A Guide to Mailing for Businesses and Organizations

UNITED STATES POSTAL SERVICE ®

July 2004

**Welcome to the
United States Postal Service**

A Guide 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 in it.

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

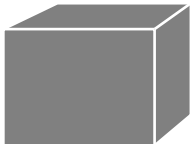Large postcards, envelopes, and folded pieces, such as announcements, bills, and newsletters.

FLATS

Large or thick 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.

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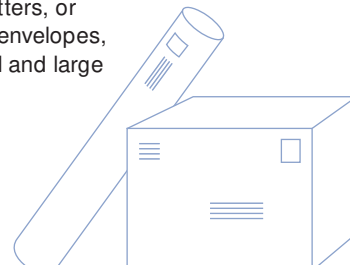
You can find more information about preparing an advertising mail campaign, obtaining an address list, and customer success stories at www.usps.com/ directmail.

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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 rates. For more information, see page 74.

Methods for Mailing

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

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

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

With discount 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. Discount mailing services involve some extra work, but they can help you save money.

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

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 rates available
· Mail anytime from your desk

INTRODUCTION

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	✔	✔	

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 rates. 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 rates.

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 six 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 in any blue collection box, at your office mailbox, or give it to your letter carrier. For security reasons, Priority Mail paid with postage stamps and weighing 16 ounces or more must be deposited at a post office retail counter or handed to your letter carrier.

Choosing a Mailing Service

The six 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	$$$ based on weight	Express Mail
70 lbs or less	Any mailable item*	2–3 days (average)	$$ based on weight 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, distance, and shape	Parcel Post
15 lbs or less	Permanently bound printed material	2–9 days**	$ based on weight, distance, and shape	Bound Printed Matter
70 lbs or less	Media	2–9 days**	$ based on weight	Media Mail

* Certain hazardous materials are excluded. See page 80 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. Delivery to most destinations is available 365 days a year with no extra charge for Saturday, Sunday, and holiday delivery. Express Mail envelopes and boxes are available at many post offices.

Priority Mail

This service is typically used to send documents, gifts, and merchandise. Priority Mail envelopes and boxes are available at many post offices.

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 any mailable item, including advertisements and lightweight merchandise.

Parcel Post

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

Bound Printed Matter

Contents are limited to permanently bound sheets of directory, advertising, or editorial matter, such as catalogs or phone books. Bound Printed Matter is less expensive than Parcel Post.

Media Mail

Contents are limited to books, manuscripts, sound recordings, recorded videotapes, and computer-readable media (not blank). Formerly called "Book Rate," Media Mail cannot contain advertising, except eligible books may contain incidental announcements of books. Media Mail is less expensive than Parcel Post.

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

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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/ global 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. Discounts are available for four or more pieces.
$0.90

Certified Mail
Provides proof of mailing at time of mailing and the date and time of delivery or attempted delivery.
$2.30 🖥 ☎

Return Receipt can be added to confirm delivery. 🖅
$1.75 extra at time of mailing. $3.25 when requested after mailing.

Insured Mail
Provides coverage against loss or damage up to $5,000.
Fee based on value of item. Starts at $1.30

Proof of mailing is provided for insured items. Return Receipt can be added to confirm delivery. 🖅
$1.75 extra at time of mailing. $3.25 when requested after mailing.

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 $7.50* 🖥 ☎

Return Receipt can be added to confirm delivery. 🖅
$1.75 extra at time of mailing. $3.25 when requested after mailing.

Delivery Confirmation
Provides the date and time of delivery or attempted delivery.
$0.45-$0.55 🖥 ☎
Free when you print Priority Mail labels from www.usps.com.

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. *$1.80* 🖅 🖥 ☎
$1.30 when you print Priority Mail labels from www.usps.com.

Return Receipt
Provides a postcard with the date of delivery and recipient signature. Must be combined with another extra service. Return Receipt for Merchandise service also is available.

Restricted Delivery
Confirms that only a specified person (or authorized agent) will receive a piece of mail. This service costs $3.50 and is available only if you also purchase Certified Mail, Insured Mail (more than $50), Registered Mail, or COD.

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.
$5.95-$8.25

Collect on Delivery (COD)
Allows the Postal Service to collect the postage and price of an item from the recipient and give it to the mailer. The Postal Service maintains the delivery record. The goods must be ordered by the addressee.
Fee starts at $4.50

Delivery information is available:

🖅 by hard copy

🖥 at www.usps.com

☎ by calling 1·800·222·1811

⬇
Most indemnity claims for insured, COD, registered, or Express Mail can be filed at any post office. For more information, go to your local post office or visit www.usps.com.

⬇
Many of these extra services are available for international mail.

⬇
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 deposit	PROTECTION in transit	CONFIRMATION of delivery
Express Mail	*Receipt provided at time of mailing*	Insured Mail *($100 coverage already included, more can be added)*	*Date and time of delivery provided, and signature of recipient available upon request*
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 Bound Printed Matter	Certificate of Mailing	Insured Mail	Delivery Confirmation* Signature Confirmation*

* for parcels only

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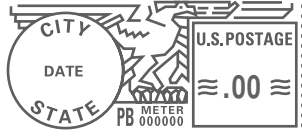*Most extra services provide proof of deposit.*

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Forms and labels for extra services are available in your post office lobby or from your rural letter carrier.

Choosing a Postage Payment Method

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

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.

