailing	PROTECTION in transit	CONFIRMATION of delivery
Express Mail	<i>Receipt provided at time of mailing</i>	Insurance <i>(\$100 coverage already included, more can be added)</i>	<i>Date and time of delivery provided, and signature of recipient available upon request</i>
Priority Mail	Certificate of Mailing	Insured Mail Registered Mail	Certified Mail Delivery Confirmation Signature Confirmation Registered Mail
First-Class Mail	Certificate of Mailing	Insured Mail Registered Mail	Certified Mail Delivery Confirmation* Signature Confirmation* Registered Mail
Parcel Post Media Mail	Certificate of Mailing	Insured Mail	Delivery Confirmation* Signature Confirmation*

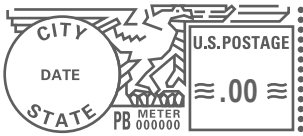
↓
Most extra services provide proof of mailing.

↓
Forms and labels for extra services are available in your Post Office lobby or from your rural letter carrier.

* for parcels only

Choosing a Postage Payment Method

You can choose from several forms of postage that make it easy to mail right from your office.



METERED POSTAGE

You can use a meter to affix exact postage to your mailpieces. The meter stamp shows the amount of postage paid. Using a postage meter is fast, efficient, secure, and enhances the professional look of your mailpieces.

How Do I Get a Postage Meter?

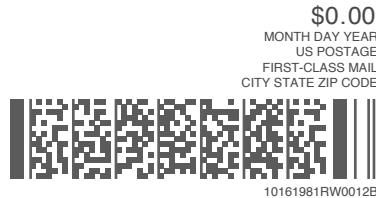
You lease a meter from an authorized provider. To find out more about postage meters, including authorized meter providers, visit www.usps.com/postagesolutions.

How Do I Apply for a Meter License?

You file an application for a meter license through your meter provider. There is no application fee.

How Do I Pay for Postage?

All postage meters are remotely reset by your meter provider—you do not need to go to the Post Office. Your meter provider will give you information about the payment options currently authorized by the Postal Service.



PC POSTAGE TECHNOLOGY

You can use PC Postage technology to purchase and print postage from your computer at any time. PC Postage is easy to use for all mailing needs, including labels for packages, printing the exact postage needed, and for keeping track of mailing expenses.

How Do I Get It?

PC Postage software and services are leased from authorized providers. To find out more and to see a list of authorized providers, visit www.usps.com/postagesolutions. To use PC Postage technology you must obtain a license.

How Do I Apply for a License?

PC Postage providers prompt you through the application process online. There is no application fee.

How Do I Pay for Postage?

Pay for postage through your PC Postage provider.

Authorized Meter providers:

FRANCOTYP-POSTALIA INC.
140 N MITCHELL CT STE 200
ADDISION IL 60101-5629
800-341-6052
www.fpusa.net

HASLER INC.
19 FOREST PKY
SHELTON CT 06484-6140
800-243-6275
www.haslerinc.com

NEOPOST INC.
30955 HUNTWOOD AVE
HAYWARD CA 94544-7084
800-624-7892
www.neopostinc.com

PITNEY BOWES INC.
1 ELMCROFT RD
STAMFORD CT 06926-0700
800-322-8000
www.pitneybowes.com

DATA-PAC MAILING
SYSTEMS CORP.
1217 BAY RD
WEBSTER NY 14580-1958
800-355-1755
www.data-pac.com

Authorized PC Postage providers:

ENDICIA.COM (PSI SYSTEMS INC.)
247 HIGH ST
PALO ALTO CA 94301-1099
800-576-3279 x140
www.endicia.com

PITNEY BOWES INC.
1 ELMCROFT RD
STAMFORD CT 06926-0700
800-322-8000
www.pitneybowes.com

STAMPS.COM
12959 CORAL TREE PLACE
LOS ANGELES, CA 90066-7020
888-434-0055
www.stamps.com

For additional information, see Quick Service Guide 604c at pe.usps.com, or visit www.usps.com/postagesolutions.

FIRST-CLASS MAIL
U.S. POSTAGE PAID
NEW YORK NY
PERMIT NO. 1



PERMIT IMPRINT

This postage payment method involves the use of a printed or hand-stamped permit imprint. You must have a mailing of at least 200 pieces or 50 pounds to be eligible for this method. Mailings must be prepared in specified containers and deposited at the postal facility where your mail will be verified. All pieces in your mailing must weigh the same amount unless authorized by the Postal Service.

How Do I Apply?

You must file an application (Form 3615) for a permit and pay a \$180 one-time application fee at the Post Office where your mailings will be deposited and where your postage will be paid. Bring two forms of identification when you apply.

You pay the application fee at each postal facility where you deposit your mail. You must use your permit imprint at least once every 24 months or you will have to apply again and pay a new application fee.

How Do I Pay for Postage?

Postage is paid from an account you set up at the Post Office where you enter your mail.

STAMPS

Stamps are available in various denominations and designs. There is no need to obtain a permit or pay fees, no matter how many stamped pieces you send. The Forever Stamp will equal the First-Class Mail single-piece 1-ounce letter price at anytime in the future, without the addition of extra postage.

Where Can I Get Stamps?

- Post Offices
- ATMs
- Select grocery and retail stores
- Select banks
- By phone at 1-800-STAMP-24
- By mail with Form 3227
- Online at shop.usps.com

To find a location near you, visit www.usps.com

What Are My Payment Options?

Your Post Office accepts cash, checks, major credit cards, and debit cards. If you pay by check, you must show a photo ID. You can pay for your online and phone stamp orders with a major credit card. You can pay for your stamp orders by mail with a check or money order.



You can use any of these postage payment methods for international mail.



For Priority Mail and Express Mail, use Click-N-Ship to pay for postage and print labels at www.usps.com/clicknship. Using Click-N-Ship adds Delivery Confirmation to Priority Mail at no additional charge. See page 65 for more information.

Understanding Your Mailpiece Shape

The Postal Service classifies the shape of your mailpiece by its dimensions.

Postcards DIMENSIONS

4-1/4" max.
3-1/2" min.
Height

Length 5" min. 6" max.

maximum thickness 0.016 inch

	minimum	maximum
length	5 inches	6 inches
height	3-1/2 inches	4-1/4 inches
thickness	0.007 inch	0.016 inch

Letters DIMENSIONS

6-1/8" max.
3-1/2" min.
Height

Length 5" min. 11-1/2" max.

maximum thickness 1/4 inch

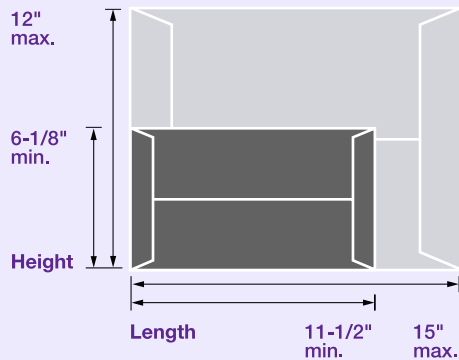
	minimum	maximum
length	5 inches	11-1/2 inches
height	3-1/2 inches	6-1/8 inches
thickness	0.007 inch	1/4 inch
weight		3.5 ounces

Diagrams not to scale.



For letters and postcards, length is the dimension parallel to the address.

Lg. Envelopes (Flats) DIMENSIONS

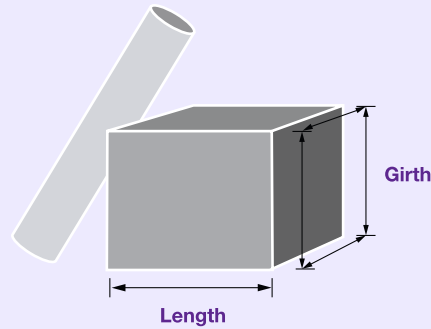


maximum thickness 3/4 inch

	minimum*	maximum
length	11-1/2 inches	15 inches
height	6-1/8 inches	12 inches
thickness	1/4 inch	3/4 inch

* Flats exceed at least one of these dimensions.

Parcels DIMENSIONS



length
the longest side of the parcel

girth
measurement around the thickest part of the parcel

length + girth
length + girth cannot exceed 108 inches
(Parcel Post cannot exceed 130 inches)

Unusual Shapes and Sizes

Sometimes a mailpiece requires additional postage because it is a certain shape or size that is difficult to process on mail sorting machines. To make sure you're paying the correct postage, visit www.usps.com (click on "Calculate Postage") or call 1-800-ASK-USPS.

The following are examples of mail that will require extra postage:

First-Class Mail Letters

- Square envelopes
- Envelopes addressed parallel to the shorter edge
- Letters over 3.5 ounces
- Nonmachinable letters

First-Class Mail

Large Envelopes (Flats)

- Rigid
- Not uniformly thick
- Nonrectangular

Priority Mail – Balloon Price

- Priority Mail parcels addressed for delivery to local zones and to zones 1 – 4, that weigh less than 20 pounds but measure more than 84 inches (but not more than 108 inches) in combined length and girth, are charged the applicable price for a 20 pound parcel (balloon price).

Priority Mail –

Dimensional Weight Price

- The price for low density Priority Mail parcels addressed for delivery to zones 5-8, and exceeding 1 cubic foot, is based on the actual weight or the dimensional weight, whichever is greater.

Parcel Post Nonmachinable Surcharge

- Parcels less than 6 inches long, or 1/4 inch thick, or 3 inches high
- Parcels weighing more than 35 pounds
- Parcels weighing less than 6 ounces
- Books or printed material weighing more than 25 pounds
- Tubes and rolls

Parcel Post – Balloon Price

Parcels that weigh less than 20 pounds and measure more than 84 inches (but not more than 108 inches) in combined length and girth, are charged the applicable price for a 20 pound parcel (balloon price).

Preparing Your Mail

Careful preparation of your mailpiece helps to ensure accurate and safe delivery.

ENVELOPES AND BOXES

Letters, Greeting Cards, and Other Documents

These can be sent in standard white, manila, or recycled paper envelopes. Items needing extra protection can be sent in bubble-lined, padded paper, or waterproof envelopes.

Boxes

Sturdy paperboard boxes may be used for weights up to 10 pounds. Heavier parcels require a sturdy grade corrugated fiberboard. If you are reusing a box, all previous labels and markings must be totally removed or obliterated with a heavy black marker.

Cushioning

Boxes should allow enough room for cushioning materials around the contents. You can use newspaper, foam peanuts, or shredded paper for cushioning. For more fragile items, use foamed plastic or padding, placing the cushioning inside hollow items as well.

Sealing

Make sure to tape the opening of your box and reinforce all seams with 2-inch wide tape. Use clear or brown packaging tape, reinforced packing tape, or paper tape. Do not use cord, string, twine, masking tape or cellophane tape.

ADDRESSING

Address Quality

Quality addressing is the key to achieving accurate and speedy delivery.

Placement

Print the delivery and return addresses on the same side of your envelope, card, or parcel. The addresses or address labels should be written or placed parallel to the longest side.

Return Address

A return address helps return your mailpiece to you if it is undeliverable. A return address is required on most mail.

ZIP Codes

Using the correct ZIP Code ensures efficient and accurate processing and delivery.

Marking

If you deposit your mail in a mailbox or a collection box, you must write in the postage area of your mailpiece the name of the service you are using, such as "Priority Mail," "Parcel Post," or "Media Mail." If you go to your Post Office, the clerk will make service markings on your mailpiece for you.

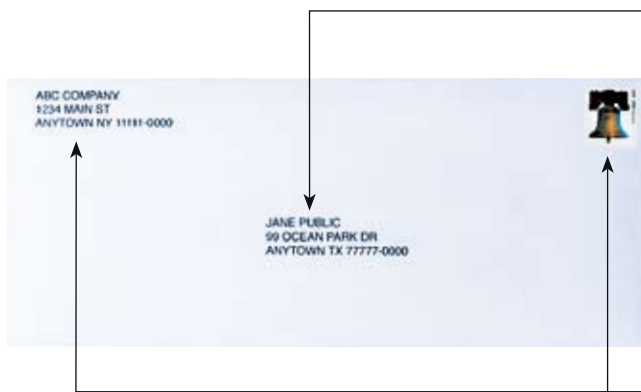
Military Mail

Overseas military addresses must show full name, including first name and middle name or initial, and unit number. The delivery line (the second line from the bottom in the address) must show the ship name, unit number, CMR or PSC number, and box number if assigned. The last line must contain the APO and FPO designation and the appropriate two-letter "state" abbreviation (AA, AE, or AP), followed by the ZIP+4 or 5-digit ZIP Code. AA, AE, and AP are used for addresses with the 3-digit ZIP Code prefixes 340, 090-098, and 962-966, respectively. In addition, mail sent to dependents residing in overseas areas must be addressed in care of the sponsor.

Address Lists

Address or mailing lists can be purchased from a mail service provider if you don't maintain your own. Lists should be checked and certified for address quality to ensure the highest rate of successful delivery. For more information, see page 42.

ENVELOPES AND BOXES



Delivery Address

Place the delivery address parallel to the longest side of your mailpiece.

City, State, and ZIP Code

To find the correct spelling of a city name and state abbreviation or to find a ZIP Code, visit www.usps.com or call 1-800-ASK-USPS. Using the correct ZIP Code helps direct your mail more efficiently and accurately.

Return Address

Place the return address in the upper left corner on the same side as the delivery address.

Postage

Use stamps, a postage meter, or a PC Postage system to affix the correct amount. You can calculate postage online at www.usps.com.

Extra Services

Place labels for extra services above the delivery address and to the right of the return address, or to the left of the delivery address.



For Express Mail, you must use the free address labels provided by the Postal Service.

Example

Retail mailing services can meet your business mailing needs.

Darren Bailey, the owner of an online rare and used book business in Pittsburgh, has decided that the speed and ease of retail services provide the best solution for his mailing needs. He usually uses Priority Mail to send merchandise. In addition, Darren insures his mail and adds Signature Confirmation, which lets him know who received the merchandise, to protect both his business and his customers.

Choosing a Service

A large portion of Darren's mailing is comic books, which can be mailed as flats, but he also sells bound books, some of which cannot be mailed as flats because of their size and shape. He has the option of sending the books by Express Mail, Priority Mail, First-Class Mail (13 ounces or less), Parcel Post, or Media Mail.

Things to consider

- Speed
- Cost
- Shape and weight of mailpiece
- Where the mailpiece is being sent
- Extra services such as Signature Confirmation and insurance

SCENARIO 1

He needs a 3-pound rare book that was ordered two days before the holidays to arrive in Iowa on time. Darren also decides to add extra insurance.

Book to Iowa:

- * 3 lbs
- * make sure that it arrives before the holiday!
- * rare book - add insurance!

Express Mail

- Speed
- Automatic insurance up to \$100
- Free tracking

To Iowa

Postage (to zone 8)	\$ 29.40
Insurance up to \$100	\$ 0
Tracking	\$ 0

Subtotal \$ 29.40

Additional Insurance \$ 2.10
(for \$500 value)

Total Cost \$ 31.50

SCENARIO 2

He needs a 3-pound book to arrive in California by the end of the week so his customer can write a review for a publication.

Book to California:

- * 3 lbs
- * should be there by the end of the week!

Priority Mail

- Speed
- Cost (less expensive than Express Mail)
- Extra Service can be added to confirm delivery

To California

Regular Flat-Rate Box	\$ 9.80
Delivery Confirmation	\$ 0.65

Total Cost \$ 10.45

SCENARIO 3

He has a box of vintage comic books without advertising, going out to a regular customer. He wants to add insurance and get confirmation that they were received by the addressee.

Vintage comic books to New York:

- * 3 lbs
- * should be boxed
- * make sure they arrive!
- * add insurance!

Media Mail

- Cost (less expensive than other mailing services)
- Extra Service can be added to confirm delivery
- Insurance can be added

To New York

Postage	\$ 2.93
Signature Confirmation	\$ 2.20
Insurance (for \$100 value)	\$ 2.15

Total Cost \$ 7.28

↓
For convenience, Darren leased a postage meter so he can purchase postage by phone and apply the exact amount of postage he needs.

↓
Visit pe.usps.com for a Price List (Notice 123), which lists all postal prices and fees, or use the Domestic Price Calculator to automatically calculate postage for the shape, weight, and destination of your mail.

Retail Postage Prices

For complete domestic and international prices, visit www.usps.com or call 1-800-ASK-USPS.

Simplified Price Chart

Effective May 12, 2008

EXPRESS MAIL

Flat-rate envelope.....\$16.50

- Cost based on weight and distance.
- For Sunday and holiday delivery, add \$12.50.
- Other prices are available up to 70 pounds.

PRIORITY MAIL

Flat-rate envelope..... \$4.80

Regular Flat-Rate Boxes

- Domestic or APO/FPO addresses \$9.80

Large Flat-Rate Box

- APO/FPO destination addresses \$10.95
- Domestic address \$12.95

Other prices are available up to 70 pounds and are based on weight and distance.

FIRST-CLASS MAIL LETTERS

Postcard \$0.27

1 oz \$0.42

2 oz \$0.59

3 oz \$0.76

3.5 oz \$0.93

For heavier weights, use First-Class Mail large envelopes.

Letters that meet one or more of the nonmachinable characteristics in DMM 101.1.2 are subject to the \$0.20 nonmachinable surcharge.

FIRST-CLASS MAIL LARGE ENVELOPES (FLATS)

1 oz \$0.83

2 oz \$1.00

3 oz \$1.17

4 oz \$1.34

5 oz \$1.51

6 oz \$1.68

7 oz \$1.85

8 oz \$2.02

9 oz \$2.19

10 oz \$2.36

11 oz \$2.53

12 oz \$2.70

13 oz \$2.87

If more than 13 ounces, see Priority Mail



One ounce is approximately equal to three sheets of paper plus a standard envelope.

FIRST-CLASS MAIL PARCELS

1 oz	\$1.17
2 oz	\$1.34
3 oz	\$1.51
4 oz	\$1.68
5 oz	\$1.85
6 oz	\$2.02
7 oz	\$2.19
8 oz	\$2.36
9 oz	\$2.53
10 oz	\$2.70
11 oz	\$2.87
12 oz	\$3.04
13 oz	\$3.21

If more than 13 ounces, see
Priority Mail

PARCEL POST

Prices are based on weight,
shape, and distance. Other
prices are available up to
70 pounds.