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 http://shop.usps.com

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

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.

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, and 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. To use a postage meter, you must obtain a license.

How Do I Apply for a Meter License?

You file an application (Form 3601) 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.

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For security reasons, Priority Mail paid with postage stamps and weighing 16 ounces or more must be deposited at a post office retail counter or handed to your letter carrier.

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

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FIRST-CLASS MAIL
U.S. POSTAGE PAID
NEW YORK NY
PERMIT NO. 1
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$0.00
MONTH DAY YEAR
US POSTAGE
FIRST-CLASS MAIL
CITY STATE ZIP CODE

10161981RW0012B

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 one-time application fee at the post office where your mailings will be deposited and where your postage will be paid.

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 will enter your mail.

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, from letters to labels for packages. It enables you to print the exact postage needed and to keep 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 (Form 3601) online. There is no application fee.

How Do I Pay for Postage?
Pay for postage through your PC Postage provider.

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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 71 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

6" max. 5" min. Length

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

Diagrams not to scale.

Letters DIMENSIONS

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

Height

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

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.

Flats DIMENSIONS
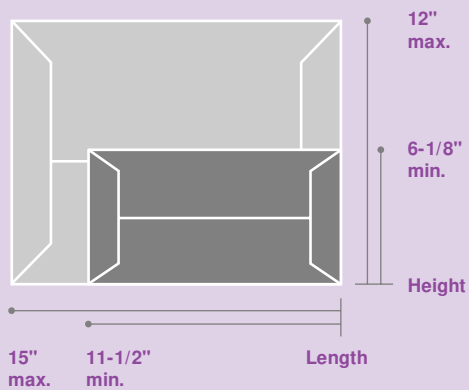
12" max.

6-1/8" min.

Height

15" max. **11-1/2" min.** **Length**

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
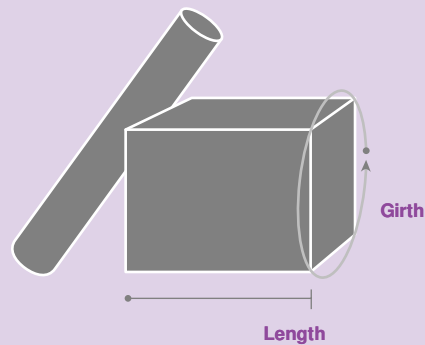
Girth

Length

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, known as a "nonmachinable surcharge":

Parcel Post:
· Parcels larger than 34 inches long, 17 inches wide, or 17 inches high
· 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

First-Class Mail Envelopes (1 ounce or less):
· Square or flat-size envelopes
· Envelopes on which the address is written parallel to the shorter edge

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, cover all previous labels and markings with a heavy black marker or adhesive labels.

Cushioning

Boxes should allow enough room for cushioning materials around the contents. You can use newspaper, foam peanuts, bubble wrap, 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, or twine because they can get caught in mail processing equipment.

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. Some mailing services require a return address.

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," "Bound Printed Matter," or "Media Mail." If you go to your post office, the clerk will make service markings on your mailpiece for you.

Military Mail

Military addresses must show the full name with middle name or initial and PSC number, unit number, or ship name. Replace the city name with "APO" or "FPO," and the state with "AA," "AE," or "AP," and use the ZIP Code designated by the military.

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.

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 rates 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.

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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, Bound Printed Matter, 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
· No extra charge for Saturday, Sunday, or holiday delivery
· Automatic insurance up to $100
· Free tracking

To Iowa	
Postage	$ 21.05
Insurance up to $100	$ 0
Tracking	$ 0
Subtotal	$ 21.05
Additional Insurance (for $500 value)	$ 4.00
Total Cost	$ 25.05

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	
Postage	$ 8.55
Delivery Confirmation	$ 0.45
Total Cost	$ 9.00

SCENARIO 3

He has a box of vintage comic books 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!

Bound Printed Matter

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

To New York	
Postage	$ 2.26
Signature Confirmation	$ 2.20
Insurance (for $100 value)	$ 1.80
Total Cost	$ 6.26

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

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Visit www.usps.com for a Ratefold (Notice 123), which lists all postal rates and fees, or use the Domestic Rate Calculator to automatically calculate postage for the shape, weight, and destination of your mail.

Retail Postage Rates

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

Simplified Rate Chart

Effective June 30, 2002

EXPRESS MAIL

Flat-rate envelope..........	$13.65
1/2 lb............................	$13.65
1 lb...............................	$17.85
2 lbs.............................	$17.85
3 lbs.............................	$21.05
4 lbs.............................	$24.20
5 lbs.............................	$27.30

Other rates are available
up to 70 pounds.

PRIORITY MAIL

Flat-rate envelope...........	$3.85
1 lb.................................	$3.85

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

For example, the postage for
a 5-pound parcel would cost
$6–$12.

FIRST-CLASS MAIL

Postcard	$0.23
1 oz *.............................	$0.37
2 oz...............................	$0.60
3 oz...............................	$0.83
4 oz...............................	$1.06
5 oz...............................	$1.29
6 oz...............................	$1.52
7 oz...............................	$1.75
8 oz...............................	$1.98
9 oz...............................	$2.21
10 oz.............................	$2.44
11 oz.............................	$2.67
12 oz.............................	$2.90
13 oz.............................	$3.13

For heavier weights, use
Priority Mail.

** Surcharge for nonmachinable items:
$0.12 (see page 17).*

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

PARCEL POST

Rates are based on weight and distance. For example, the postage for a 5-pound parcel would cost $4–$10.

Nonmachinable items require additional postage (see page 17).

BOUND PRINTED MATTER

Rates are based on weight, shape, and distance.

For example, the postage for a 5-pound parcel would cost $2–$4.

MEDIA MAIL

1 lb	$1.42
2 lbs	$1.84
3 lbs	$2.26
4 lbs	$2.68
5 lbs	$3.10

Other rates are available up to 70 pounds.

Sending Mail

You can send mail by:
- dropping it into a blue collection box.
- leaving it in your mailbox.
- taking it to a post office.

For security reasons, Priority Mail paid with postage stamps and weighing 16 ounces or more must be deposited at a post office retail counter or handed to a letter carrier.

Pickup 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. *$12.50*

Discount Mailing Services

Discount mail, or "bulk mail," is your best option if you mail in volume. In order to claim these lower rates, 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 discount 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 $0.37 per piece for retail First-Class postage, or $370.

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 that handles their delivery, you might pay as little as $0.12 per piece, or $120.

COST

- The postage depends on the mailing service you choose and the characteristics of your mailpiece.
- For any discount 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.
- Other optional aspects of a discount mailing, such as using permit imprints, business reply mail, or mailing endorsements, may require additional fees.

Discount Mailing Services

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

CHOOSING BETWEEN DISCOUNT MAILING SERVICES AND RETAIL MAILING SERVICES

Even if your mailing has the required number of mailpieces to qualify for a discount rate, 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 discount 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 discount mailing, consider using a mail service provider or retail mailing services, which let you quickly prepare and send your mailing. As your business grows, your resources may allow you to take advantage of discounts. Discount rates are not available for Express Mail or Priority Mail.

MAIL SERVICE PROVIDERS

You can get help with discount mailing 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 with:

· purchasing or renting an address list.
· managing your address database.
· designing and printing your mailpieces.
· sorting your mailpieces.
· combining your mailing with other businesses' mailings to get a better postage rate.
· entering your mail into the mailstream.

↓

Nonprofit Standard Mail rates are available for authorized nonprofit organizations. You must first apply for authorization to mail at nonprofit rates at your local post office and adhere to the content restrictions associated with Nonprofit Standard Mail. See page 74 for more information.

↓

Discounts are available for larger volumes of international mail. Service options include International Priority Airmail, International Surface Air Lift, Publishers' Periodicals, and Books and Sheet Music. For rates and standards, visit www.usps.com/ global.

PLANNING A DISCOUNT MAILING

Several steps are involved in the discount mailing process. A successful discount 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 discount mailing. First choose a mailing service, then a postage payment method. After these choices have been made, you prepare your mailpieces, then sort them by Postal Service standards. Finally, you 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 rates and discounts are available to you.

Choosing a Mailing Service

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

Postcards DIMENSIONS

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

Height

6"
max.
5"
min.
Length

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

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

Letters DIMENSIONS

6-1/8"
max.

3-1/2"
min.

Height

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

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

First-Class Mail
Postcards and letters can 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 using First-Class Mail can be sent using Standard Mail. Standard Mail is typically used for advertisements and flyers. There are no postcard rates for Standard Mail, but postcards can be mailed at the letter rates. 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.
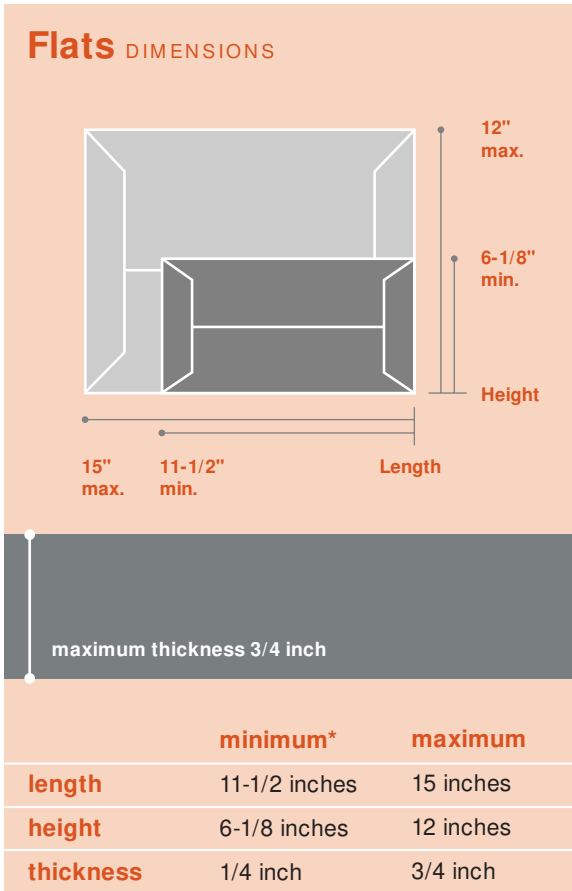
Content	Qualifiers	Speed	Postage	First-Class Mail
The following items must be mailed as First-Class Mail: · bills and checks · statements of account · handwritten materials · typewritten materials · personal correspondence Generally, Standard Mail can be mailed at First-Class Mail rates.	· 13 ounces or less · 500 or more pieces per mailing	1–3 days	$$	
Content Materials such as: · circulars · advertisements · solicitations for donation · newsletters · small merchandise · printed matter not required to be mailed as First-Class Mail or Periodicals Mail	**Qualifiers** · less than 16 ounces · 200 or more pieces or 50 pounds or more per mailing	**Speed** 2–9 days*	**Postage** $	**Standard Mail**
Content Authorized periodical publications such as: · newspapers · newsletters · magazines	**Qualifiers** · 1 or more pieces per mailing	**Speed** 1–7 days*	**Postage** $	**Periodicals**

* Except Alaska and Hawaii.