MEDIA MAIL

1 lb.....	\$2.23
2 lbs.....	\$2.58
3 lbs.....	\$2.93
4 lbs.....	\$3.28
5 lbs.....	\$3.63

Other prices are available
up to 70 pounds.

Sending Mail

You can send mail by:

- dropping it into a blue USPS collection box.
- giving it to your letter carrier.
- taking it to a Post Office.

Domestic and international mailpieces that weigh 13 ounces or less, with postage stamps affixed, can be dropped in a blue collection box, or handed to your letter carrier. Mailpieces that weigh *more than* 13 ounces, with postage stamps affixed, must be handed to a Retail associate at your local Post Office.

Pickup On Demand Service

Call 1-800-222-1811 or visit www.usps.com to have your Express Mail, Priority Mail, and Parcel Post items picked up. This service is not available in every area. \$14.75

Carrier Pickup

Customers may pre-schedule a pickup of their Express Mail, Priority Mail, or International Packages to be collected during a regular delivery stop or a scheduled stop at no additional charge.



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Commercial Mailing Services

Commercial mail, or “bulk mail,” is your best option if you mail in volume. In order to claim these lower prices, you must have a minimum quantity and do some additional work to make your mail easier for the Postal Service to handle.

ADVANTAGES

- A proven, cost-effective business tool
- Offers a lower price on postage for the work you perform
- Can accommodate a variety of business needs
- Gives your business or organization a professional image with customers
- Can promote your business or organization name through use of permit imprint, postage meter, or PC Postage technology

HOW DOES IT WORK?

Your incentive depends on the mailing service you choose and the work you do. For example, if you mail 1,000 letter-sized flyers to everyone in your ZIP Code advertising your business's sale, it would cost \$0.42 per piece for retail First-Class Mail postage, or \$420.00.

If you mail 1,000 flyers using Standard Mail to everyone in your ZIP Code by adding a barcode, sorting them by carrier route, and depositing them at the Post Office designated by your business mail entry unit, you might pay as little as \$0.137 per piece, or \$137.00.

COST

- The postage depends on the mailing service you choose and the characteristics of your mailpiece.
- For any commercial mailing, you must do some of the work the Postal Service would otherwise do. The work you do, such as preparing, sorting, and entering your mailing, can lower your postage costs.
- You must pay an annual mailing fee at each facility where you enter mail. Different mailing services may require separate fees. For example, First-Class Mail, Standard Mail, and Package Services require separate \$180.00 annual presort mailing fees.
- Other optional aspects of a commercial mailing, such as using permit imprints, business reply mail, or mailing endorsements, may require additional fees.

Commercial Mailing Services

Understanding the effort involved with a discount mailing can help decide whether it is right for your business or organization.

CHOOSING BETWEEN COMMERCIAL MAILING SERVICES AND RETAIL MAILING SERVICES

Even if your mailing has the required number of mailpieces to qualify for a discount price, you still have to perform some of the work the Postal Service would normally do to receive the discount. When deciding whether to undertake a commercial mailing, you should consider:

- **Your technology**
Your technology and equipment, such as computers and software, will influence the discount services you can use and the time it will take you to complete the work.
- **Your budget**
The amount of money you spend on a mailing is more than just the cost of postage. You should also consider the cost of designing and printing your mailpieces and obtaining a mailing list.

If you can't dedicate the technology or time to a commercial mailing, consider using a mail service provider or retail mailing services, which lets you quickly prepare and send your mailing. As your business grows, your resources may allow you to take advantage of additional discounts.

MAIL SERVICE PROVIDERS

You can get help with commercial mailings from a business that specializes in designing, preparing, and sorting mail. These businesses, typically called "mail service providers" (see page 76), can help you with a single part of a discount mailing, or you can hire them to handle the entire mailing, from creation to mail entry. Mail service providers can help you:

- purchase or rent an address list.
- manage your address database.
- design and print your mailpieces.
- sort your mailpieces.
- reduce your postage.
- enter your mail into the mailstream.



Nonprofit Standard Mail prices are available for authorized nonprofit organizations. You must first apply for authorization to mail at nonprofit prices at your local Post Office and adhere to the content restrictions associated with Nonprofit Standard Mail. See page 56 for more information.



Discounts are available for larger volumes of international mail. Service options include International Priority Airmail, and International Surface Air Lift. For prices and standards, visit www.usps.com/international.

PLANNING A COMMERCIAL MAILING

Several steps are involved in the discount mailing process. A successful commercial mailing requires careful consideration of each step.

1

CHOOSING A MAILING SERVICE

Which mailing service you choose depends on the shape, weight, and content of your mail, along with speed of delivery.

2

CHOOSING A POSTAGE PAYMENT METHOD

The Postal Service offers four ways for you to pay for and apply postage to your mailpieces.

3

PREPARING YOUR MAIL

“Machinable,” “nonmachinable,” and “automation” are the three ways the Postal Service classifies how mailpieces are prepared. These classifications are based on the ability of your mailpiece to be processed on Postal Service equipment.

4

SORTING YOUR MAIL

Sort your mail according to Postal Service standards.

5

ENTERING YOUR MAIL

The minimum requirement is to enter your mail at the business mail entry unit (BMEU) or Post Office where you hold a mailing permit. You can receive additional discounts by transporting your mail closer to where it will be delivered.

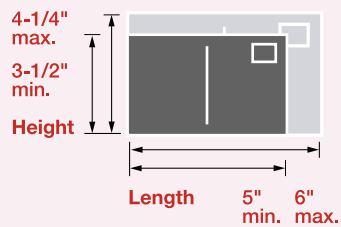
This section explains the steps for completing a commercial mailing. First choose a mailing service, then a postage payment method. After you make these choices, prepare your mailpieces, then sort them by Postal Service standards, and enter your mailing at a postal facility.

For each step, you will need to complete the minimum level of work required by the Postal Service. You may also choose to complete higher levels of work to receive greater postage discounts. In some cases, the characteristics of your mailpieces will determine which prices and discounts are available to you.

Choosing a Mailing Service

The shape and content of your mail can determine which mailing services are available to you.

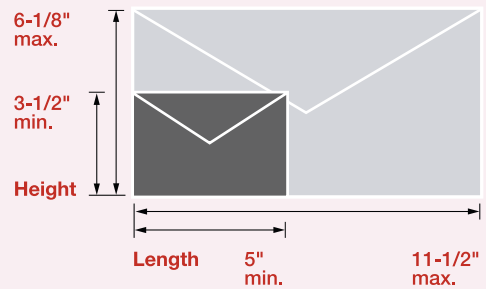
Postcards DIMENSIONS



maximum thickness 0.016 inch

	minimum	maximum
length	5 inches	6 inches
height	3-1/2 inches	4-1/4 inches
thickness	0.007 inch	0.016 inch

Letters DIMENSIONS



maximum thickness 1/4 inch

	minimum	maximum
length	5 inches	11-1/2 inches
height	3-1/2 inches	6-1/8 inches
thickness	0.007 inch	1/4 inch

For letters and postcards, length is the dimension parallel to the address.

First-Class Mail

Postcards and letters may be sent using First-Class Mail. This service is required for personal correspondence, handwritten or typewritten material, and bills or statements of account. It may also be used for any mailable item including advertisements and lightweight merchandise. This service is typically the fastest service offered within discount mail.

Standard Mail

Letters containing mailable items not required to be sent as First-Class Mail may be sent as Standard Mail. Standard Mail is typically used for advertisements and flyers. There are no postcard prices for Standard Mail, but postcards can be mailed at the letter prices. Additional content restrictions must be met for authorized nonprofit mailers.

Periodicals

This service requires prior authorization by the Postal Service. Typical Periodicals are newspapers, magazines, and newsletters.

<p>Content The following items must be mailed as First-Class Mail:</p> <ul style="list-style-type: none"> • bills and checks • statements of account • handwritten materials • typewritten materials • personal information <p>Generally, Standard Mail may be mailed at First-Class Mail prices.</p>	<p>Qualifiers</p> <ul style="list-style-type: none"> • 3.5 ounces or less • 500 or more pieces per mailing 	<p>Speed¹ 1–3 days</p>	<p>Postage \$\$</p>	<p>First-Class Mail</p>
<p>Content Materials such as:</p> <ul style="list-style-type: none"> • circulars • advertisements • solicitations for donation • newsletters • small merchandise • printed matter not required to be mailed as First-Class Mail or Periodicals 	<p>Qualifiers</p> <ul style="list-style-type: none"> • less than 16 ounces • 200 or more pieces or 50 pounds or more per mailing 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Standard Mail</p>
<p>Content Authorized publications such as:</p> <ul style="list-style-type: none"> • newspapers • newsletters • magazines 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 1 or more pieces per mailing 	<p>Speed¹ 1–7 days²</p>	<p>Postage \$</p>	<p>Periodicals</p>



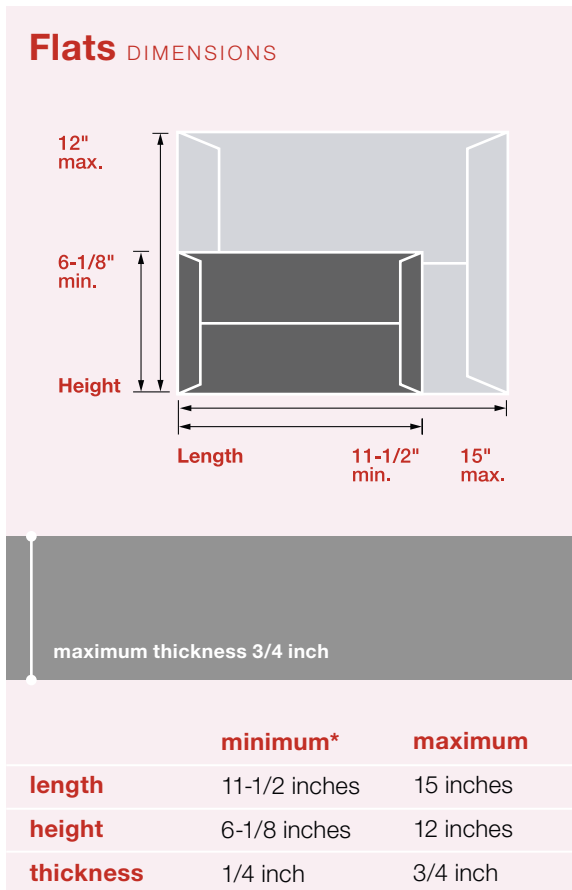
See pages 80 and 81 for more detailed content restrictions.

¹ Estimated time of delivery.

² Except Alaska and Hawaii.



See pages 58 and 59 for more detailed price information.



* Flats exceed at least one of these dimensions.
For flats, length is the longest dimension.

Flats must be:

- Flexible
- Rectangular, with four square corners, or with finished corners that do not exceed a radius of 0.125 inch (1/8 inch).
- Uniformly thick

First-Class Mail

Flats may be sent using First-Class Mail. This service is required for personal correspondence, handwritten or typewritten material, and bills or statements of account. It may also be used for any mailable item, including advertisements and lightweight merchandise. This service is typically the fastest service offered within discount mail.

Standard Mail

Flats containing mailable items not required to be sent as First-Class Mail may be sent as Standard Mail. Standard Mail is typically used for advertisements, flyers, and catalogs. Additional content restrictions must be met for authorized nonprofit mailers.

Periodicals

This service requires prior authorization by the Postal Service. Typical Periodicals are newspapers, magazines, and newsletters.

Bound Printed Matter

Flats can be sent using Bound Printed Matter. Contents are limited to permanently bound printed sheets of directory, advertising, or editorial matter, such as catalogs or phone books.

Media Mail

Small and large flats can be sent using Media Mail. Contents are limited to books, manuscripts, sound recordings, recorded videotapes, and computer-readable media (not blank). Informally called "Book Rate," Media Mail cannot contain advertising, except books can contain incidental announcements of other books.



See pages 80 and 81 for more detailed content restrictions.

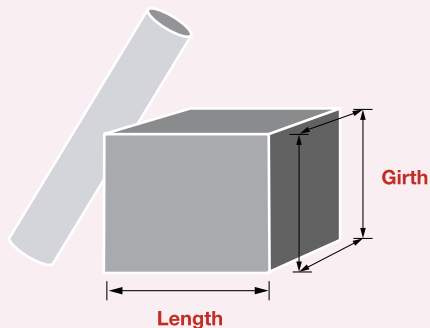
<p>Content The following materials must be mailed as First-Class Mail:</p> <ul style="list-style-type: none"> • bills and checks • statements of account • handwritten materials • typewritten materials • personal correspondence <p>Generally, Standard Mail can be mailed at First-Class Mail prices.</p>	<p>Qualifiers</p> <ul style="list-style-type: none"> • 13 ounces or less • 500 or more pieces per mailing 	<p>Speed¹ 1–3 days</p>	<p>Postage \$\$*</p>	<p>First-Class Mail</p>
<p>Content Materials such as:</p> <ul style="list-style-type: none"> • circulars • advertisements • solicitations for donation • newsletters • merchandise • printed matter not required to be mailed as First-Class Mail or Periodicals 	<p>Qualifiers</p> <ul style="list-style-type: none"> • less than 16 ounces • 200 or more pieces or 50 pounds or more per mailing 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$*</p>	<p>Standard Mail</p>
<p>Content Authorized publications such as:</p> <ul style="list-style-type: none"> • newspapers • newsletters • magazines 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 1 or more pieces per mailing 	<p>Speed¹ 1–7 days²</p>	<p>Postage \$</p>	<p>Periodicals</p>
<p>Content Permanently bound printed materials such as:</p> <ul style="list-style-type: none"> • advertising • promotional material • directory material • editorial material 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 15 pounds or less • 300 or more pieces per mailing 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Bound Printed Matter</p>
<p>Content Materials such as:</p> <ul style="list-style-type: none"> • books • printed music • videotapes (recorded) • CD-ROMs (recorded) • computer-readable media (recorded) • printed educational charts 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 300 or more pieces per mailing 	<p>Speed 2–9 days²</p>	<p>Postage \$</p>	<p>Media Mail</p>

¹ Estimated time of delivery.

² Except Alaska and Hawaii.

↓
* See pages 58 and 59 for more detailed price information.

Parcels DIMENSIONS



length

the longest side of the parcel

girth

measurement around the thickest part of the parcel

length + girth

length + girth cannot exceed 108 inches
(Parcel Select cannot exceed 130 inches)

Unusual Shapes and Sizes

Sometimes a mailpiece requires additional postage because it is a certain shape, weight or size that is difficult to process on mail sorting machines. To make sure you're paying the correct postage, visit www.usps.com (click on "Calculate Postage") or call 1-800-ASK-USPS.

The following are examples of parcel-size mail that will require extra postage:

Parcel Select nonmachinable surcharge:

- Length more than 34 inches or
- Height more than 17 inches or

- Width more than 17 inches or
- Weight more than 35 pounds (25 pounds for books and other printed matter) or
- Meets any Parcel Select nonmachinable criteria.

Parcel Select – Balloon Price

- Parcels that weight less than 20 pounds but measure more than 84 inches (but not more than 108 inches) in combined length and girth, are charged the applicable price for a 20 pound parcel (balloon price).

First-Class Mail

Small parcels may be sent using First-Class Mail. This service is required for personal correspondence, handwritten or typewritten material, and bills or statements of account. It may also be used for any mailable item, including advertisements and lightweight merchandise.

Standard Mail

Small parcels containing mailable items not required to be sent as First-Class Mail may be sent as Standard Mail. Standard Mail is typically used for lightweight merchandise. Additional content restrictions must be met for authorized nonprofit mailers.

Parcel Select

Matter not mailed as Package Services (Parcel Post, Bound Printed Matter, Media, or Library Mail). Generally used for shipping merchandise.

Bound Printed Matter

Small and large parcels can be sent using Bound Printed Matter. Contents are limited to permanently bound sheets of directory, advertising, or editorial matter, such as catalogs or phone books.

Media Mail

Small and large parcels can be sent using Media Mail. Contents are limited to books, manuscripts, sound recordings, recorded videotapes, and computer-readable media (not blank). Informally called "Book Rate," Media Mail cannot contain advertising, except books can contain incidental announcements of other books.



See pages 80 and 81 for more detailed content restrictions.

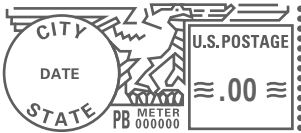
<p>Content The following materials must be mailed as First-Class Mail:</p> <ul style="list-style-type: none"> • bills and checks • statements of account • handwritten materials • typewritten materials • personal correspondence <p>Generally, Standard Mail can be mailed at First-Class mail prices.</p>	<p>Qualifiers</p> <ul style="list-style-type: none"> • 13 ounces or less • 500 or more pieces per mailing 	<p>Speed¹ 1–3 days</p>	<p>Postage \$\$</p>	<p>First-Class Mail</p>
<p>Content Materials such as:</p> <ul style="list-style-type: none"> • advertisements • solicitations for donation • merchandise • printed matter not required to be mailed as First-Class Mail or Periodicals. 	<p>Qualifiers</p> <ul style="list-style-type: none"> • less than 16 ounces • 200 or more pieces or 50 pounds or more per mailing 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Standard Mail</p>
<p>Content Any mailable matter that is not required to be sent as First-Class Mail or Periodicals.</p>	<p>Qualifiers</p> <ul style="list-style-type: none"> • 70 pounds or less • maximum length + girth is 130 inches • 50 or more pieces per mailing 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Parcel Select</p>
<p>Content Any permanently bound printed materials such as:</p> <ul style="list-style-type: none"> • advertising • promotional material • directory material • editorial material 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 15 pounds or less • 300 or more pieces per mailing (50 or more pieces for barcode discount) 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Bound Printed Matter</p>
<p>Content Materials such as:</p> <ul style="list-style-type: none"> • books • printed music • videotapes (recorded) • CD-ROMs (recorded) • computer-readable media (recorded) • printed educational charts 	<p>Qualifiers</p> <ul style="list-style-type: none"> • 70 pounds or less • 300 or more pieces per mailing (50 or more pieces for barcode discount) 	<p>Speed¹ 2–9 days²</p>	<p>Postage \$</p>	<p>Media Mail</p>

¹ Estimated time of delivery.

² Except Alaska and Hawaii.

Choosing a Postage Payment Method

Postage for commercial mail can be paid in four ways. Some methods require special equipment and all require you to fill out a postage statement.



METERED POSTAGE

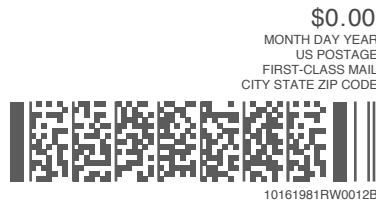
You can use a meter to affix postage to all commercial mail except Periodicals. The meter stamp shows the amount of postage paid.

How Do I get a postage meter?

You must file an application for a meter license through your meter provider. There is no application fee. A meter is licensed for only one postal location. You must complete Form 3615 and enter your commercial mailings at this location. If you want to enter your mail at more than one location, or if you want to enter your mail closer to its final destination, consult your local Post Office for more information.

How Do I Pay for Postage?

All postage meters are remotely reset by your meter provider—you do not need to go to the Post Office. Your meter provider will give you information about the payment options currently authorized by the Postal Service.



PC POSTAGE TECHNOLOGY

PC Postage allows you to print postage from your computer for all discount mail except Periodicals.

How Do I Get It?

PC Postage software and services are leased from an authorized provider. To find out more and to see a list of authorized providers, visit www.usps.com/postagesolutions. To use PC Postage technology you must obtain a license.

How Do I Apply for a License?

PC Postage products prompt you through the application process. There is no application fee.

How Do I Pay for Postage?

Set up an account and pay for postage through your provider.

Authorized Meter providers:

FRANCOTYP-POSTALIA INC.
140 N MITCHELL CT STE 200
ADDISION IL 60101-5629
800-341-6052
www.fpusa.net

HASLER INC.
19 FOREST PKY
SHELTON CT 06484-6140
800-243-6275
www.haslerinc.com

NEOPOST INC.
30955 HUNTWOOD AVE
HAYWARD CA 94544-7084
800-624-7892
www.neopostinc.com

PITNEY BOWES INC.
1 ELMCROFT RD
STAMFORD CT 06926-0700
800-322-8000
www.pitneybowes.com

DATA-PAC MAILING
SYSTEMS CORP.
1217 BAY RD
WEBSTER NY 14580-1958
800-355-1755
www.data-pac.com

Authorized PC Postage providers:

ENDICIA.COM (PSI SYSTEMS INC.)
247 HIGH ST
PALO ALTO CA 94301-1099
800-576-3279 x140
www.endicia.com

PITNEY BOWES INC.
1 ELMCROFT RD
STAMFORD CT 06926-0700
800-322-8000
www.pitneybowes.com

STAMPS.COM
12959 CORAL TREE PLACE
LOS ANGELES, CA 90066-7020
888-434-0055
www.stamps.com

For additional information, see Quick Service Guide 604c at pe.usps.com, or visit www.usps.com/postagesolutions.

PRESORTED
STANDARD
U.S. POSTAGE PAID
NEW YORK NY
PERMIT NO. 1



PERMIT IMPRINT

A permit imprint uses a printed or hand-stamped imprint to indicate that postage has been paid for all discount mail except Periodicals. All pieces in your mailing must weigh the same amount unless authorized by the Postal Service.

How Do I Apply?

You must file an application (Form 3615) for a permit at the Post Office where your mailings will be entered. Bring two forms of identification when you apply.

Is There a Cost?

You pay a one-time fee (\$180) to set up your account. You need a permit account at each postal facility where you enter your mail. Additionally, you must enter at least one mailing with your permit imprint during a 24-month period for the permit to stay active. Otherwise, you will have to pay the account set-up fee again prior to your next mailing.

How Do I Pay for Postage?

Postage is paid through an advanced deposit account you set up at the Post Office where you enter your mail.

Contact the Post Office for information about when and where to make deposits. Annual presort mailing fees must be paid to mail at First-Class Mail, Standard Mail and Media Mail presort prices.

PRECANCELED STAMPS

Precanceled stamps are available for discount First-Class Mail or Standard Mail. You affix a stamp to each piece of mail you are sending. Precanceled stamps are available from most Post Offices.

How Do I Apply?

You must file an application (Form 3615) at each Post Office where you will be entering your mail and paying postage.

Is There a Cost?

There is no application fee.

How Do I Pay for Postage?

The face value of the stamp may not cover the cost of the postage. Any remaining postage is calculated and paid at the time of mailing.



For more information see Quick Service Guide 604b or 604d at pe.usps.com.

Preparation Overview

Preparing your mailpieces according to Postal Service standards allows your mailpieces to be processed more efficiently.

In addition to weight and shape, the Postal Service classifies mailpieces by the way they are prepared. These classifications are based on how efficiently your mailpieces can be processed on Postal Service equipment.

The Postal Service classifies all mailpieces into one of three categories:

- *Machinable*. If you prepare your mailpiece so that it has an accurate address and can be processed on Postal Service equipment, your mailpiece is “machinable” and eligible for “presort” prices.
- *Nonmachinable*. If your mailpiece does not meet the machinable standards, you may have to pay a higher postage price.
- *Automation*. If your letter-size or flat-size mailpiece is machinable and displays the correct barcode, you can qualify for lower, “automation” prices.

MACHINABLE MAIL

A mailpiece is machinable if it can be sorted on Postal Service processing equipment. Sorting machinable pieces is more efficient than sorting nonmachinable pieces. Machinable mailpieces must meet specific standards, including size, shape, and weight. Machinable parcels with barcodes are eligible for a barcode discount.

NONMACHINABLE MAIL

A mailpiece is nonmachinable if it cannot be sorted by Postal Service equipment. Higher postage prices may apply to mailpieces that do not meet machinable standards. Additionally, nonmachinable letters require extra steps when you sort your mail. Examples of a nonmachinable mailpiece include a:

First-Class Mail letter weighing 3.5 ounces or less, or Standard Mail letter weighing 3.3 ounces or less if the mailpiece:

- has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5 (a square envelope has an aspect ratio of 1, making it nonmachinable).
- is over 4-1/4 inches high and/or 6 inches long and is less than 0.009 inch thick.
- is polybagged, polywrapped, or enclosed in any plastic material.
- has clasps, strings, or buttons.
- is too thin or too rigid.
- has a delivery address parallel to the shorter side of the mailpiece.
- contains items such as pens, pencils, or keys that create an uneven thickness.

Flat-size mail if the piece is not:

- rectangular
- flexible
- uniformly thick

Parcel Select if the parcel:

- measures more than 34 inches long or more than 17 inches high or more than 17 inches thick.
- measures less than 6 inches long or 1/4 inch thick or 3 inches wide.
- weighs less than 6 ounces or more than 35 pounds (for books and other printed materials, the weight limit is 25 pounds).
- contains more than 24 ounces of liquid in one or more glass containers.
- contains 1 gallon or more of liquid in metal or plastic containers.
- is a metal-strapped or metal-banded box.
- is a can, roll, or tube.
- is an insecurely wrapped, unwrapped, paper-wrapped, or sleeve-wrapped article.
- is a metal or wood box.



MACHINABLE MAIL DIMENSIONS


POSTCARDS		DIMENSIONS	
		minimum	maximum
	length	5 inches	6 inches
	height	3-1/2 inches	4-1/4 inches
	thickness	0.007 inch	0.016 inch
LETTERS**		DIMENSIONS	
		minimum	maximum
	length	5 inches	11-1/2 inches
	height	3-1/2 inches	6-1/8 inches
	thickness	0.007 inch*	1/4 inch
FLATS**		DIMENSIONS	
		minimum***	maximum
	length	11-1/2 inches	15 inches
	height	6-1/8 inches	12 inches
	thickness	1/4 inch	3/4 inch
PARCELS**		DIMENSIONS	
		minimum	maximum
	length	6 inches	34 inches
	height	3 inches	17 inches
	thickness	1/4 inch	17 inches


* Letters over 4-1/4 inches high and/or 6 inches long must be at least 0.009 inch thick.

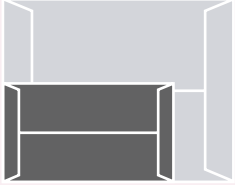
** The content, design, weight, or shape of a mailpiece may cause it to become nonmachinable. These elements are listed on the previous page under "Nonmachinable Mail."

*** Must exceed one of these dimensions.

AUTOMATION MAIL DIMENSIONS

POSTCARDS 	DIMENSIONS		
	minimum	maximum	
length	5 inches	6 inches	
height	3-1/2 inches	4-1/4 inches	
thickness	0.007 inch	0.016 inch	

LETTERS 	DIMENSIONS		
	minimum	maximum	
length	5 inches	11-1/2 inches	
height	3-1/2 inches	6-1/8 inches	
thickness	0.007 inch*	1/4 inch	

FLATS 	DIMENSIONS		
	minimum	maximum	
length	6 inches	15 inches	
height	5 inches	12 inches	
thickness	0.009 inch	3/4 inch	

* 0.009 inch if greater than 6 inches long or 4-1/4 inches high

ADDRESSING AND ENDORSEMENTS

Accurate addressing and the proper use of endorsements helps us deliver your mail.

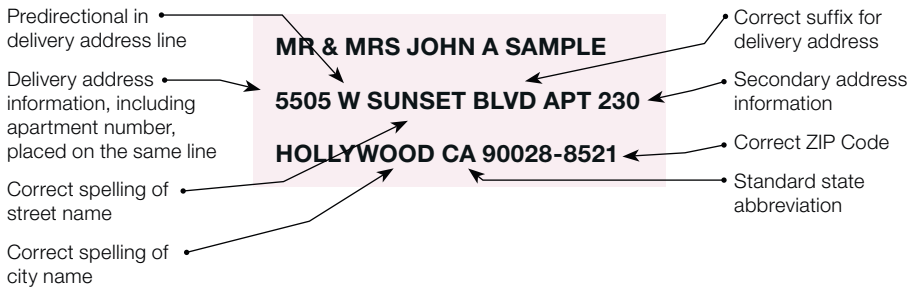
Addressing for Commercial Mail

Address quality is the key to automation compatibility, barcode accuracy, sorting accuracy, and carrier route coding, as well as the timely processing and delivery of your mail. Minimum standards for address quality for commercial mailing services include using accurate, updated ZIP Codes.

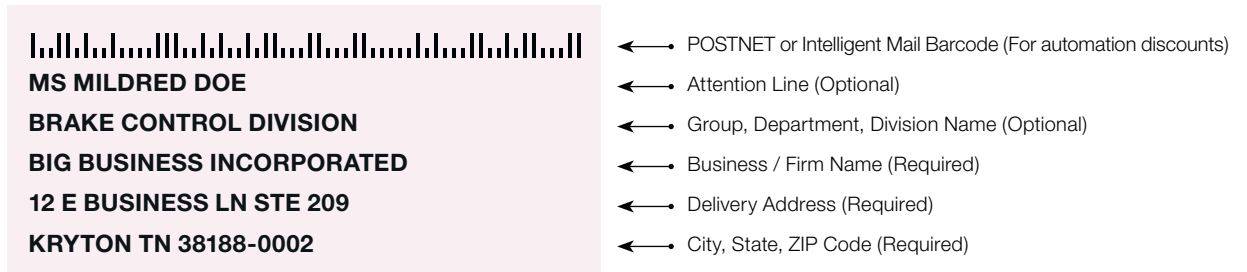


You may use a Simplified Addressing format in lieu of customer name and address (e.g., "Postal Customer") if you mail to all delivery addresses on a rural route or to all boxholders at Post Offices that don't have city carrier service. Government agencies may also use the Simplified Addressing format for official mail sent to all delivery addresses on a city route or to all boxholders at any Post Office.

Basic Address Quality Standards



Automation Address Quality Standards



Endorsements

Ancillary Service Endorsements tell the Postal Service how to handle a mailpiece if it cannot be delivered as addressed. Reasons for nondelivery can include instances when the recipient has moved or the address is missing information, such as an apartment number. Based on the endorsement, the mailpiece will be forwarded to the addressee's new location, returned to you, or discarded. If you use these services, you must pay any additional charges for forwarding the mailpiece, returning the mailpiece to you, or notifying you of the new address, depending on the mailing service you choose. First-Class Mail is forwarded or returned at no additional charge.

What Do the Endorsements Do?

Change Service Requested tells the Postal Service to dispose of the undeliverable mailpiece and to inform you of your addressee's new location or why the mailpiece can't be delivered. This service helps you eliminate inaccurate addresses from your address list.

Forwarding Service Requested tells the Postal Service to forward the mailpiece to the addressee's new location or to return the mailpiece to you if the recipient has not filed a change of address order in the last 12 months.

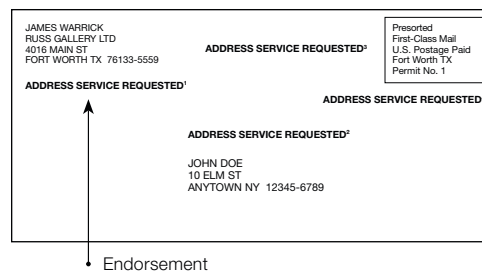
Return Service Requested tells the Postal Service to return the mailpiece to you with the addressee's new location or the reason why it can't be delivered. This service is beneficial when you are sending valuable or personal items.

Address Service Requested tells the Postal Service to forward the mailpiece to the addressee's new location or to return the mailpiece to you if the recipient has not filed a change of address order in the last 12 months. Additionally, you will receive a notice of the addressee's new location or why the mailpiece cannot be delivered. This service is helpful when you want to get a mailpiece to the addressee and you want to keep your address list updated.

How Do the Services Work?

Simply place the name of the service you want to use directly below the return address or in another Postal Service-approved place on the mailpiece.

For more information, see Quick Service Guide 507d at pe.usps.com.



The endorsement must be placed in one of these four positions:

1. Directly below the return address.
2. Directly above the delivery address area (which includes the delivery address block and any related nonaddress elements such as a barcode, keyline, or optional endorsement line).
3. Directly to the left of the postage area and below or to the left of any price marking.
4. Directly below the postage area and below any price marking.

ADDRESS LISTS

You can achieve better results and avoid wasting postage on undeliverable mailpieces by checking the accuracy of your addresses.

Why Check Your List?

In order to reach as many of your customers as possible, you should frequently check the accuracy of your address list. Consider the following:

- 16 percent of Americans change addresses annually.
- 43 million people move each year.
- One out of every six families moves each year.



Requirements for Checking Your List

The Postal Service suggests that you check the accuracy of your address list at least once a year. However, in order to qualify for discount prices, you are *required* to check the accuracy of certain aspects of your address list on a regular basis. To qualify for:

- Presorted prices, you must verify the 5-digit ZIP Codes at least 12 months prior to mailing.
- Automation prices, you must verify the complete addresses with CASS-certified software at least 180 days prior to mailing.
- Carrier Route prices, you must verify the Carrier Route information at least 90 days prior to mailing.

First-Class Mail Move Update

You must use an approved Move Update process in order to mail at presorted or automation First-Class Mail prices. Each address must be updated at least 185 days prior to the date of mailing by using one of these methods, (effective 11/23/2008, the requirement will change to 95 days and will also include Standard Mail). For more information about USPS approved Move Update processes, see QSG 230a at pe.usps.com.

Pre-approved Move Update Methods:

- Address Change Service (ACS)
- National Change of Address Linkage System (NCOA^{Link})
- *FASTforward*
- Ancillary Service Endorsement except Forwarding Service Requested



Address Lists

The Postal Service offers many ways to verify the accuracy of the addresses on your list. Mail service providers also offer Postal Service-approved products and services for list maintenance. For more information, visit pe.usps.com and click on "Address Quality."

Checking List Accuracy Through the Postal Service

- www.usps.com. Use this Web site to check the ZIP Codes in your address list.
- Address Information System (AIS) viewer interactive CD-ROM provides the ability to view and print ZIP Code information.
- Mailing List Service. You can submit a printout of your address list to the Postal Service and any changes will be marked. There is a fee for this service, which is available through your Address Management System office. Contact your Post Office for more information.

Checking List Accuracy Through a Mail Service Provider

- CASS-certified software. This service will take your computerized list and run it through special software that standardizes the addresses, corrects the ZIP Codes and any spelling mistakes, and adds the ZIP+4 codes.
- National Change of Address linkage system (NCOA^{Link}). A licensed vendor will run your mailing list through software that updates addresses for your customers who have filed a change of address order with the Post Office. The advantage to using NCOA^{Link} is that you clean up your list before you mail. You also know in advance how much it's going to cost (because a vendor charges by the address). With an ancillary service endorsement you get the same result (a corrected address) when you mail, but you won't know how much you'll pay in fees until after the corrections come back.



Although the Postal Service does not provide address lists, many outside vendors sell or rent lists. These lists usually can be tailored to allow you to reach a specific geographic area or a particular demographic group. If you buy or rent a list from a vendor, you will need to ask if the addresses are updated and correct. For additional information, see page 75.



For more address information contact the National Customer Support Center at 1-800-238-3150 or visit www.usps.ncsc.

Sorting Overview

Mailpieces that are sorted by ZIP Code may receive lower postage prices.

SORTING

Discount postage prices are affected by the level of sorting you do. With some discount services, you may be required to sort your mail to 5-digit or 3-digit ZIP Codes. A single mailing usually includes multiple sort levels. Each level may be charged a different price.

The Postal Service provides trays and sacks for sorting your mail. Letters are sorted into trays. First-Class flats are sorted into special flat trays. Parcels and all other flats are sorted into sacks.

The opposite page shows a typical sort; however, different discount services have different standards. Refer to the Quick Service Guides (see page 60) to find the standards that are required for your discount service.