↓

See page 80 for more detailed content restrictions.

Flats DIMENSIONS

12" max.

6-1/8" min.

Height

15" max.

11-1/2" min.

Length

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.

First-Class Mail

Flats can 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 using First-Class Mail can be sent using 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 pieces can also be prepared as flats.*

↓

See page 80 for more detailed content restrictions.

Content	Qualifiers	Speed	Postage	
Content The following materials must be mailed as First-Class Mail: • bills and checks • statements of account • handwritten materials • typewritten materials • personal correspondence Generally, Standard Mail can be mailed at First-Class Mail rates.	**Qualifiers** • 13 ounces or less • 500 or more pieces per mailing	**Speed** 1–3 days	**Postage** $$	**First-Class Mail**
Content Materials such as: • circulars • advertisements • solicitations for donation • newsletters • merchandise • printed matter not required to be mailed as First-Class Mail or Periodicals Mail	**Qualifiers** • less than 16 ounces • 200 or more pieces or 50 pounds or more per mailing	**Speed** 2–9 days*	**Postage** $	**Standard Mail**
Content Authorized periodical publications such as: • newspapers • newsletters • magazines	**Qualifiers** • 1 or more pieces per mailing	**Speed** 1–7 days*	**Postage** $	**Periodicals**
Content Permanently bound printed materials such as: • advertising • promotional material • directory material • editorial material	**Qualifiers** • 15 pounds or less • 300 or more pieces per mailing (50 or more pieces for barcode discount only)	**Speed** 2–9 days*	**Postage** $	**Bound Printed Matter**

Except Alaska and Hawaii.

Parcels DIMENSIONS
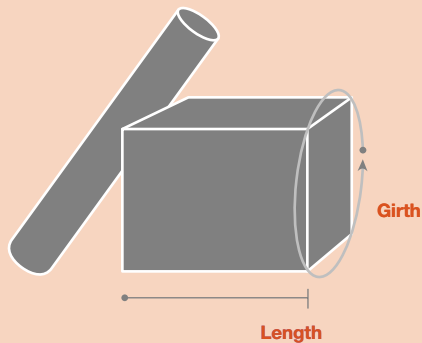
Girth

Length

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)

First-Class Mail
Small parcels can 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
using First-Class Mail can be sent
using Standard Mail. Standard
Mail is typically used for lightweight
merchandise. Additional content
restrictions must be met for
authorized nonprofit mailers.

Parcel Post
Small and large parcels typically
containing gifts and merchandise
can be sent using Parcel Post.

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.

↓

Content	Qualifiers	Speed	Postage	
Content The following materials must be mailed as First-Class Mail: • bills and checks • statements of account • handwritten materials • typewritten materials • personal correspondence Generally, Standard Mail can be mailed at First-Class rates.	**Qualifiers** • 13 ounces or less • 500 or more pieces per mailing	**Speed** 1–3 days	**Postage** $$	**First-Class Mail**
Content Materials such as: • advertisements • solicitations for donation • merchandise • printed matter not required to be mailed at First-Class Mail rates or Periodicals Mail	**Qualifiers** • less than 16 ounces • 200 or more pieces or 50 pounds or more per mailing	**Speed** 2–9 days*	**Postage** $	**Standard Mail**
Content Any mailable matter that is not required to be sent as First-Class Mail or Periodicals Mail.	**Qualifiers** • 70 pounds or less • maximum length + girth is 130 inches • 50 or more pieces per mailing (for barcode discount or destination entry rates)	**Speed** 2–9 days*	**Postage** $$	**Parcel Post**
Content Any permanently bound printed materials such as: • advertising • promotional material • directory material • editorial material	**Qualifiers** • 15 pounds or less • 300 or more pieces per mailing (50 or more pieces for barcode discount)	**Speed** 2–9 days*	**Postage** $	**Bound Printed Matter**
Content Materials such as: • books • printed music • videotapes (recorded) • CD-ROMs (recorded) • computer-readable media (recorded) • printed educational charts	**Qualifiers** • 70 pounds or less • 300 or more pieces per mailing (50 or more pieces for barcode discount)	**Speed** 2–9 days*	**Postage** $	**Media Mail**

* Except Alaska and Hawaii.

Choosing a Postage Payment Method

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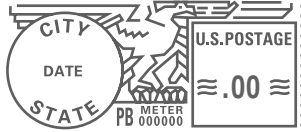
METERED POSTAGE

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

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.

Meter License

You must have a license granted by the Postal Service to use a postage meter. You apply for this license through your provider on Form 3601. The license allows you to meter mail and names the licensing post office where you must enter your mail.

How Do I Apply for a Meter License?

You must file an application (Form 3601) 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 (no fee) and enter your discount 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.