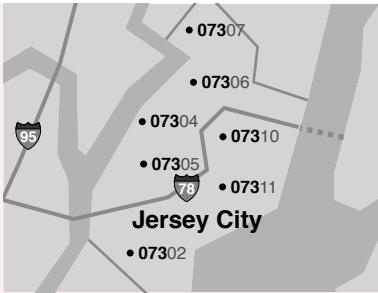

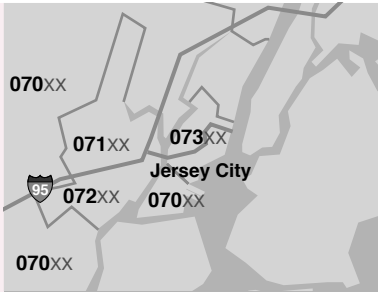
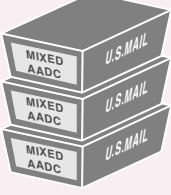
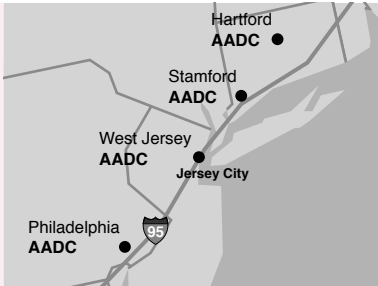
PRESORT SOFTWARE

Presort software can help you with the sorting process. Inexpensive software will sort and print your address labels by ZIP Code according to the standards of your chosen mailing service, as well as create tray and sack labels, sorting documentation, and completed postage statements. A list of Postal Service-certified software is available at pe.usps.com (click on Address Quality > Address Management Services > Certification Programs).



Remember, you must have enough mailpieces to meet the minimum quantity for the discount mailing service you choose.

UNDERSTANDING HOW SORTING WORKS (STANDARD MAIL AUTOMATION)

<p>5-DIGIT</p> 		<p>Individual ZIP Codes</p> <p>Mailpieces that are sorted to 5 digits share the same ZIP Code and are usually concentrated in one small town or neighborhood. If you don't have enough mailpieces to fill a tray for the same 5-digit ZIP Code, use 3-digit sortation.</p>
<p>3-DIGIT</p> 		<p>All ZIP Codes with same first 3 digits</p> <p>After sorting all possible 5 digits, all remaining mailpieces that share the same first 3 ZIP Code digits are grouped together. If you do not have enough mailpieces to fill a tray for the same 3-digit ZIP Code, use the AADC sortation.</p>
<p>AADC</p> 		<p>Automated Area Distribution Centers</p> <p>After sorting to the first 3 digits, all remaining mailpieces are sorted to Automated Area Distribution Centers (AADCs), which are areas that serve several 3-digit ZIP Codes in one area of the country. If you do not have enough mailpieces to fill a tray for the same AADC presort area, use mixed AADC sortation.</p>
<p>MIXED AADC</p> 		<p>Mixed Automated Area Distribution Centers</p> <p>After sorting to AADCs, all remaining mailpieces are sorted to the mixed AADC level. Mixed AADC presort includes mail that is sent to all parts of the country.</p>

CARRIER ROUTE SORTING

If your mailing is highly concentrated in one area, you may be able to take advantage of the Carrier Route prices offered in some discount services. To use this price, your mailing must have a minimum number of deliveries on a single letter carrier's route. Presort software (see page 44) will put your mail in the order that the letter carrier will deliver it.

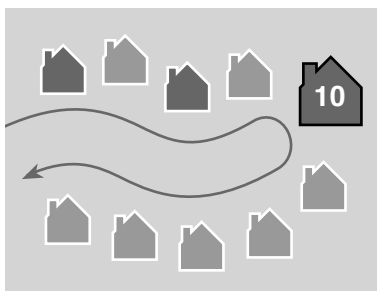
The opposite page shows a typical carrier route sort; however, different discount services have different standards for Carrier Route prices. Use the chart on page 60 to find the appropriate Quick Service Guide.

Carrier Route prices are available for:

- Standard Mail
- Periodicals
- Bound Printed Matter



UNDERSTANDING CARRIER ROUTE SORTING (STANDARD MAIL)



Basic Carrier Route

Your mail may qualify for the Basic Carrier Route prices if you have 10 or more mailpieces going to the same carrier route.

Your presort software will put your mail in the order that the letter carrier will deliver it.



High Density

Your mail may qualify for High Density prices, which are lower than Basic Carrier Route prices, if you are mailing 125 or more mailpieces to the same carrier route and you sort the pieces in carrier route sequence.

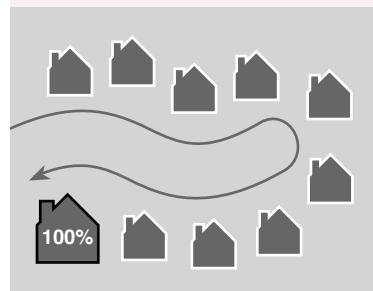
Your presort software will put your mail in the order that the letter carrier will deliver it.



Saturation

Your mail may qualify for Saturation prices, which are lower than High Density prices, if you are mailing to at least 75% of the total possible delivery points on a single carrier route or to 90% of the total residential addresses on a single carrier route.

Your presort software will put your mail in the order that the letter carrier will deliver it.



Simplified Addressing

You may use a Simplified Addressing format in lieu of customer name and address (e.g., "Postal Customer") for Saturation prices if you mail to all delivery addresses on a rural route or to all boxholders at Post Offices that don't have city carrier service. Government agencies may also use the Simplified Addressing format for official mail sent to all delivery addresses on a city route or to all boxholders at any Post Office.

Mail Entry Overview

You must take your mail to a business mail entry unit or Post Office where you hold a permit.

ORIGIN ENTRY

Commercial mail cannot be placed in a blue USPS collection box or handed to your carrier. It must be presented at a business mail entry unit (BMEU) or designated postal facility where you hold a mailing permit. The Postal Service has thousands of facilities that can accept your mail.

The staff at your BMEU can answer your mailing questions and help ensure that your mailing is prepared correctly. In addition, many BMEUs offer training seminars for new mailers.

Your BMEU or Post Office can provide some of the supplies you will need, including stickers, trays, sleeves (tray lids), sacks, tray labels, postage statements, and instructions for sorting your mail.

To locate a BMEU near you, visit pe.usps.com (click on "Postal Locator" in the left frame).



THE PROCESS OF ENTERING YOUR MAIL

Apply for Permit

Obtain authorization to enter commercial mail and pay appropriate fees at a postal facility near you.



When you apply for a mailing permit on Form 3615, pay the fees, and receive authorization to enter mail at that location. Be sure to check the hours of operation and find out where to bring your mail.

Postage Statements

When entering a mailing, submit a completed postage statement.



Postage statements are forms you use to describe your mailing and compute your postage. Documentation to support the information on the postage statement and the prices claimed may be required. Presort software programs can complete your postage statement for you.

Verify

The postal employee will check to ensure that your mail is correctly prepared and paid for.



When you bring your mail to the BMEU or Post Office, a postal employee will verify that your mailing matches what you claim on your postage statement. The postal employee will also check to see that your mail is properly sorted and is eligible for the prices claimed.

Postage Payment

Payment must be made before or at the time of mailing.



See pages 34 and 35 for the different postage payment methods.



DESTINATION ENTRY DISCOUNTS

If you are mailing Standard Mail, Periodicals, Parcel Select, or Bound Printed Matter, you may be eligible for further discounts if you enter your mail closer to its destination.

After your mail is verified and postage is paid at the facility where you hold your permit, you can take your mail to one of three places to receive a destination entry discount: a destination bulk mail center (DBMC) (or destination area distribution center [DADC] for Periodicals), a destination sectional center facility (DSCF), or a destination delivery unit (DDU). The discount you receive depends on which of these locations you choose.

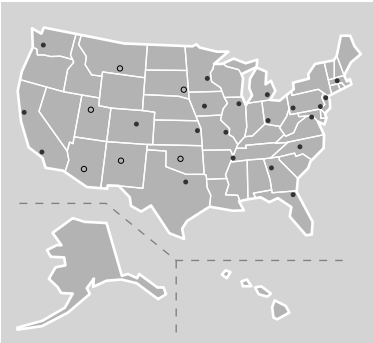
To find more information on destination entry or to find locations, please refer to www.usps.com/businessmail101.

You can expedite the delivery of your commercial mail and qualify for destination discounts by using Priority Mail or Express Mail Drop Shipments. Contact your local business mail entry unit for more information.



Mailers who live near a large mail processing plant may be able to take advantage of destination entry discounts simply by driving a short distance to enter their mail. You may want to consider holding your permit at one of these facilities. Your local BMEU or Post Office can help you understand your options.

LEVELS OF DESTINATION ENTRY



DBMC

Destination Bulk Mail Center

There are 21 DBMCs and 8 ASFs in the U.S.

For this discount, you may choose to enter your mail at a destination bulk mail center. The 21 bulk mail centers in the United States handle mail for large areas. An auxiliary service facility (ASF) sometimes acts as a DBMC. To qualify for DBMC prices, your mailpieces must be addressed for delivery within the service area for that particular DBMC or ASF.

Available for:

- Standard Mail
- Periodicals
- Bound Printed Matter
- Parcel Select



DSCF

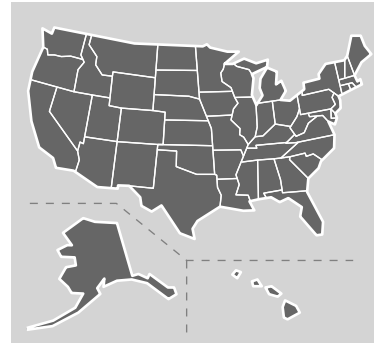
Destination Sectional Center Facility

There are 350 DSCFs in the U.S.

You can receive a greater discount by entering your mail at a destination sectional center facility. To qualify for DSCF prices, your mailpieces must be addressed for delivery within the service area for that particular DSCF.

Available for:

- Standard Mail
- Periodicals
- Bound Printed Matter
- Parcel Select



DDU

Destination Delivery Unit (local Post Office)

There are more than 33,000 DDUs in the U.S.

You can receive an even greater discount by taking your mail to a destination delivery unit. Standard Mail and Periodicals mailings that are taken to a DDU must be claimed at Carrier Route prices and addressed for delivery within the service area for that particular DDU.

Available for:

- Standard Mail (Carrier Route only)
- Periodicals (Carrier Route only)
- Bound Printed Matter
- Parcel Select

Example

Discount mailing services can be a cost-effective solution for your business needs.

Natalie Fowler, the owner of a neighborhood coffeehouse, recognizes the advantages of using mail over other advertising media. She wants to begin a mailing program to advertise her seasonal and specialty coffees to households and businesses in her surrounding neighborhoods. She plans to send large mailings on a fairly regular basis. Natalie thinks that discount mailing services could offer the most cost-effective mailing method. Natalie uses the following steps to complete her mailing process.

1 ORGANIZING THE MAILING

Quantity, Shape, and Content

For her first mailing, Natalie wants to send 1,000 advertisements for a seasonal promotion two months from now. Since she will pay an annual mailing fee of \$180, Natalie must mail 1,000 advertisements between two and four times a year to make her mailings cost-effective compared with retail prices.

Natalie has designed a 1-ounce letter with content that is considered advertising by the Postal Service and is therefore eligible for Standard Mail prices. She also has the option of sending the advertisements as First-Class Mail.

Address Lists and Addressing

Since Natalie does not have her own address list, she contacts several mail service providers and finds a list that is formatted correctly and has been verified in the last six months using CASS-certified software. Natalie decides to purchase this list of 1,000 households and businesses in her surrounding neighborhoods. She plans to print the addresses on labels and affix them to her envelopes.

2 CHOOSING A POSTAGE PAYMENT METHOD

How Will Natalie Pay Postage?

To make mailing easier, Natalie decides to preprint her envelopes with a permit imprint. She will not be charged for postage until she enters her mail at the Business Mail Entry Unit (BMEU).

To use a permit imprint, Natalie fills out an application (Form 3615) at the BMEU where she will enter her mail. Natalie pays a \$180 annual mailing fee and a one-time \$180 application fee for her permit imprint account.

Qty: 1000	
Shape: Letter	
Content: Advertisement	
1 oz First Class Mail (delivery in 1-3 days)	1 oz Standard Mail (delivery in 2-9 days)
\$ 0.394 to 0.324 per piece	\$ 0.260 to 0.216 per piece ✓



Visit pe.usps.com for additional price information or request a Price List at your local Post Office.

3

PLANNING FOR DISCOUNTS

Mail Preparation: Automation or Machinable?

Natalie must now decide whether to prepare her mail as machinable letters or automation letters with barcodes. She talks to a Mailpiece Design Analyst from the Postal Service and finds that her mailpiece meets the size, shape, and design standards for machinable letters.

To support her mailing program, Natalie recently purchased inexpensive presort software that provides printed address labels with barcodes in presort sequence, mailing documentation, and postage statements. Since her address list is already CASS-certified and the mailpieces contain barcodes, she can mail at the lower automation price and save about \$0.05 per piece.

Level of Sorting

Because Natalie's mail is going to the same local area, she knows her mail will need to be sorted only to 5 digits. Natalie realizes that she has two options for sorting her mail: doing it herself or hiring a mail service provider. If she does it herself, she can print her labels in ZIP Code order and have her employees place the mailpieces into trays she gets from the Post Office. If Natalie hires a mail service provider, they can print her advertisement, address and stuff her envelopes, apply postage, sort the mail into ZIP Code order, and put the mail into trays. Ultimately, Natalie decides to do this mailing on her own but knows that if she needs help she can hire a mail service provider at any time.

Mail Entry

Natalie calls the BMEU to check on its operating hours and discovers that the BMEU is located within a Sectional Center Facility (SCF), which is a postal facility that processes the mail on its way to the delivery Post Office. Because the BMEU and the SCF are in the same location, Natalie can take advantage of the Destination Sectional Center Facility (DSCF) discount.

Standard Mail	
Machinable (Presorted)	Automation
\$ 0.260 to 0.216 per piece	\$ 0.257 to 0.183 per piece
	✓

Standard Mail Automation
5-digit sort
\$ 0.225 to 0.183 per piece

Standard Mail Automation * 5-digit sort	
Enter at BMEU (no destination entry discount)	Enter at DSCF (DSCF destination entry discount)
\$ 0.225 per piece	\$ 0.183 per piece
	✓
My BMEU is in an SCF, so I can use the DSCF price.	



When you hire a mail service provider, you may be able to avoid paying certain fees, such as the annual mailing fee and the permit imprint fee, by using the mail service provider's permits.

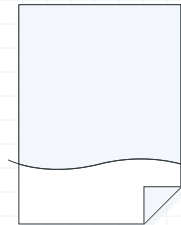
4 FILLING OUT THE POSTAGE STATEMENT

What Is a Postage Statement?

Natalie is required to give the BMEU clerk a completed postage statement, which is a form that documents the volume of the mailing and the postage payable or affixed. The presort software Natalie bought will help her fill out the proper postage statement. By signing the postage statement, she certifies that the mail meets the eligibility and addressing standards for the price claimed.

Which Postage Statement Should Natalie Complete?

Each discount mailing service and postage payment method has its own postage statement. Natalie can find postage statements at her Post Office, BMEU, or at pe.usps.com (click on Postage Statements in the left margin).



page 1

United States Postal Service				Post Office: Note Mail Arrival Date & Time		
Postage Statement - Standard Mail						
Mailer	Permit Holder's Name and Address and Email Address, If Any Natalie Fowler 5000 Fifth Avenue Anytown, NY 10000		Telephone 212-555-3485	Name and Address of Mailing Agent (If other than permit holder)	Telephone	Name and Address of Individual or Organization for Which Mailing Is Prepared (If other than permit holder)
	CAPS Cust. Ref. No. Dun & Bradstreet No.		Dun & Bradstreet No.	Dun & Bradstreet No.		
Mailing	Post Office of Mailing Anytown, NY	Processing Category <input checked="" type="checkbox"/> Letters <input type="checkbox"/> CMM	Mailing Date 05/14/08	Federal Agency Cost Code	Statement Seq. No.	No. and type of Containers 3 trays
	Type of Postage <input type="checkbox"/> Permit Imprint <input type="checkbox"/> Postmarked Stamps <input type="checkbox"/> Metered	<input type="checkbox"/> Flats <input type="checkbox"/> Automation Flats (DMM 301.3) <input type="checkbox"/> Parcels	Weight of a Single Piece 0.0625 pounds	Total Pieces 1000		
	Permit # 109	For Mail Enclosed within Another Class <input type="checkbox"/> Bound Printed Matter <input type="checkbox"/> Library Mail <input type="checkbox"/> Media Mail <input type="checkbox"/> Parcel Post	If Sacked, Based on <input type="checkbox"/> 125 pcs <input type="checkbox"/> 15 lbs. <input type="checkbox"/> both	Total Weight 62.5 lbs	Detached Address Labels? (DMM 602.4) <input type="checkbox"/> Yes <input type="checkbox"/> No	
For Automation Rate Pieces, Enter Date of Address Matching and Coding (DMM 708.3.3) 04 / 15 / 2008		For Enhanced Carrier Route Rate Pieces, Enter Date of Address Matching and Coding (DMM 708.3.3)		For Enhanced Carrier Route Rate Pieces, Enter Date of Carrier Route Sequencing (DMM 245/345/445,5,10,1)		
Parts Completed (Select all that apply) <input checked="" type="checkbox"/> A <input type="checkbox"/> B <input type="checkbox"/> C <input type="checkbox"/> D <input type="checkbox"/> E <input type="checkbox"/> F <input type="checkbox"/> G <input type="checkbox"/> H <input type="checkbox"/> I <input type="checkbox"/> J <input type="checkbox"/> K <input type="checkbox"/> L <input type="checkbox"/> M <input type="checkbox"/> S						
Total Postage (Add parts totals)				\$183.00		
Rate at Which Postage Affixed (Check one) (DMM 244, 344, 444) <input type="checkbox"/> Correct <input type="checkbox"/> Lowest <input type="checkbox"/> Neither _____ pcs, x \$ _____ = Postage Affixed						
Net Postage Due (Subtract postage affixed from total postage)				\$183.00		
For USPS Use Only: Additional Postage Payment (State reason)						
Total Adjusted Postage Affixed						
Postmaster: Report Total Postage in (Permit Imprint Only) AIC 130				Total Adjusted Postage Permit Imprint		
The mailer's signature certifies acceptance of liability for and agreement to pay any revenue deficiencies assessed on this mailing, subject to appeal. If an agent signs this form, the agent certifies that he or she is authorized to sign on behalf of the mailer, and that the mailer is bound by the certification and agrees to pay any deficiencies. In addition, agents may be liable for any deficiencies resulting from matters within their responsibility, knowledge, or control. The mailer hereby certifies that all information furnished on this form is accurate, truthful, and complete; that the mail and the supporting documentation comply with all postal standards and that the mailing qualifies for the rates and fees claimed; and that the mailing does not contain any matter prohibited by law or postal regulation. I understand that anyone who furnishes false or misleading information on this form or who omits information requested on this form may be subject to criminal and/or civil penalties, including fines and imprisonment.						
Privacy Notice: For information regarding our Privacy Policy visit www.usps.com .						
Signature of Mailer or Agent Natalie Fowler		Printed Name of Mailer or Agent Signing Form Natalie Fowler		Telephone 212-555-3485		
Weight of a Single Piece 0.0625 pounds		Are postage figures at left adjusted from mailer's entries? If "Yes" state reason. <input type="checkbox"/> Yes <input type="checkbox"/> No				
Total Pieces		Total Weight				
Total Postage		Round Stamp (Required)				
Use Only Check One <input type="checkbox"/> Presort Verification Performed as Scheduled <input type="checkbox"/> Presort Verification Performed as Scheduled						

- The permit number is on the receipt that Natalie received when she first applied for a permit.
- Areas in gray are filled in by Postal Service employees.
- Natalie is not a federal agency; she leaves this field blank.
- Natalie enters the total number and type of containers.
- Natalie figures out her cost on page two of the postage statement.
- Natalie fills in the weight of the mailpiece in decimal pounds to four digits.
- The mail service provider who sold Natalie her address list gave her the date that the list was last verified with CASS-certified software.