34

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

USA Presorted Std

$0.00
MONTH DAY YEAR
US POSTAGE
FIRST-CLASS MAIL
CITY STATE ZIP CODE

10161981RW0012B

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.

Is There a Cost?

You pay a one-time fee 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 from an account you set up at the post office where you enter your mail.

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 the post office, or you can request authorization to use a precanceled postmark.

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.

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 (Form 3601). There is no application fee.

How Do I Pay for Postage?

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

Preparation Overview

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

In addition to 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" rates.
· *Nonmachinable*. If your mailpiece does not meet the machinable standards, you may have to pay the presort rate plus a "nonmachinable surcharge."
· *Automation*. If your letter-size or flat-size mailpiece is machinable and displays the correct barcode, you can qualify for lower, "automation" rates.

MACHINABLE MAIL

A mailpiece is machinable if it can be sorted on Postal Service processing equipment. Sorting machinable pieces is less work 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. A nonmachinable surcharge may be added 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 1 ounce or less, or Standard Mail letter weighing 3.3 ounces or less if:

· it 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).
· it is over 4-1/4 inches high and/or 6 inches long and is less than 0.009 inch thick.
· it is polybagged, polywrapped, or enclosed in any plastic material.
· it has clasps, strings, or buttons.
· it is too thin or too rigid.
· it has a delivery address parallel to the shorter side of the mailpiece.
· it contains items such as pens, pencils, or keys that create an uneven thickness.

First-Class Mail flats or parcels weighing 1 ounce or less if:

· it has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5.
· it is more than 6-1/8 inches high or 11-1/2 inches long or 1/4 inch thick.

Parcel Post parcel if:

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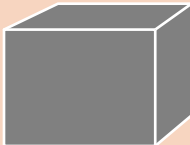· it is a metal or wood box.

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

Positive customer response to a unique and eye-catching mailpiece may justify paying the nonmachinable surcharge.

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

All Standard Mail parcels are subject to the "residual shape" surcharge.

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."

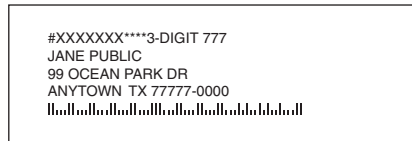*** Must exceed one of these dimensions.

AUTOMATION MAIL

Your cards, letters, and flats can receive significant postage discounts if they are prepared according to automation standards. Your mailpiece meets automation standards and qualifies for automation rates if it meets the specific addressing, barcoding, and design standards established for your mailing service and your level of sortation. There are no automation rates for parcels, but machinable parcels are eligible for a barcode discount. For more information about automation standards, refer to the Quick Service Guides (see page 58), which provide a summary of the standards for automation cards, letters, and flats.

Barcodes for Cards, Letters, and Flats

To receive the automation rates for cards and letters, all of the pieces in your mailing must have a delivery point barcode. Automation rate flats must have a delivery point barcode or a ZIP+4 barcode. All barcodes must meet placement, size, and legibility standards. Software is available for printing barcodes from your address list.

```
#XXXXXXX****3-DIGIT 777
JANE PUBLIC
99 OCEAN PARK DR
ANYTOWN  TX 77777-0000
||..||..||..||..||..|||..||..||..||..||..||..||..||
```

Parcel Barcodes

For Package Services (Parcel Post, Bound Printed Matter, and Media Mail) mailings of 50 or more machinable pieces, parcels may receive additional discounts if they are prepared and barcoded based on the standards for your mailing service. Each piece in a barcoded parcel mailing must have a correct 5-digit barcode and meet certain placement, size, and legibility standards. For Standard Mail, the minimum volume needed to receive this discount is 200 pieces or 50 pounds. Barcode discounts are not available for First-Class Mail parcels.

```
JANE PUBLIC
99 OCEAN PARK DR
ANYTOWN  TX 77777-0000        ||||||||||||||||||||
                              ZIP 77777
```
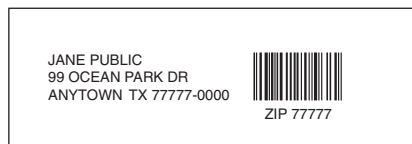
Letters

The aspect ratio (length divided by height) must be between 1.3 and 2.5, inclusive.

Flats

Two different machines sort automated flat mail, each with its own set of preparation standards. To receive automation rates, your mailpiece must meet the standards for either the Automated Flat Sorting Machine 100 (AFSM 100) or the Flat Sorting Machine 1000 (FSM 1000).

Maximum Weight for AFSM 100

- First-Class Mail cannot weigh more than 13 ounces.
- Periodicals cannot weigh more than 20 ounces.
- Standard Mail must weigh less than 16 ounces.
- Bound Printed Matter cannot weigh more than 20 ounces.

Maximum Weight for FSM 1000

- First-Class Mail cannot weigh more than 13 ounces.
- Periodicals cannot weigh more than 6 pounds.
- Standard Mail must weigh less than 16 ounces.
- Bound Printed Matter must meet the criteria for the AFSM 100.

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 (AFSM 100)

DIMENSIONS

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

FLATS (FSM 1000)

DIMENSIONS

	minimum	maximum
length	4 inches	15-3/4 inches
height	4 inches	12 inches
thickness	0.009 inch**	1-1/4 inches***

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

** Greater than 1/4 inch if less than 5 inches long

*** 7/8 inch if greater than 13 inches long

ADDRESSING AND ENDORSEMENTS

Accurate addressing and the proper use of endorsements can help your mail get there.
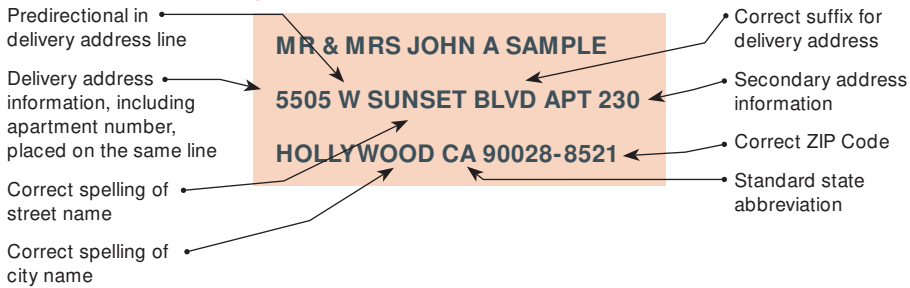
Addressing for Discount Mail

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 discount mailing services include Move Update requirements and requirements for updating ZIP Codes.
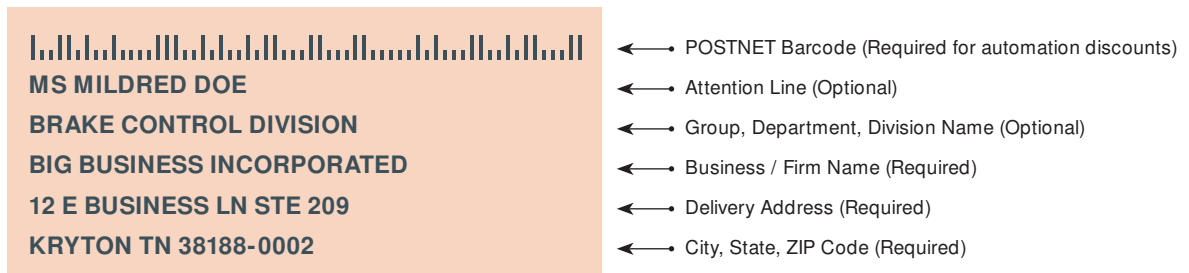
↓

Simplified Addressing ("Postal Customer") can be used for mail sent to all delivery points on a rural route or to all boxholders at post offices without city carrier service. Government agencies may also use the Simplified Addressing format for official mail sent to all delivery points on a city route or to all boxholders at any post office.

Basic Address Quality Standards

Predirectional in delivery address line

Delivery address information, including apartment number, placed on the same line

Correct spelling of street name

Correct spelling of city name

MR & MRS JOHN A SAMPLE

5505 W SUNSET BLVD APT 230

HOLLYWOOD CA 90028-8521

Correct suffix for delivery address

Secondary address information

Correct ZIP Code

Standard state abbreviation

Automation Address Quality Standards

MS MILDRED DOE

BRAKE CONTROL DIVISION

BIG BUSINESS INCORPORATED

12 E BUSINESS LN STE 209

KRYTON TN 38188-0002

POSTNET Barcode (Required for automation discounts)

Attention Line (Optional)

Group, Department, Division Name (Optional)

Business / Firm Name (Required)

Delivery Address (Required)

City, State, ZIP Code (Required)

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.

ABC COMPANY
1234 MAIN ST
ANYTOWN NY 11111-0000

ADDRESS SERVICE REQUESTED

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

JANE PUBLIC
99 OCEAN PARK DR
ANYTOWN TX 77777-0000

Endorsement

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 015 at http://pe.usps.gov or visit your local post office.
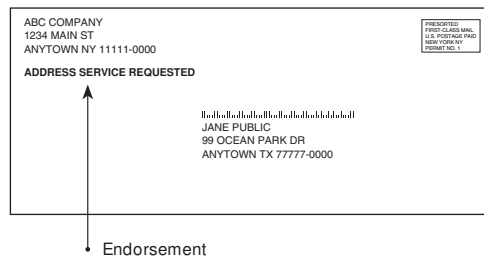
ADDRESS LISTS

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 rates, you are *required* to check the accuracy of certain aspects of your address list on a regular basis. To qualify for:

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

Move Update is required for all discounted First-Class mailings. A Postal Service-approved method must be used at least 180 days prior to the date of mailing. National Change of Address service includes Move Update.

By signing your postage statement when you enter your mail, you are saying that you have properly verified the addresses on your mailpieces.

Ways to Check Your List

The Postal Service offers many ways to check the accuracy of your address list. Mail service providers also offer Postal Service-approved products and services for list maintenance. For more information, visit http://pe.usps.gov 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.
- 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 local post office.
- Publication 65, *ZIP Code Directory.* Use this book at your local post office to look up ZIP Codes.

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 (NCOA). 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 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.

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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 77.

Sorting Overview

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

SORTING

Discount postage rates 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 rate.