5 LOOKING AT COSTS

Natalie uses the back of her postage statement to find that her cost for postage will be \$183 for automation Standard Mail. For this first mailing, Natalie will also have to pay the \$180 annual mailing fee and the \$180 permit imprint fee. However, she will be able to recover these costs over time with the money she saves on future discount mailings.



page 2

Standard Mail										
Part A <input checked="" type="checkbox"/> Automation Letters <small>Check box at left if rates are populated in this section.</small>										
Letters 3.3 oz. (2.2063 lbs.) or less										
Entry	Rate Category	Rate	No. of Pieces				Total			
A1	None	5-Digit	\$0.225							
A2	None	3-Digit	0.241							
A3	None	AADC	0.244							
A4	None	Mixed AADC	0.257							
A5	DEMC	5-Digit	0.192							
A6	DEMC	3-Digit	0.208							
A7	DEMC	AADC	0.211							
A8	DEMC	Mixed AADC	0.224							
A9	DSCF	5-Digit	0.183	1000						183.00
A10	DSCF	3-Digit	0.188							
A11	DSCF	AADC	0.202							

Letters Over 3.3 oz. up to 3.5 oz. - Rate includes a discount that equals the nonletter piece rate minus the letter piece rate.										
Entry	Rate Category	Piece Rate	Or Amount Afford	No. of Pieces	Pieces Subtotal	Pound Rate	Pounds	Pounds Subtotal	Total	
A12	None	5-Digit	\$0.074			\$0.733				
A13	None	3-Digit	0.080			0.733				
A14	None	AADC	0.083			0.733				
A15	None	Mixed AADC	0.100			0.733				
A16	DEMC	5-Digit	0.074			0.574				
A17	DEMC	3-Digit	0.080			0.574				
A18	DEMC	AADC	0.083			0.574				
A19	DEMC	Mixed AADC	0.100			0.574				
A20	DSCF	5-Digit	0.074			0.530				
A21	DSCF	3-Digit	0.080			0.530				
A22	DSCF	AADC	0.083			0.530				

For affixed postage mailings as described in DAMM 243, compute and enter the rate for each piece in the Amount Afford column, multiply by No. of Pieces and total in the Total column.

Part A Total 183.00

Natalie uses Section A because she is mailing letters at an automation price.

Natalie enters the number of pieces she is mailing.

Natalie multiplies the number of pieces by the postage price to find her cost for postage.

Natalie's total cost for postage is \$183.00, which she reports on page one of the postage statement.

Nonprofit Standard Mail Eligibility

Are Nonprofit Organizations Different From Business Mailers?

Nonprofit organizations and businesses use discount mailing in the same way. Nonprofit organizations authorized by the Postal Service are eligible for additional savings on Standard Mail prices. Eligibility to use nonprofit prices is based on both the organization's eligibility and the content of the mailpiece as established by federal statutes. You can find complete price information online at pe.usps.com.

Identifying Your Mailpiece

For Nonprofit Standard Mail, the name and return address of the authorized nonprofit organization must be printed on the outside of the mailpiece or prominently displayed on the material being mailed.

How Do I Apply?

Organizations apply for authorization to mail at Nonprofit Standard Mail prices by submitting Form 3624, *Application to Mail at Nonprofit Standard Mail Rates*, at the Post Office where the organization intends to mail. For information about nonprofit price eligibility and how to apply, see Publication 417, *Nonprofit Standard Mail Eligibility*, online at pe.usps.com or pick up a copy at your local Post Office.



To apply for authorization to mail at Nonprofit Periodicals prices, see Handbook DM-204, Applying for Periodicals Mailing Privileges, at pe.usps.com.



Organization Eligibility

Only certain types of nonprofit organizations may qualify for authorization to mail at Nonprofit Standard Mail prices. Nonprofit prices are considerably less than regular Standard Mail prices. Typically, there are eight categories of organizations that may be *eligible*:

- Agricultural
- Philanthropic
- Educational
- Labor
- Scientific
- Veterans
- Religious
- Fraternal

More recently, Congress authorized nonprofit prices for voter registration officials and national and state committees of political parties.

Simply being an IRS-approved nonprofit organization does not qualify an organization for these prices. The following types of organizations are typically *ineligible* for nonprofit authorization:

- Automobile clubs
- Business leagues
- Chambers of commerce
- Individuals
- Mutual insurance associations
- Political organizations
- Service clubs
- Social and hobby clubs
- Trade associations
- Citizens' and civic improvement associations
- Associations of rural electric cooperatives

Mailpiece Eligibility

As an authorized nonprofit organization, you can send only your own mail at Nonprofit Standard Mail prices. Additionally, the material that you send must meet certain content standards.

Advertising Content

Advertisements cannot be mailed at Nonprofit Standard Mail prices if they promote any of the following:

- Credit, debit, or charge cards
- Insurance policies, unless they are promoted to members, donors, supporters, or beneficiaries of your organization and the policy coverage is not otherwise generally commercially available
- Any travel arrangement, unless the arrangement is promoted to members, donors, and supporters of your organization, and the travel contributes substantially to your organization's qualifying purpose
- Advertising for products or services that are not substantially related to your organization's qualifying purpose

Product Content

The following products are mailable at Nonprofit Standard Mail prices:

- A low-cost item. Cost is based on the price your organization pays to acquire the product and not the sale price. Because the value is adjusted each year, you should see the *Domestic Mail Manual* on pe.usps.com (section 703.1.6.11) to find the current value of a low-cost item.
- An item donated to your organization
- Certain periodical publications

Discount Postage Prices

For complete information on domestic and international prices, visit pe.usps.com or your local Post Office.

First-Class Mail—Discount Letters

Weight Not Over (ounces) ¹	Automation				Nonautomation
	5-Digit	3-Digit	AADC	Mixed AADC	Presorted
1	0.324	0.346	0.351	0.369	0.394
2	0.449	0.471	0.476	0.494	0.519
3	0.574	0.596	0.601	0.619	0.644
3.5	0.699	0.721	0.726	0.744	0.769
Postcard Price	0.199	0.210	0.213	0.223	0.242

- Letters that meet one or more of the nonmachinable characteristics in DMM 201.2.1 are subject to the \$0.20 nonmachinable surcharge.
- The maximum weight for machinable letter preparation is 3.3 ounces.
- The card rate applies to each single or double postcard when originally mailed; reply half of double postcard must be designed for reply mail purposes only.

First-Class Mail—Discount Flats

Weight Not Over (ounces) ¹	Automation				Nonautomation
	5-Digit	3-Digit	ADC	Mixed ADC	Presorted
1	0.364	0.479	0.570	0.702	0.727
2	0.534	0.649	0.740	0.872	0.897
3	0.704	0.819	0.910	1.042	1.067
4	0.874	0.989	1.080	1.212	1.237
5	1.044	1.159	1.250	1.382	1.407
6	1.214	1.329	1.420	1.552	1.577
7	1.384	1.499	1.590	1.722	1.747
8	1.554	1.669	1.760	1.892	1.917
9	1.724	1.839	1.930	2.062	2.087
10	1.894	2.009	2.100	2.232	2.257
11	2.064	2.179	2.270	2.402	2.427
12	2.234	2.349	2.440	2.572	2.597
13	2.404	2.519	2.610	2.742	2.767

- Flat-size pieces with certain characteristics (see DMM 301.1.3 and 1.4) are subject to the parcel prices.

Standard Mail Regular—Letters Nonautomation

	Entry Discount	Machinable		Nonmachinable ¹			
		AADC	Mixed AADC	5-Digit	3-Digit	ADC	Mixed ADC
Letters weighing 3.3 oz. or less	None	\$0.258	\$0.260	\$0.343	\$0.438	\$0.461	\$0.561
	DBMC	0.225	0.227	0.310	0.405	0.428	0.528
	DSCF	0.216	—	0.301	0.396	0.419	—
per piece rate	DDU	—	—	—	—	—	—

- For pieces over 3.3 ounces, see Standard Mail Not Flat-Machinable prices.

Standard Mail Regular—Letters Enhanced Carrier Route & Automation

		Enhanced Carrier Route (ECR) ¹			Automation			
	Entry Discount	High		Basic	5-Digit	3-Digit	AADC	Mixed AADC
		Saturation	Density					
Letters weighing	None	\$0.179	\$0.190	\$0.234	\$0.225	\$0.241	\$0.244	\$0.257
3.3 oz. or less	DBMC	0.146	0.157	0.201	0.192	0.208	0.211	0.224
	DSCF	0.137	0.148	0.192	0.183	0.199	0.202	---
per piece price	DDU	---	---	---	---	---	---	---
more than	None	\$0.604	\$0.604	\$0.635	\$0.733	\$0.733	\$0.733	\$0.733
3.3 oz. ²	DBMC	0.445	0.445	0.476	0.574	0.574	0.574	0.574
	DSCF	0.401	0.401	0.432	0.530	0.530	0.530	---
per pound price	DDU	---	---	---	---	---	---	---
+		+	+	+	+	+	+	+
per piece price		0.054	0.065	0.103	0.074	0.090	0.093	0.106

1. ECR letters that are not automation-compatible and barcoded (DMM 201.3) are available at the flat-size prices (DMM 243.6). Mailers may not pay ECR flat prices and claim DDU discounts for letter-size pieces.
2. For pieces weighing more than 3.3 ounces, each piece is subject to both a per piece price and a per pound price. Multiply the number of pieces in the mailing by the per piece price. Multiply the number of pounds of the mailing by the per pound price. Add both totals.
3. Per piece price for ECR letters and automation letters that weigh more than 3.3 ounces but less than (or equal to) 3.5 ounces includes a discount that equals the applicable flat-size price (3.3 ounces or less) minus the applicable letter piece price (3.3 ounces or less).

Standard Mail Regular—Flats

		Enhanced Carrier Route (ECR) ^{1,2}			Automation ¹				Nonautomation ¹			
	Entry Discount	High		Basic	5-Digit	3-Digit	Mixed		5-Digit	3-Digit	ADC	Mixed ADC
		Saturation	Density				ADC	ADC				
Flats weighing	None	\$0.191	\$0.210	\$0.255	\$0.339	\$0.400	\$0.436	\$0.489	\$0.366	\$0.451	\$0.483	\$0.553
3.3 oz. or less	DBMC	0.158	0.177	0.222	0.306	0.367	0.403	0.456	0.333	0.418	0.450	0.520
	DSCF	0.149	0.168	0.213	0.297	0.358	0.394	---	0.324	0.409	0.441	---
per piece price	DDU	0.140	0.159	0.204	---	---	---	---	---	---	---	---
more than	None	\$0.604	\$0.604	\$0.635	\$0.733	\$0.733	\$0.733	\$0.733	\$0.733	\$0.733	\$0.733	\$0.733
3.3 oz. ³	DBMC	0.445	0.445	0.476	0.574	0.574	0.574	0.574	0.574	0.574	0.574	0.574
	DSCF	0.401	0.401	0.432	0.530	0.530	0.530	---	0.530	0.530	0.530	---
per pound price	DDU	0.356	0.356	0.387	---	---	---	---	---	---	---	---
+		+	+	+	+	+	+	+	+	+	+	+
per piece price		0.066	0.085	0.124	0.188	0.249	0.285	0.338	0.215	0.300	0.332	0.402

1. Flat-size pieces with certain characteristics (see DMM 301.1.3 and 1.4) are subject to Not Flat-Machinable or parcel prices.
2. For ECR flats with a detached address label, add \$0.017 per piece.
3. For pieces weighing more than 3.3 ounces, each piece is subject to both a per piece price and a per pound price. Multiply the number of pieces in the mailing by per piece price. Multiply the number of pounds of the mailing by the per pound price. Add both totals.

Where to Go From Here

Quick Service Guides, which provide a summary of each mailing service, including prices and procedures, are available at your local Post Office, BMEU, or online at pe.usps.com.

	Quick Service Guide Number
Commercial Postcards and Letters	
Physical Standards for Discount Letters and Cards	201
Designing Letters and Cards for Automated Processing	201a
Using Tabs, Wafer Seals, and Glue Strips	201b
First-Class Mail Move Update.....	230a
First-Class Mail Nonmachinable Letters	230b
First-Class Mail Machinable Letters and Cards	230c
First-Class Mail Automation Letters and Cards	230d
Standard Mail Nonmachinable Letters	240a
Standard Mail Machinable Letters.....	240b
Standard Mail Automation Letters.....	240c
Standard Mail Enhanced Carrier Route Letters	240d
Commercial Flats	
Physical Standards for Discount Flats	301
Designing Flats for Automated Processing.....	301a
First-Class Mail Nonautomation Flats	330a
First-Class Mail Automation Flats	330b
Standard Mail Nonautomation Flats	340a
Standard Mail Automation Flats	340b
Standard Mail Enhanced Carrier Route Flats.....	340c
Bound Printed Matter Flats	360
Media Mail Presorted Flats.....	370
Library Mail Presorted Flats.....	380
Commercial Parcels	
Physical Standards for Discount Parcels.....	401
Designing Parcels for Automated Processing.....	401a
First-Class Mail Presorted Parcels.....	430
Standard Mail Machinable Parcels	440a
Standard Mail Irregular Parcels	440b
Standard Mail Enhanced Carrier Route Irregular Parcels.....	440c
Standard Mail Not Flat-Machinable Pieces.....	440d
Parcel Select.....	450
Bound Printed Matter Irregular and Machinable Parcels	460
Media Mail Machinable Parcels	470
Basic Standards for All Mailing Services	
Postage Meters and PC Postage Systems.....	604c
Permit Imprints.....	604d

↓
 Many business mail entry units (BMEUs) offer training seminars for discount mailers and can answer your mailing questions. To locate a BMEU near you, visit pe.usps.com, and click on "Postal Locator" in the left frame.

CHECKLIST FOR COMMERCIAL MAILERS

To successfully complete a commercial mailing, you should be familiar with all of the steps covered in this section. Use this list to review these steps as you begin your commercial mailing.

- Choose a Mailing Service p. 28
- Choose a Postage Payment Method and
Get the Required Mailing Permit p. 34
- Prepare Your Mailpiece p. 36
- Get an Address List p. 42
- Check the Accuracy of Your Mailing Address List p. 43
- Sort Your Mail p. 44
- Fill Out a Postage Statement p. 54
- Enter Your Mail p. 48



- 63 Online Mailing Services
- 65 Click-N-Ship
- 66 NetPost Mailing Online Service
- 68 NetPost CardStore Service
- 70 Certified Mail Online—Through Mailing Online
- 71 NetPost Premium Postcard Service
- 72 NetPost Mover's Postcard Service



Online Services

From desktop to doorstep, the Postal Service offers several online services that combine the speed of the Internet with the effectiveness of traditional mail. Online services allow you to select or design a mailpiece and enter addresses or upload an address list. Your mailpieces are printed, prepared, and delivered in as few as one or two days.

ADVANTAGES

NetPost Mailing Online offers a variety of printing and mailing services.

- NetPost is cost-effective, simple, and time-saving.
- If placed before 2 p.m. EST, your order will be in the mail the following business day, regardless of how big your order is.
- NetPost can provide a discounted postage price by automating and presorting your mail. There is no minimum number of pieces required.
- NetPost does not require you to apply for a permit or pay an annual fee.

HOW DOES IT WORK?

NetPost Mailing Online services allows customers to submit electronic documents and mailing lists via the Postal Service Web site. The Postal Service sends those files to a contract printer, who prints the items and enters them into the mail.

From your computer you can create or choose from an array of postcards or greeting cards, or you can upload files you've created for letters, flyers, booklets, or self-mailers. The Postal Service helps you send them to everyone on your mailing list after you create or select the design. You can upload your address list or type in the addresses manually. NetPost services are securely transmitted to the print site closest to the recipients' addresses. The documents are then printed, addressed, stamped, and transported to the Post Office for processing and delivery.