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.
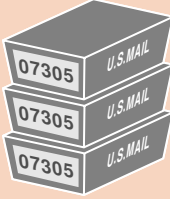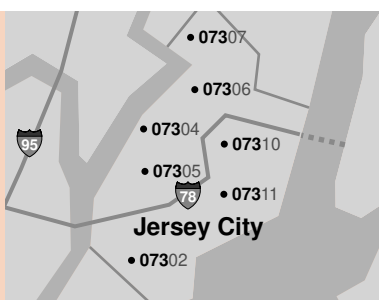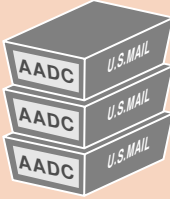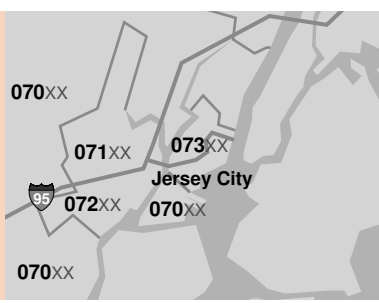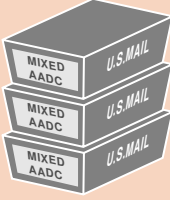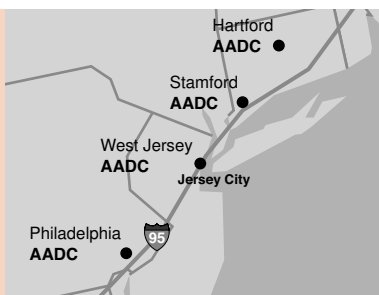
The opposite page shows a typical sort; however, different discount services have different standards. Refer to the Quick Service Guides (see page 58) to find the standards that are required for your discount service.

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 http://pe.usps.gov (click on "Address Quality").

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

UNDERSTANDING HOW SORTING WORKS (FIRST-CLASS MAIL LETTERS)

5-DIGIT

07305 — Jersey City

(Montgomery St. / Newark Ave. / Grand St. / 78 / 0731)

Individual ZIP Codes
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.

3-DIGIT

- 07307
- 07306
- 07304
- 07310
- 07305
- 07311
- 07302

Jersey City

All ZIP Codes with same first 3 digits
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.

AADC

070XX
071XX 073XX
072XX 070XX
070XX

Jersey City

Automated Area Distribution Centers
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.

MIXED AADC

Hartford AADC
Stamford AADC
West Jersey AADC
Jersey City
Philadelphia AADC

Mixed Automated Area Distribution Centers
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.

CARRIER ROUTE SORTING

If your mailing is highly concentrated in one area, you may be able to take advantage of the Carrier Route rates offered in some discount services. To use this rate, your mailing must have a minimum number of deliveries on a single letter carrier's route. For most Carrier Route rates, you will have to sort your mail in the order that the letter carrier will deliver it.
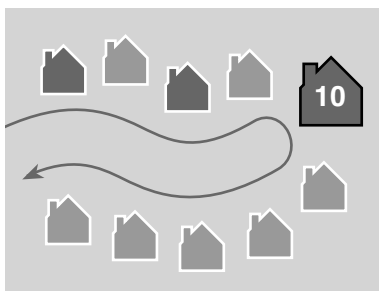
The opposite page shows a typical carrier route sort; however, different discount services have different standards for Carrier Route rates. Use the chart on page 58 to find the appropriate Quick Service Guide.

Carrier Route rates are available for:

- First-Class Mail
- Standard Mail
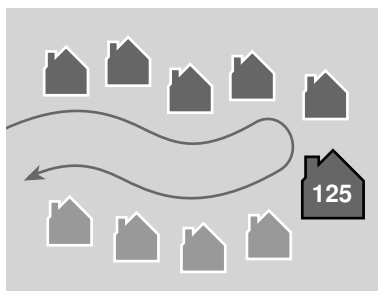- Periodicals
- Bound Printed Matter

Basic Carrier Route
Your mail qualifies for the Basic Carrier Route rates if you have 10 or more mailpieces going to the same carrier route and you sort the pieces in the sequence the carrier delivers the mail.

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

Saturation
Your mail qualifies for Saturation rates, which are lower than High Density rates, 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, and you sort the pieces in carrier route sequence.
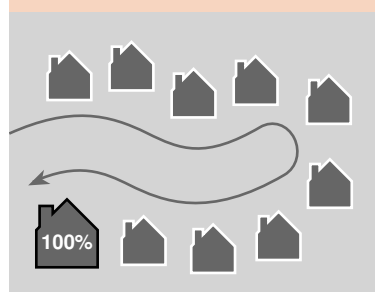
Simplified Addressing
You may be able to use a Simplified Addressing format (e.g., "Postal Customer") for Saturation rates if you mail to all delivery addresses on a rural route or to all boxholders at post offices that don't have city carrier service. Government agencies may also use the Simplified 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

Discount mail cannot be placed in a blue 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 http://pe.usps.gov (click on "Postal Links").

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You can enter discount international mail at the same facility where you enter your discount domestic mail.

THE PROCESS OF ENTERING YOUR MAIL

Apply for Permit
Obtain authorization to enter discount 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, 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 rates 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 rates claimed.

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

Once your mail has been verified, you will pay based on the postage payment method selected earlier. For more information, see pages 34 and 35.

DESTINATION ENTRY DISCOUNTS

If you are mailing Standard Mail, Periodicals, Parcel Post, 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.