COST

Prices depend on the postage, production, and features you choose. Postage discounts are available with many NetPost services.

Online Services

Online Services provide convenient alternatives for mailing at retail and discount prices.

Find a ZIP Code

There are four search types you can choose on our ZIP Code Lookup tool. Select one of the following from the drop-down menu:

1. ZIP+4 Code—This search will require a Street Address or PO Box, City and State.
2. All ZIP Codes for City/Town—This search will require a City and State.
3. All Cities/Towns in a ZIP Code—This search is conducted using *only the ZIP Code* and will provide names of the cities/towns corresponding to that ZIP Code.
4. ZIP+4 Code for a Company—This search requires a Company Name, Address, City, and State

Calculate Postage

Retail Price Calculator

Easily calculate retail Domestic and International postage prices and estimated delivery times.

Business Price Calculator

Calculate prices for all discount mail including First-Class Mail, Standard Mail, Periodicals, and Package Services.

Print a Shipping Label

Click-N-Ship® is our easy-to-use online shipping label feature at the USPS website. You can print labels and pay for postage using your credit card, PC and printer. You can also calculate prices, find ZIP Codes™, validate sender and recipient information, and print labels without postage—all in one convenient location. See next page for details.

Schedule a Pickup

Whether it's Carrier Pickup™ or time-specific Pickup On Demand®, USPS pickup options make shipping your packages quick and convenient.

Carrier Pickup is the easy, convenient way to send packages. Just submit your request online and have your Priority Mail, Express Mail or international packages, with postage affixed, ready before your carrier arrives. It's that simple!

Pickup On Demand allows you to schedule time-specific pickups within a 2-hour time frame. A letter carrier will make a special trip to your home for a fee of \$14.75, to pick up Priority Mail, Express Mail, or Parcel Post packages that have postage affixed. There is no additional charge for picking up multiple pieces of mail.

Visit www.usps.com/pickup or call 1-800-222-1811 for additional information or to schedule a pickup.

Locate a Post Office

The locate a Post Office tool enables you to find Post Offices or alternate Post Office locations such as Contract Post Offices (CPU) and other retail facilities that only sell postage stamps.

Track and Confirm

Tracking services provide detailed information. You will see the item scanned at acceptance, as it travels, and when it is delivered. Tracking information is available for Express Mail® mailpieces only (including Global Express Guaranteed® and Express Mail™ International).

Services that confirm delivery are designed to be a low cost alternative to full tracking. Instead of seeing the acceptance information and updated scans as the item is enroute, confirmation services provide assurance of delivery or of attempted delivery. This service is available with the purchase of the following:

- Delivery Confirmation™ service.
- Signature Confirmation® service.
- Certified Mail™ service.
- Registered Mail™ service.
- International Registered Mail™ service.

Online Shipping Labels

You can print shipping labels and pay for postage online using Click-N-Ship.

How Does It Work?

Simply log on to www.usps.com, and you're ready to print online shipping labels with or without postage.

Now you can:

- Purchase PC Postage® service on www.usps.com
- Pay with any major credit card

Labels can be printed for USPS® domestic and international expedited services.

- Priority Mail®
- Express Mail®
- Global Express Guaranteed™
- Express Mail™ International

Free Delivery Confirmation™ Service!

As an added benefit, you get Delivery Confirmation™ service included at no charge with Priority Mail service.

- Signature Confirmation™ service is available at the reduced fee of \$1.80.

Do I Need Any Special Equipment or Supplies?

All you need is an Internet connection, your home or office PC and a laser or quality inkjet printer.

Labels can be printed on 8 1/2" x 11" paper and glued or taped securely to the package. Self-adhesive labels can also be used and can be purchased online.

Convenient Features

- Address book supports both domestic and international addresses.
- Email Ship Notification allows you to send your recipient an automatic email letting them know a package is on its way.
- Shipping Cart prints up to 10 domestic labels with a single credit card transaction.
- Shipping History views postage-paid labels within the past six months.
- My Account provides access to all of your online information.
- Order a scale online.
- Pickup On Demand, available in most areas, to schedule a time-specific pickup. The \$14.75 fee allows you to mail as many packages as you want.
- Carrier Pickup, customers may pre-schedule a pickup of their Express Mail, Priority Mail, or International Packages to be collected during a regular delivery stop or a scheduled stop at no additional charge.

Click-N-Ship rolls popular Web features into one easy-to-use process:

- Calculate and compare prices
- Standardize and save addresses
- Find ZIP Codes™

How Do I Mail?

You can drop your domestic Express Mail and Priority Mail pieces with PC Postage online labels in any USPS collection box prior to the last collection of the day.

Or you can:

- Drop at local Post Office
- Hand to your letter carrier
- Schedule a pickup online

Customers who purchase postage using Click-N-Ship, at www.usps.com, or through an authorized online provider, will receive discounts of 10 percent on Global Express Guaranteed shipments, 8 percent on Express Mail International shipments, and 5 percent on Priority Mail International shipments.

Find Click-N-Ship online at www.usps.com

NetPost Mailing Online Service

Upload your documents for printing, addressing, and delivery to your customers.

How Does It Work?

Using NetPost Mailing Online, you can create postcards, letters, booklets, and self-mailers/flyers on your desktop computer that adhere to the size and shape guidelines required by the Postal Service.

You can upload your documents and either enter your addresses or upload your address list, which you can store in a secure online address book. Mail merging, which lets you add variable data fields, is available so you can further personalize your mailings.

After you upload your documents, you can preview them and submit them. They are then transmitted securely to print sites near your recipients' addresses.

Your pieces will be printed, addressed, and delivered. Orders placed before 2 p.m. EST are printed and mailed the following business day, and you have the option to schedule mailings up to 28 days in advance. You will receive e-mail confirmation that your order has been accepted and mailed.

Find NetPost Mailing Online at www.usps.com/maillingonline.

Which Mailing Services Are Available?

Your mailing can be sent by First-Class Mail, Standard Mail, or Nonprofit Standard Mail, or First-Class Mail International.

What About Address Standardization?

With NetPost, you get free address standardization, meaning that ZIP Codes are automatically verified for accuracy and, where possible, corrected or improved. Discounted prices are then applied to all of the mailpieces with addresses that have been successfully standardized.

What Are the Accepted File Formats for Address Lists?

- ASCII comma or tab delimited (.csv or .txt)
- Microsoft Access 95, 97, or 2000
- Microsoft Excel 95, 97, or 2000

How Much Does It Cost?

Although the price varies according to the printing and the delivery options you select, you can estimate the cost online.

How Do I Pay?

Payment can be made using a credit card or NetPost's debit account program.



NetPost provides authorized nonprofit organizations with the option of mailing Standard Mail at nonprofit prices. You must first apply for authorization to mail at nonprofit prices at your local Post Office and adhere to the content restrictions associated with nonprofit prices. Visit www.usps.com/maillingonline/nonprofit_fa.htm to find out more.

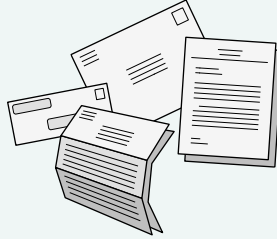
WHAT TYPES OF DOCUMENTS CAN I CREATE AND SEND?

POSTCARDS



4-1/4" x 6" postcards printed on white cardstock or 5" x 8" oversized cards.

LETTERS



8-1/2" x 11" sheets, folded and sent in a dual windowed #10 envelope (4-1/8" x 9-1/2") or left unfolded and sent in a 9" x 12" flat envelope.

There are four kinds of documents you can create. All can be printed with full color, one color, or black ink. More specific information about the choice of paper, text, and graphics, orientation, page sizes, margins, and merge data can be found on the Web site at www.usps.com/maillingonline.

Mailing online accepts the following types of files for upload on Mailing Online:

- Microsoft Word 7.0, 97, 2000, or XP
- Adobe PDF 3.0 or 4.0
- Adobe Postscript Format

You are also able to use the following graphic file formats in your document:

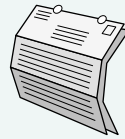
- JPEG
- EPS
- TIF
- GIF
- PNG
- BMP
- PCX

BOOKLETS



Documents of up to 96 pages (48 double-sided sheets) printed on 11" x 17" sheets of paper that are folded in half so they read like a book. Can be sent in an envelope or as a self-mailer.

SELF-MAILERS/FLYERS



8-1/2" x 11" documents folded in thirds and sealed along the top edge with two adhesive tabs. Up to eight pages can be uploaded and will result in a four-page double-sided self-mailer.

NetPost CardStore Service

Upload your own image or choose from an online gallery to send quality greeting cards, with the option of including a retail gift card, to your customers.

What Are Personal Connect and Business Connect?

Personal Connect and Business Connect are the two kinds of accounts available at NetPost CardStore. Personal Connect is for individuals and their mailing needs, and Business Connect offers one centrally controlled business account that can be accessed by multiple users.

Both Personal Connect and Business Connect let you choose from a selection of images designed for every occasion or upload your photo or other artwork. Both let you upload your address lists and store them in a private address book.

Business Connect customers can take advantage of some specialized features including a central gallery of their images and logos. Full-color logos and handwritten signatures can be included on greetings. Unlimited numbers of people in your company can access your corporate account, and everyone will have their own account history, handwritten signatures, and profile information. You can even set up automatic mailing schedules for future mailings.

Find Personal Connect and Business Connect online at www.usps.com/cardstore.

How Does It Work?

With NetPost CardStore, you can create and send greeting cards or postcards. Both options let you choose an image for the front of your mailpiece from an extensive online gallery or upload your own images in JPEG format. You can save your images to a personal account to use with future mailings. A variety of fonts and ink colors complete your design choices.

You can either enter your addresses manually or upload your address list, which you can store in a private address book. Salutation merging lets you personalize your message to each of your recipients with a custom salutation, such as "Dear Jim."

After you upload your documents, you preview and submit them. They are then transmitted securely, printed, assembled, and mailed the next business day if ordered by 8 p.m. EST.

You have the option to schedule mailings up to a year in advance. An e-mail confirmation that your order has been accepted and mailed will be sent to you.

Which Mailing Services Are Available?

All cards are sent using First-Class Mail and can be sent to both domestic and international addresses.

If you'd like to have your printed cards returned to you, with or without addresses and postage, they can be shipped to you using Priority Mail or Express Mail.

What Are the Accepted File Formats for Address Lists?

Comma separated value (.csv) formatted files from most word processing, database, and spreadsheet applications are acceptable.

How Much Does It Cost?

Prices vary according to the type of greeting you select and the added postage. The more you purchase, the more the production cost drops.

How Do I Pay?

Payment can be made using a credit card or invoicing through a corporate billing account.

WHAT TYPES OF MAILPIECES CAN I CREATE AND SEND?

Upload Your Image

You can upload your image to create a greeting and choose from the following three options:

5" X 7" FOLDED CARD WITH ENVELOPE



100-pound cardstock with a matte finish sent in an envelope of 80-pound stock.

* Gift cards can be included with this option.

5" X 7" OVERSIZE POSTCARD



100-pound cardstock, UV-coated with a glossy finish. Must be sent at First-Class Mail letter prices because of the dimensions.

4-1/4" X 6" POSTCARD



100-pound cardstock, UV-coated with a glossy finish.

Choose from the Image Gallery

If you choose an image from either the Personal Connect or Business Connect galleries, you can choose from the following two options:

5" X 7" FOLDED CARD WITH ENVELOPE



100-pound paper stock with a matte finish sent in an envelope made of 80-pound stock.

* Gift cards can be included with this option.

5" X 7" OVERSIZE POSTCARD



100-pound cardstock, UV-coated with a glossy finish. Must be sent at First-Class Mail letter prices because of the dimensions.

*GIFT CARDS

With NetPost Gift Cards, you can send gifts and greetings together allowing friends, colleagues, or clients to purchase exactly what they want. Gift cards are available from many popular retailer's in denominations from \$25-\$200.

Certified Mail Online—Through Mailing Online

Certified Mail has a variety of services that let you submit and mail your certified mailings via the Internet.

What is It?

Through NetPost Mailing Online, you can create Certified Mail letters on your computer, and include optional return receipts, with or without restricted delivery. Whether you're sending one letter or thousands, orders received by 2:00 p.m. EST are typically processed and mailed the next business day.

How Does it Work?

To begin, start with the document you want to mail. You can either upload a previously created letter, or create a new document online with our document editor. Next, upload your address list or create one online. We instantly standardize your addresses according to USPS guidelines and inform you of the results before you mail. Once you've reviewed your document and mailing list online, you choose your mailing options,

pay online with your credit card, and your mailing will be securely printed and mailed.

We handle the preparation of the required certified mailing forms for each and every piece of mail and ensure their secure entry into the U.S. Mail. Your Certified Mail is then delivered to your recipients by the United States Postal Service.

How Much Does it Cost?

Prices include printing, postage and Certified fees, but vary with the printing and delivery options you select. An online estimator is available to help calculate your costs before you start.

How Do I Pay?

Payments can be made using a major credit card or direct bank debit.

What Are My Mailing Options?

- 8-1/2" x 11" paper (up to 24 double-sided sheets), printed in black and white or full color, and inserted into your choice of:
 - #10 letter envelopes (4 sheet maximum) or
 - 9" x 12" flat envelopes
- 8-1/2" x 11" trifold self-mailers printed in full color

Tracking and Confirming?

Mailing Online provides users with online access to Postal Service scan event tracking information for their Certified Mail at no additional charge.

WHAT ARE MY MAILING OPTIONS?

SELF-MAILERS



A folded one-page self-mailer, limited to one 8-1/2" x 14" legal-size sheet.

LETTERS



An 8-1/2" x 11" size sheet, folded and sent in a 6" x 9" envelope or left unfolded and sent in a 9" x 12" flat envelope. The flat envelope can hold up to 24 double-sided sheets.

NetPost Premium Postcard Service

Connect with your customers by sending high-quality full-color glossy postcards you create online.

How Does It Work?

With this service, you can create full-color, high resolution, full-gloss postcards that are printed on heavy 110-pound stock with a UV coating on both sides. You can choose an image for the front of your postcard from the extensive online gallery or upload your own images in JPEG format. Save your images to a personal online image gallery to use with future mailings.

Use an image or type up to 18 lines of copy to appear in the message portion of the postcard.

You can enter your addresses or upload your address list, which you can store in a secure online address book. Message merging, which lets you include up to 13 merge fields of information, is available so you can further personalize your mailings.

After you create your postcards you preview and submit them. They are then transmitted securely, printed, prepared, and mailed the next business day if ordered by 8 p.m. EST.

You have the option to schedule mailings up to a year in advance. You will receive e-mail confirmation that your order has been accepted and mailed.

Find NetPost Premium Postcard Service at www.usps.com/premiumpostcard.

Which Mailing Services Are Available?

All postcards are sent using First-Class Mail with a permit imprint and can be sent to domestic addresses.

What about Address Verification?

Addresses are automatically verified, and discounted prices are applied to all verified addresses.

What Are the Accepted File Formats for Address Lists?

Comma separated value (.csv) formatted files from most word processing, database, and spreadsheet applications are acceptable.

How Much Does It Cost?

Prices vary depending on how many pieces you send and the design you select.

How Do I Pay?

Payment can be made using a credit card, NetPost's debit account program, or invoicing through a corporate billing account.

WHAT TYPE OF MAILPIECES CAN I CREATE AND SEND?

4-1/4" X 6" POSTCARD



110-pound sapphire-treated cardstock, full-gloss coated on both sides with a 1/4" white border on the front, ink-proof and scuff resistant.

5-1/2" X 8-1/2" OVERSIZED POSTCARD



110-pound sapphire-treated cardstock, full-gloss coated on both sides, ink-proof and scuff resistant.

NetPost Mover's Postcard Service

Notify everyone in your address book of your move by sending high-quality full-color glossy postcards you create online.

How Does It Work?

With this service, you can create full-color, high resolution, full-gloss postcards that are printed on heavy 110-pound stock with a coating on both sides. You can choose an image for the front of your postcard from a Mover's specific gallery or upload your own images in JPEG format.

Type up to 18 lines of copy to appear in the message portion of the postcard. Be sure to include text such as your new address and contact information.

You can enter your addresses one at a time or upload a Microsoft Excel formatted list.

After you provide your image, your message and your addresses, you preview your card and submit your order. Your order is then transmitted securely to a print site and mailed the next business day.

You will receive e-mail confirmation that your order has been accepted and mailed.

For more information, see NetPost Mover's Postcard Service (www.usps.com/moverspostcards).

Which Mailing Services Are Available?

All postcards are sent using First-Class Mail with a permit imprint and can be sent to domestic addresses.

What about Address Verification?

Addresses are automatically verified, and discounted prices are applied to all verified addresses.

What Are the Accepted File Formats for Address Lists?

Microsoft Excel (.xls) formatted files.

How Much Does It Cost?

Prices vary depending on how many pieces you send.

How Do I Pay?

Payment can be made using a credit card.



*What Type of Mailpieces Can I Create and Send?
4-1/4" x 6" Postcard,
110-pound sapphire-treated cardstock,
full-gloss coated on both sides with a 1/4" white border on the front, ink-proof and scuff resistant.*



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Additional Information

Many factors affect your mailing choices. This section describes mail service providers and reply mail options. It also explains how the content of your mailpiece affects your mailing options.



Getting Help From Mail Service Providers

Mail service providers can help with your mailings in a number of ways.

WHAT IS A MAIL SERVICE PROVIDER?

A mail service provider is a company that specializes in creating and preparing mail.



Advantages

- Mail service providers save you time by doing all or part of the work for you.
- A presort bureau may be able to combine your mail with other customers' mail to take advantage of lower prices.
- You don't have to invest in software or equipment.
- You may not have to pay permit or annual mailing fees.
- You can compare your costs and efforts in preparing the mailing yourself to the costs of paying a vendor to do some or all of the work for you.
- Nonprofit organizations can benefit from mail service providers just as for-profit businesses can.



Presort Bureaus and Letter Shops

Presort bureaus and letter shops specialize in preparing mailings for customers. Some of these businesses will do the entire mail process for you, from printing your mailpiece to depositing it at the Post Office. You can find these businesses by doing a Web search or by looking in the phone book under “letter shops,” “mailing services,” or “printing.”

Address List Vendors

List vendors collect and sell information about consumers and businesses. You can buy or rent a mailing list to target your intended audience. Address list vendors can also correct, standardize, and update your mailing lists. You can find these businesses by doing a Web search, looking in the phone book, or visiting www.usps.com/directmail.

Not all purchased or rented lists have addresses that are correct, checked, updated, or certified. To make sure that you are getting a list with accurate addresses, ask your vendor about the list’s National Deliverability Index (NDI), which rates the percentage of addresses in that list that are deliverable. The NDI rating allows you to compare the quality of addresses from several lists and to choose the one that has the highest accuracy rating.

Remember to ask your vendor for documentation that shows the addressing updates have been met (see page 43).

Print and Publishing Services

Printers and publishers specialize in all forms of traditional print communications, including catalogs, direct mail, brochures, and publications. They may also provide mailing services.

Parcel Consolidators

Consolidators streamline the parcel shipping process for businesses that mail parcels in volume. From cost-effective Parcel Select destination entry options to parcel pickup, sorting, postage payment, and transportation—they can simplify your fulfillment processes. Working in conjunction with the Postal Service, the consolidators save you money by mailing your parcels closer to their ultimate destination. For a list of vendors, see www.usps.com/shipping/consolidators.htm.

Encouraging Customers to Reply

Some businesses and organizations provide envelopes, cards, or labels for their customers to reply.

What Is Reply Mail?

Businesses and organizations that depend on orders and payments by mail have a vested interest in incoming mail and may want to use tools that encourage their customers to reply. Reply mail is a method with which you can provide preaddressed envelopes, postcards, and labels, with or without postage, to customers for reply purposes.

Benefits of Reply Mail

Customers are provided a quick and easy response tool. For businesses and organizations, reply mail encourages a response.

Kinds of Reply Mail

The Postal Service offers three kinds of reply mail within the U.S.:

- Business Reply Mail (BRM)
- Metered Reply Mail (MRM)
- Courtesy Reply Mail (CRM)

What Is the Difference?

With BRM, MRM, and CRM, you provide your customer with an envelope or card that has your return address preprinted on it. Businesses who ask their customers to submit their payments to locations other than their usual business address may find this particularly valuable.

With BRM and MRM, businesses pay the postage for their customers. Customers use the envelope, postcard, or label that is preprinted with the business address and drop it in a mailbox.

For all BRM services, a business or organization pays postage and a fee for each piece when it receives the reply mail from the Postal Service.

With MRM, you apply prepaid metered postage to each piece for your customer.

Using CRM, a business provides its customer with a preaddressed envelope and the customer applies postage.

REPLY MAIL ONLINE

The Reply Mail Website (www.usps.com/replymail) walks customers through the entire process of signing up for and creating a Courtesy Reply Mail (CRM) or Business Reply Mail (BRM) mailpiece. CRM design has a simple one step process since no permit or fees are involved.

BRM Process Includes:

- Registering with Customer Registration to create a sign-in for the company
- Applying for a BRM Permit on the website
- Paying the applicable Permit and accounting fees on the website
- Obtaining a unique ZIP+4 code in real time
- Choosing the type of mailpiece—various sizes of cards or letters
- Downloading a file that contains the mailpiece design ready for printing either in-house or at a printer
- Setting up an advanced deposit account at the Post Office if an account doesn't exist.

The site provides information on how to make reply mail work better as well as answers to FAQs.



BUSINESS REPLY MAIL (BRM)



Business Pays Postage Afterwards

The four types of Business Reply Mail (BRM) allow you to receive First-Class Mail and Priority Mail back from customers and pay for the postage when the mail is returned to you. When designing a BRM mailpiece or label, you must consult with your local Post Office or business mail entry employee. The mailpiece must conform to a specific format, including a specific ZIP+4 code assigned by the Post Office. The type of BRM that you choose will depend on the volume of returns you expect.

Basic BRM

For basic BRM, you fill out an application (Form 3615) and pay an annual \$180 permit fee. When you send your mail, you can include preprinted envelopes, postcards, or labels. You pay the First-Class Mail price for the returned mailpiece plus a per piece fee for each piece you receive back. For example, with basic BRM, for each 1-ounce letter returned, you pay \$0.42 for First-Class Mail postage and a \$0.72 per piece fee, totaling \$1.14 per piece.

High Volume BRM

For high volume BRM, you fill out an application and pay an annual \$180 permit fee and an annual \$565 accounting fee. You still pay the First-Class Mail return postage, but the per piece fee is reduced from \$0.72 to \$0.08 per piece. Therefore, with high volume BRM,

for each 1-ounce letter you receive back, you pay \$0.42 for postage and a \$0.08 per piece fee, totaling \$0.50 per piece. You maintain an advance deposit account at the Post Office. High volume BRM is best if you expect 887 or more pieces back a year.

Basic Qualified BRM

By making your reply mailpiece automation-compatible, you can receive greater discounts. You fill out an application and pay an annual \$180 permit fee and an annual \$565 accounting fee. Instead of paying the First-Class Mail prices for the returned mailpiece, you will pay a qualified BRM postage price of \$0.397. Further, the per piece fee is reduced from \$0.08 to \$0.05 per piece. Therefore, with basic qualified BRM, for each 1-ounce letter returned, you pay \$0.397 for the return postage and a \$0.05 per piece fee, totaling \$0.447 per piece. You maintain an advance deposit account at the Post Office. Basic qualified BRM is best if you expect 809 or more pieces returned per year.

High Volume Qualified BRM

High volume qualified BRM is similar to basic qualified BRM in that the reply mailpiece must be automation-compatible, the return postage is based on qualified BRM prices, you fill out an application, and you pay an annual \$180 permit fee and an annual \$565 accounting fee. You must also pay an \$1,855 quarterly fee, which reduces your per piece fee from \$0.05 to \$0.006. Therefore, with high volume BRM, for each 1-ounce letter you receive back you pay \$0.397 for the return postage and a \$0.006 per piece fee, totaling \$0.403 per piece.

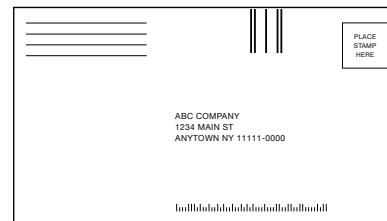
You maintain an advance deposit account at the Post Office. High volume qualified BRM is best if you expect 36,036 or more pieces returned in a quarter.

METERED REPLY MAIL (MRM)

Business Prepays Postage

For customers that are sure to respond, Metered Reply Mail (MRM) is a simple solution. You are not required to fill out any forms or pay any fees. All you need is a meter. The postage is equal to the First-Class Mail price and has no per piece fee. A special endorsement is required above the delivery address.

COURTESY REPLY MAIL (CRM)



Customer Pays Postage

For Courtesy Reply Mail (CRM), your customer affixes postage to a preaddressed envelope that you enclose in your mailing. No fees are required for CRM.

Reviewing Content Eligibility

The content of your mailpiece affects your mailing service options.

MAILPIECE CONTENT

Sometimes what you mail may restrict your available mailing services. For example, while any mailable matter (except certain hazardous materials) can be mailed as First-Class Mail, bills, statements of account, and personal correspondence must be mailed as First-Class Mail, Priority Mail, or Express Mail.

Sometimes what you mail may expand your available mailing services. For example, a small catalog or certain printed matter including printed letters can be mailed as either First-Class Mail or Standard Mail.

Express Mail

Mailable matter up to 70 pounds can be sent as Express Mail.

Priority Mail

Mailable matter up to 70 pounds can be sent as Priority Mail.

First-Class Mail

Mailable matter up to 13 ounces can be sent as First-Class Mail. Matter completely or partially handwritten or typed, personal correspondence, bills, and statements of account must be mailed as First-Class Mail, Priority Mail, or Express Mail.

Standard Mail

Mailable matter less than 16 ounces that is not required to be sent as First-Class Mail or as Periodicals can be sent as Standard Mail.

Periodicals

Publications (e.g., magazines, newspapers, and newsletters) that are published at a regular frequency of at least four times a year and that meet other eligibility standards can be sent as Periodicals. Periodicals have historically been considered a primary means of communicating news and information to the general public.

To mail at Periodicals prices, a publication must first be authorized by the Postal Service. There is a one-time application fee. While the prices for Periodicals are often less than Standard Mail prices, Periodicals receive a higher level of service. In addition, further discounts (e.g., nonprofit and classroom) are available for authorized publications of certain qualified organizations.

Periodicals service is available worldwide. A copy of the application and instructions on how to complete the form can be found in Handbook DM-204, *Applying for Periodicals Mailing Privileges*. Handbook DM-204 is available online at pe.usps.com.

Parcel Select

Matter not mailed as Package Services (Parcel Post, Bound Printed Matter, Media, or Library Mail). Generally used for shipping merchandise.





Bound Printed Matter

Material that consists of advertising, promotional, directory, or editorial material that is securely and permanently bound (not loose-leaf in binders), consists of sheets of which at least 90 percent are imprinted by a process other than handwriting or typewriting, contains no personal correspondence, and is not stationery (such as pads of blank printed forms) up to 15 pounds can be sent as Bound Printed Matter. (Not available at retail outlets.)

Media Mail

Books of eight or more printed pages with only incidental blank spaces and no advertising except for incidental announcements of books, 16-millimeter or narrower width films in positive print for viewing (excluding films sent to or from commercial theaters), catalogs of such film of 24 pages or more, printed music (bound or in sheet form), printed objective test materials and accessories, sound recordings, video recordings, play scripts and manuscripts, printed educational reference charts, loose-leaf pages and their binders consisting of medical information, and computer-readable media containing prerecorded information up to 70 pounds can be sent as Media Mail.

Hazardous, Restricted, and Perishable Mail

For safety reasons, most hazardous materials are nonmailable.

Restricted and perishable items are either nonmailable or mailable only under specific conditions. It is the responsibility of the mailer to fully meet all requirements prior to mailing. For more information, contact your manager of Business Mail Entry or see Domestic Mail Manual 601.10 and Publication 52, *Hazardous, Restricted, and Perishable Mail*, at pe.usps.com.

The following are examples of hazardous, restricted, and perishable items. These are not complete lists, but they provide an idea of the types of articles included in each category.

Hazardous materials include:

- Corrosives
- Explosives
- Flammable liquids and solids, combustible liquids
- Gases (under pressure)
- Infectious substances, etiologic agents, clinical specimens, biological products, sharps, other used medical devices
- Miscellaneous hazardous materials (i.e., dry ice, magnetized materials)
- Other regulated materials—domestic (ORM-D)
- Oxidizers, organic peroxides
- Radioactive materials
- Toxic substances (poisons)

Restricted matter includes:

- Alcoholic beverages
- Batteries
- Controlled substances and drug paraphernalia
- Firearms
- Liquids and powders
- Matter emitting obnoxious odors
- Motor vehicle master keys
- Sharp objects (knives, switchblades, stiletos)

Perishable matter includes:

- Dead animals or parts of animals
- Eggs
- Live animals
- Meat and meat products
- Plants and plant products



Certain hazardous materials cannot be mailed as Express Mail, Priority Mail, or First-Class Mail. For more information on restricted and nonmailable matter read DMM 601.10 and Publication 52, Hazardous, Restricted, and Perishable Mail, which is available at your Post Office or pe.usps.com.



Glossary

A

address

(1) The location to which the Postal Service is to deliver or return a mailpiece. It consists of certain elements such as recipient name, street name, and house number, and city, state, and ZIP Code. (2) The portion of an envelope or parcel which shows the delivery location of the recipient of the mailpiece.

Address Change Service (ACS)

A process that centralizes, automates, and improves the processing of address correction requests for participating mailers. The Postal Service transmits address correction information to a central point where the changes are consolidated electronically, by unique publication or mailer identifier, and transmitted to the mailer.

address correction service

If mail cannot be delivered as addressed, this service allows the sender on request, using the appropriate ancillary service endorsement, to obtain the addressee's new (forwarding) address (if a change-of-address order was filed), or the reason the mail cannot be delivered as addressed.

advance deposit account

An account into which a mailer deposits funds that are maintained by the Postal Service which postage, per piece charges, and other fees are deducted.

advertising mail

A sales product or promotional message mailed directly to customers or prospective clients. Also known as direct mail.

ancillary service

Forwarding, return, or address correction service included within a mail class. Depending on the mail class, these services are performed at a charge or at no additional charge, if and when the service is actually provided. Also see forward.

area distribution center (ADC)

A mail processing facility that receives mail and distributes mail destined for a wide range of specific ZIP Codes.

aspect ratio

The dimension of a mailpiece expressed as a ratio of length (the direction parallel to the address) divided by height. For example, a postcard 5-1/2 inches long by 3-1/2 inches high has an aspect ratio of 1.57. An aspect ratio between 1.3 and 2.5, inclusive, is required for letter mail automation compatibility. For First-Class Mail letters, aspect ratio is used to determine whether a nonstandard surcharge applies.

automated area distribution center (AADC)

An area distribution center that uses automation to process automation-compatible mail. *Also see area distribution center.*

automation-compatible mail

Mail that meets postal specifications concerning design, size, machine readability, and characteristics so that it can be scanned and processed by automated mail processing equipment.

automation discount

A postage reduction offered to mailers who barcode their letters and flats and meet addressing, readability, and other requirements for processing on automated equipment.

auxiliary service facility (ASF)

A mail processing facility that has its own service area and functions as a bulk mail center (BMC).

B

balloon price

A price charged for Priority Mail (zones 1-4) Parcel Select, and Parcel Post items that weigh less than 20 pounds and measure between 84 and 108 inches in combined length and girth.

barcode (BC)

A series of vertical bars and spaces that represent a numeric designation such as a ZIP Code or package identification code. The barcode facilitates automated processing by barcode readers and scanners.

barcode discount

Available for certain types of mail that bear a specified type of barcode and meet minimum volume requirements.

Bound Printed Matter (BPM)

A subclass of Package Services for material that weighs no more than 15 pounds and consists of permanently bound sheets, at least 90 percent of the sheets are printed with advertising, promotional, directory, editorial matter or a combination of these. Not available at retail outlets.

bulk mail

Mail that is generally rated for postage partly by weight and partly by the number of pieces in the mailing. A price discount is given based on the mail preparation work done by the mailer and the place of mail deposit.

bulk mail center (BMC)

A highly mechanized mail processing facility that is part of the National Bulk Mail System. This facility distributes Standard Mail and Periodicals in containerized form such as sacks and pallets, and Package Services in both piece and containerized form.

bundle

A group of addressed pieces assembled and secured together to make up a basic unit of bulk mail for processing purposes.

business mail

Any mail sent by any business, using any possible mailing method and service.

business mail entry unit (BMEU)

The area of a postal facility where mailers present mailings for acceptance that require postal verification, such as presorted and permit imprint mailings.

business reply mail (BRM)

A service that allows a permit holder to receive First-Class Mail and Priority Mail back from customers and pay postage only for the returned pieces. These pieces must have a specific address and format. When the mail is delivered back to the permit holder, postage and per piece charges are collected, usually through an advance deposit account.

C**carrier pickup**

A service at www.usps.com that allows customers to schedule a pick-up of their Express Mail, Priority Mail, and International packages at the time of their next regular mail delivery.

carrier route (CR)

- (1) The range of addresses assigned to one carrier for the delivery of mail. This can include city routes, rural routes, and highway contract routes.
- (2) A discounted postage price available for all pieces to the same city route, rural route, highway contract route, Post Office box section, or general delivery unit.

carrier route sortation

The practice of sorting mail by carrier route to qualify for reduced postage prices. The term is a general descriptor of the available prices for this type of preparation, which include Enhanced Carrier Route Standard Mail, carrier route Periodicals, and carrier route Bound Printed Matter.

certificate of mailing

An extra service that provides a receipt as evidence of mailing.

Certified Mail

An extra service that provides the sender with a mailing receipt and delivery information. A record of delivery with the recipient's signature is kept by the Postal Service. Certified Mail must be sent as First-Class Mail or Priority Mail and may be combined with return receipt and/or restricted delivery service.

classification

The grouping of mailable matter into mail classes and subclasses by price categories, according to content, weight, size, and preparation standards.

Classroom Price

A Periodicals price that is available to an authorized mailer of educational, scientific, or religious publications for scholastic or religious instruction.

Click-N-Ship

A service at www.usps.com that allows customers to print shipping labels from their computers with or without postage for Express Mail and Priority Mail. Customers pay for postage online with a credit card, and the labels will print with PC Postage indicia.

coding accuracy support system (CASS)

A service that improves the accuracy of delivery point barcodes, ZIP+4 codes, 5 digit ZIP Codes, and carrier route information on mailpieces.

collection box

A blue street mailbox with the Postal Service logo used by the public to deposit mail. Each box is equipped with a security lock. It has a uniform appearance and a nationwide identification system that distinguishes the type of service provided at each box.

collect on delivery (COD)

An extra service that permits a mailer to mail an article and have its price and the cost of postage plus a service fee collected from the recipient.

commercial mailing services

Services that allow mail to be sent at reduced prices, including First-Class Mail, Standard Mail, Periodicals, Parcel Select and Package Services. Discount mailing services, also called bulk mail, direct mail, advertising mail, and presorted mail, usually involve higher volumes of mail and require sortation and special preparation.

commercial prices

Reduced postage prices offered to mailers in exchange for higher standards of mail preparation, sortation, and destination entry.

Computerized Forwarding System (CFS)

A centralized program that provides address correction information to mailers and forwards mail to customers who have moved and filed Form 3575, *Change of Address Order*.

courtesy reply mail (CRM)

A preaddressed return envelope or postcard that business mailers provide to a customer for returning a remittance, order, or response. The customer pays the postage..

D**Delivery Confirmation**

An extra service that provides the date and time of delivery or, if delivery was attempted but not successful, the date and time of the delivery attempt.

delivery point barcode (DPBC)

A POSTNET barcode that represents the ZIP+4 code generally and the last two digits of the primary street address number (or Post Office box, etc.) and a correction digit. The DPBC allows automated sortation of mail to the carrier level in walk sequence.

delivery sequenced mail

Mail that is arranged by a mailer in delivery order for a particular carrier route.

delivery unit

The postal facility where the carrier cases the mail for delivery.

destination bulk mail center (DBMC) price

A price available for Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared, transported, and entered by the mailer at the BMC or other designated postal facility that serves the delivery address on the mail.

destination delivery unit (DDU) price

A price available for Periodicals, Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared and entered by the mailer at the postal facility that serves the delivery address on the mail.

destination entry

The process of transporting and depositing mail at the postal facilities that serve the addresses on the mailpieces in a mailing. The mailer receives additional discounts for destination entry mail.

destination sectional center facility (DSCF) price

A price available for Periodicals, Standard Mail, Parcel Select, and Bound Printed Matter that is properly prepared, transported, and entered by the mailer at the SCF or other designated postal facility that serves the delivery address on the mail.

dimensional weight

Low density Priority Mail parcels shipped to zones 5-8 are charged at a dimensional weight or pound weight, whichever is greater, when the parcel exceeds 1 cubic foot.

direct mail

Another name for advertising mail sent to targeted markets to help renew, maintain, or grow business.

Domestic Mail Manual (DMM)

Postal Service manual that contains the standards and prices for domestic mail services.

drop shipment

Typically the movement of a mailer's product on private transportation from the point of production to a postal facility closer to the destination of those pieces.

E**eligibility**

The qualification standards, such as content, shape, and preparation, that a mailpiece must meet for specific prices or discounts.

endorsement

An authorized marking on a mailpiece that shows handling instructions or extra services.

Enhanced Carrier Route Standard Mail

Mailpieces weighing less than 16 ounces and prepared in the sequence delivered by the letter carrier.

entry facility

The Postal Service mail processing facility that serves the Post Office at which the mail is entered by the mailer. Also called origin facility.

Express Mail

A mailing service that provides expedited delivery. This is the fastest mail service offered by the Postal Service. Global Express Guaranteed service is available from the United States to most other countries.

extra services

A mail service for a fee in addition to required postage, that provides proof of mailing, and/or delivery, or security and insurance. Extra services include Registered Mail, Certified Mail, insured mail, certificate of mailing, restricted delivery, return receipt, return receipt for merchandise, Delivery Confirmation, Signature Confirmation, and collect on delivery. Also called special services.

F**FASTforward**

A USPS-licensed automated system that updates addresses by matching names and addresses with current change-of-address orders on file. A piece updated with *FASTforward* can be delivered directly to the new address rather than forwarded from the old address.

First-Class Mail (FCM)

A mailing service that includes all matter wholly or partly in handwriting or typewriting, all actual and personal correspondence, all bills and statements of account, and all matter sealed or otherwise closed against inspection.

flat

Flat-size (large envelope) mail exceeds at least one of the maximum dimensions for letter-size mail (11-1/2 inches long, 6-1/8 inches high, 1/4 inch thick) but does not exceed the maximum dimensions for flats (15 inches long, 12 inches high, 3/4 inch thick). Dimensions are different for automation price flats. A flat may be unwrapped, sleeved, wrapped, or enveloped.

G**girth**

The measurement around the thickest part of a mailpiece.

H**hazardous material**

Any article or substance designated by the U.S. Department of Transportation as posing an unreasonable risk to health, safety, or property during transportation.

I
indicia

Imprinted designations on mailpieces that indicate postage payment (e.g., metered postage or permit imprint).

insert

A letter, card, or other item placed inside another mailpiece.

insured mail

An extra service that provides indemnity coverage for a lost, rifled, or damaged article, subject to the standards for the service and payment of the applicable fee. Insurance is available for merchandise sent as Express Mail, Priority Mail, First-Class Mail, Standard Mail, and Package Services.

International Business Reply Service

An international mail service that allows envelopes and postcards to be distributed in certain foreign countries for return without postage prepayment to the original sender in the United States.

International Mail Manual (IMM)

The Postal Service manual containing standards and prices for mailing from the United States to other countries.

L**length**

For letters and postcards, the measurement parallel to the direction of the address of a mailpiece as read. For flats and parcels, length is the longest dimension.

letter

Letter-size mail. Mailpieces, including cards, that are at least 5 inches long, 3-1/2 inches high, and 0.007 inches thick, but not more than 11-1/2 inches long, 6-1/8 inches high, 1/4 inch thick, or over 3.5 oz.

letter shop

See mail service provider.

Library Mail

A subclass of Package Services for items sent to or from or exchanged between academic institutions, public libraries, museums, and other authorized organizations. Books, sound recordings,

academic theses, and certain other items may be mailed at the Library Mail price if properly marked.

line-of-travel (LOT) sequence

A sequence required for some Enhanced Carrier Route and carrier route prices in which mailpieces are arranged by ZIP+4 codes in the order in which the route is served by the carrier. The mailpieces are sequenced in delivery order.

M**machinable**

The ability of a mailpiece to be sorted by mail processing equipment. (Compare with nonmachinable.)

machinable parcel

A parcel that can be safely sorted by mail processing machinery.

mail class

The classification of domestic mail according to content (e.g., personal correspondence, which must be mailed as First-Class, Priority Mail or Express Mail).

mail service provider

A private vendor that provides a wide range of mailing services such as printing, address quality and standardization, sorting, transporting, and entering mail for a client.

mailing

A group of mailpieces within the same mailing service and mail processing category that may be sorted together under the appropriate standards. Also, the action of depositing or presenting mail at a Post Office.

mailing agency

See mail service provider.

mailing fee

An annual fee charged for mailers to use certain discount mail options.

mailing process

Steps followed to prepare, pay postage, and enter mail with the Postal Service. Each method of mailing has its own process.

mailing service

Class of mail (that is, Express Mail, First-Class Mail, Standard Mail, Periodicals, Parcel Select, and Package Services). The classification of domestic mail is based mainly on content (such as personal correspondence versus printed advertising).

mailpiece

A single addressed card, letter, flat, or parcel.

mailpiece design analyst

Postal employees located in larger cities that specialize in helping customers with the design of their mailpieces.

manifest mailing system

A postage payment system that enables the Postal Service to accept and verify the weight or price of permit imprint mailings. Often used for non-identical weight pieces.

marking

Words or abbreviations printed on a mailpiece that show the class of mail, presort level, or ancillary service endorsement. See also endorsement.

Media Mail

A subclass of Package Services that consists of books, sheet music, printed educational charts, film, videocassettes, CD-ROMs, or other computer-readable media.

Merchandise Return Service

An extra service that allows an authorized company to provide a customer with a special mailing label to return a shipment without the customer prepaying postage. The company pays the return postage.

meter

See postage meter.

meter stamp

Postage printed by a Postal Service-approved postage meter or PC Postage system directly on a mailpiece or a Postal Service-approved label.

metered mail

Any class of mail except Periodicals with postage printed by a Postal Service approved postage meter.

metered reply mail (MRM)

A preprinted return envelope or card provided as a courtesy to customers. The postage is prepaid by the meter license holder.

military mail

Mail that bears a U.S. military delivery or return address and that, in some stage of its transmission, is in the possession of the Department of Defense.

minimum size standard

The smallest dimensions allowable for all mailable matter. Except for keys and identification items, a mailpiece less than 1/4 inch thick must be rectangular and meet the minimum criteria listed below; otherwise, it is nonmailable and is returned to sender:

- At least 5 inches long
- At least 3-1/2 inches high
- At least 0.007 inch thick

Move Update

Addresses on all discounted First-Class Mail must be updated within 185 days before the mailing date with a Postal Service-approved method. Effective 11/23/2008 the requirement will change to 95 days, and will also include Standard Mail.

N

National Change of Address Linkage System (NCOA^{Link})

An address correction service provided to mailers by the Postal Service through its licensees. The licensees match computerized mailing lists with change of address data, and NCOA^{Link} provides current, standardized, and ZIP+4 coded addresses for all residential and business movers before the mail enters the mailstream.

NetPost Services

Allows customers to create documents and address lists on a computer and transmit them electronically via the Postal Service Web site (www.usps.com) for printing by a third-party vendor and delivery by the Postal Service.

nonmachinable

Mail that cannot be sorted on mail processing equipment because of size, shape, content, or address

legibility. Such mail is normally processed manually and could be subject to a surcharge.

nonmachinable surcharge

An additional charge on some First-Class Mail, Standard Mail, and Parcel Post pieces that are nonmachinable.

nonmailable matter

Items such as hazardous materials or restricted items that are not permitted in the mailstream.

nonprofit Periodicals

A discount for authorized nonprofit Periodicals publishers.

Nonprofit Standard Mail

A subclass of Standard Mail that is available to qualified organizations specified by U.S. statute and approved by the Postal Service.

O

oversized price

Price for pieces exceeding 108 inches but not more than 130 inches in combined length and girth.

P

Package Services

A class of mail that comprises four subclasses: Bound Printed Matter, Library Mail, Parcel Post, and Media Mail. There is no minimum weight limit for Package Services.

parcel

Mail that does not meet the mail processing category of letter-size or flat-size mail. It is usually enclosed in a mailing container such as a box.

Parcel Post

A subclass of Package Services with prices generally based on weight and zone.

Parcel Select

Mail that qualifies for destination entry prices and is entered at a destination bulk mail center, sectional center facility, or delivery unit.

PC Postage Technology

Secure technology used to purchase and print postage using a personal computer or other device.

Periodicals

A class of mail consisting of authorized magazines, newspapers, or other publications formed of printed sheets that are issued at least four times a year at regular, specific intervals from a known office of publication.

permit

Any authorization required for specific types of services, preparation, or postage payment.

permit imprint

Printed indicia, used in place of an adhesive postage stamp or meter stamp, that shows postage prepayment by an authorized mailer.

pickup on demand

A service at www.usps.com that allows customers to schedule a pickup of Express Mail, Priority Mail, and Parcel Post within a specified time frame for an additional fee.

piece price

The postage charged for each piece in a mailing. For certain discount mail, a pound price is charged in addition to the piece price.

postage

Payment for delivery service that is affixed or imprinted onto a mailpiece, usually in the form of a postage stamp, permit imprint, or meter impression.

postage evidencing system

See *postage meter*.

postage meter

A secure device that generates indicia imprinted on or affixed to mailpieces to show prepayment of postage. Postage meters are available for lease only from authorized manufacturers.

postage stamp

A gummed or self-adhesive paper stamp affixed to mail as payment for postal services.

postage statement

Documentation provided by a mailer to the Postal Service that reports the volume of mail being presented and the postage payable or affixed, and that certifies that the mail meets the applicable eligibility and addressing standards for the price claimed.

postcard

A privately printed mailing card. Compare to stamped card.

pound price

A price charged based on the weight of a mailing in addition to a piece price.

precanceled stamp

Stamps canceled by printing across the face before they are sold to mailers for bulk mailings. Also, a stamp designated by the Postal Service as a precanceled stamp without cancellation marks. These stamps are used for Presorted First-Class Mail, Standard Mail, and Nonprofit Standard Mail.

presorted mail

A form of mail preparation, required to bypass certain postal operations, in which the mailer groups pieces in a mailing by ZIP Code or by carrier route or carrier walk sequence (or other Postal Service–recommended separation).

Pricing and Classification Service Center (PCSC)

A USPS field office that provides guidance to employees and customers on mail classification, postage prices, and mail preparation. See 608.8 for listing.

printed matter

Paper on which words, letters, characters, figures, or images (or any combination of them) not having the character of a bill or statement of account, or of actual and personal correspondence, have been reproduced by any process other than handwriting or typewriting.

Priority Mail

First-Class Mail that weighs more than 13 ounces and, at the mailer's option, any other mail matter weighing 13 ounces or less. Most mailable matter may be sent as Priority Mail.

prohibited matter

Any material that is illegal to mail because it can kill or injure an individual or damage other mail. This includes certain poisons and controlled substances and certain flammable or hazardous material.

Q**Qualified Business Reply Mail (QBRM)**

Business reply mail that is automation compatible. QBRM pieces must meet certain design specifications and may be eligible for the lowest per piece fee available for BRM and for reduced automation First-Class Mail postage prices.

R**rates**

The postage cost per piece or pound to mail.

Registered Mail

Registered Mail is the most secure service offered by the Postal Service. Through a system of receipts, the Postal Service monitors the movement of a mailpiece from the point of acceptance. The sender receives a receipt at the time of mailing, and a delivery record is maintained by the Postal Service. This service also provides optional indemnity in case of loss or damage.

reply mail

Refers collectively to Business Reply Mail, Meter Reply Mail, and Courtesy Reply Mail.

restricted delivery

A supplemental mail service that generally limits who may receive an item. This service is available for a fee when used with Certified Mail, collect on delivery, insured mail, and Registered Mail.

restricted matter

Any item on which certain mailing restrictions have been imposed for legal reasons other than the risk of harm to persons or property. Examples are motor vehicle master keys, firearms, liquids and powders.

retail mailing services

Services that allow any quantity of mail to be sent at single-piece postage prices, including Express Mail, Priority Mail, First-Class Mail, and Package Services. Retail mailing services generally do not require any sortation or special preparation.

return receipt—electronic copy

An electronic return receipt requested at the time of mailing provides a copy of the signature of an addressee for an article as proof of delivery. It can be sent by fax, mail, or electronically. This extra service is available for a fee when using Certified Mail, collect on delivery, mail insured for more than \$200, Registered Mail, or return receipt for merchandise. The electronic option is not available for items mailed to APO or FPO addresses or U.S. territories, possessions, and freely associated states, with the exception of Puerto Rico and the U.S. Virgin Islands. A similar service is available for international mail.

return receipt—hard copy

The mailing card (PS Form 3811) signed by the addressee of an article and mailed back to the sender as evidence of delivery. This extra service is available for a fee when using Express Mail, Certified Mail, collect on delivery, mail insured for more than \$200, Registered Mail, or return receipt for merchandise. A similar service is available for international mail.

return receipt for merchandise

An extra service that provides the sender with a mailing receipt and a return receipt. A delivery record is maintained by the Postal Service. It does not include insurance coverage and does not provide for restricted delivery.

S**sack**

A container generally used to transport flat-size mail, parcels, and loose-piece mail.

sectional center facility (SCF)

A postal facility that serves as the processing and distribution center for Post Offices in a designated geographical area, defined by the first three digits of the ZIP Codes of these offices. Some SCFs serve more than one 3-digit ZIP Code range.

service options

The mailing services offered by the Postal Service, including Express Mail, Priority Mail, First-Class Mail, Standard Mail, Periodicals, Parcel Post, Library Mail, Media Mail, and Bound Printed Matter.

Signature Confirmation

An extra service that provides the recipient signature and the date and time of delivery or attempted delivery.

simplified addressing

An alternative addressing format used when delivery of identical mailpieces is requested to every customer on a rural route or highway contract route, or to all Post Office box customers at a Post Office without city carrier service. Instead of listing a name and address, the mailer may use "Postal Customer." Simplified address may also be used by government agencies for official mail sent to all stops on city routes and Post Office boxes at Post Offices with city delivery service.

single-piece mail

Mail sent using retail prices. See *retail mailing services*.

sortation

The distribution or separation of mail by ZIP Codes, range of ZIP Codes, or carrier route.

special handling

An extra service that provides preferential handling in dispatch and transportation. The service does not itself insure the article against loss or damage. Special handling is available only for First-Class Mail, Priority Mail, and Package Services.

stamp

See *postage stamp*.

stamped card

A postcard sold by the USPS (as distinguished from a privately printed postcard) with a printed or impressed postage stamp. Compare to postcard.

Standard Mail

A mailing service (class of mail) that comprises the subclasses of Regular Standard Mail, Nonprofit Standard Mail, Enhanced Carrier Route Standard Mail, and Nonprofit Enhanced Carrier Route Standard Mail. Circulars, printed matter, pamphlets, catalogs, newsletters, direct mail, and merchandise can be sent as Standard Mail.

subclass

A division of a mailing service (class of mail). For example, the Package Services subclasses are: Parcel Post, Media Mail, Bound Printed Matter, Library Mail.

surcharge

An additional fee for certain nonmachinable mailpieces.

T

tray

A container used by the Postal Service and mailers to hold letters and First-Class Mail flats. It is used as a basic unit of mail quantity for purposes of preparing mail to qualify for discounted postage prices.

V

verification

A system of checks used to determine if a mailing was properly prepared and if the correct postage was paid.

W

walk sequence

The order in which the letter carrier delivers mail for a route. This order is required for most Carrier Route presort mail.

weighted fee

The fee charged the sender for Standard Mail pieces endorsed "Address Service Requested" or "Forwarding Service Requested" that are returned as unforwardable or undeliverable.

Z

ZIP Code

The system of 5-digit numeric codes that identifies the individual Post Office or delivery station associated with an address.

ZIP+4 barcode

A nine-digit POSTNET barcode consisting of 52 vertical bars. Also see Postal Numeric Encoding Technique.

ZIP+4 code

The nine-digit numeric code that identifies the individual delivery station, sector, and segment assigned with an address.

zone

A number that expresses the distance that a mailpiece must travel from point of entry to point of delivery. It is based on the air mileage along a great circle line between three-digit ZIP Code prefix areas of dispatch and receipt. This mileage range is converted to a zone number. The Postal Service uses eight numbered postal zones for computing postage on mail.

zone chart

A table that shows the zone number between 3-digit ZIP Code prefix areas.

zoned price

A price structure for certain Express Mail, Priority Mail, Periodicals (except nonadvertising portion), Parcel Post, and Bound Printed Matter that is based on weight and distance.

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- Delivery Confirmation
- Signature Confirmation
- First-Class Mail
- Express Mail
- Priority Mail
- Parcel Post
- International Priority Airmail
- International Surface Air Lift
- PC Postage
- 1-800-ASK-USPS
- Stamps by Mail
- www.usps.com

For the complete mailing standards see Mailing Standards of the United States Postal Service, Domestic Mail Manual at pe.usps.com.

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No strenuous exertion

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