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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.
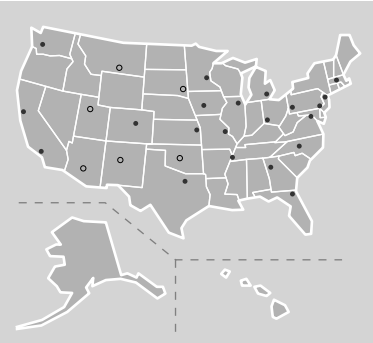
DBMC
Destination Bulk Mail Center

There are 21 DBMCs 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 rates, your mailpieces must be addressed for delivery within the service area for that particular DBMC or ASF.

Available for:

· Standard Mail
· Bound Printed Matter
· Parcel Post

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 rates, your mailpieces must be addressed for delivery within the service area for that particular DSCF.

Available for:

· Standard Mail
· Periodicals
· Bound Printed Matter
· Parcel Post

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 rates 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 Post

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 $150, Natalie must mail 1,000 advertisements between two and four times a year to make her mailings cost-effective compared with retail rates.

Natalie has designed a 1-ounce letter with content that is considered advertising by the Postal Service and is therefore eligible for Standard Mail rates. 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 $150 annual mailing fee and a one-time $150 setup 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)
$ 0.352- 0.278 per piece	$ 0.268- 0.164 per piece ✓

Standard Mail

Machinable (Presorted)	Automation
$ 0.268-0.222 per piece	$ 0.219-0.164 per piece ✓

Standard Mail Automation

5-digit sort

$ 0.190 - 0.164 per piece

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 rate and save $0.08 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 will enter her mail at the BMEU near her business. When she calls the BMEU to check on its operating hours, she 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 Automation
* 5-digit sort

Enter at BMEU (no destination entry discount)	Enter at DSCF (DSCF destination entry discount)
$ 0.190 per piece	$ 0.164 per piece ✓

My BMEU is in an SCF, so I can use the DSCF rate.

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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.
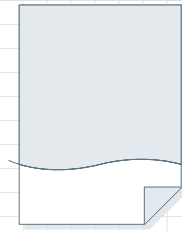
4

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 rate 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 http://pe.usps.gov.

page 1

DISCOUNT MAILING SERVICES

United States Postal Service
Postage Statement — Standard Mail Letters and Flats
Permit Imprint

Post Office: Note Mail Arrival Time

For letters subject to the nonmachinable surcharge and pieces subject to the residual shape surcharge, use Form 3602-RS.

Mailer Information

Permit Holder's Name and Address, and Email Address If Any
Natalie Fowler
5000 Fifth Avenue
Anytown, NJ 10000
USA
CAPS Cust. Ref. ID _____
Dun & Bradstreet No. _____

Telephone
330-555-3485

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)*

Dun & Bradstreet No. _____

Dun & Bradstreet No. _____

Mailing Information

Post Office of Mailing
Anytown, NJ
Permit No.
109

Processing Category *(DMM C050)*
☐ Letters
☐ Flats
☐ Automation Flats *(DMM C820)*

Mailing Date
05/31/03

Weight of a Single Piece
0 . 0 6 2 5 pound

Federal Agency Cost Code

Statement Seq. No.

Total Pieces
1000

Number of Containers
3 trays

Total Weight
62.5 lbs

For Mail Enclosed Within Another Class
☐ Periodicals ☐ Bound Printed Matter ☐ Library Mail ☐ Media Mail ☐ Parcel Post

If Sacked, Based on
☐ 125 pcs. ☐ 15 lbs. ☐ both

For Automation Rate Pieces, Enter Date of Address Matching and Coding *(DMM A950.3.0)*
0 4 , 3 0 , 2 0 0 3

For Enhanced Carrier Route Rate Pieces, Enter Date of Address Matching and Coding *(DMM A950.3.0)*
___ ___ / ___ ___ / ___ ___ ___ ___

For Enhanced Carrier Route Rate Pieces, Enter Date of Carrier Route Sequencing *(DMM M050.4.0)*
___ ___ / ___ ___ / ___ ___ ___ ___

Postage Computation (DMM P013)

For Automation Letters and Flats *(3.3 oz. or less)* — Total From Part A *(On reverse)* — 164

For Presorted Letters and Flats *(3.3 oz. or less)* — Total From Part B *(On reverse)*

For Enhanced Carrier Route Letters and Flats *(3.3 oz. or less)* — Total From Part C *(On reverse)*

For All Letters and Flats More Than 3.3 oz. — Total From Part D *(On reverse)*

Postmaster: Report total postage in **AIC 130.** — **Total Postage** *(Add lines above)* — 164

For USPS Use Only: Additional Postage Payment *(State reason)*

Postmaster: Report total adjusted postage in **AIC 130.** — **Total Adjusted Postage** *(Add additional postage to total postage)*

Certification

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.

Signature of Mailer or Agent
Natalie Fowler

Name of Mailer or Agent
Natalie Fowler

Telephone
330-555-3485

Weight of a Single Piece
0 . ___ pound

Are figures at left adjusted from mailer's entries? ☐ Yes ☐ No
If "Yes," Reason

Total Pieces

Total Weight

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

Natalie uses the back of her postage statement to find that her cost for postage will be $164 for automation Standard Mail. For this first mailing, Natalie will also have to pay the $150 annual mailing fee and the $150 permit imprint fee. However, she will be able to recover these costs over time with the money she saves on future discount mailings.
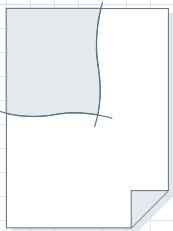
page 2

Standard Mail Letters and Flats — Permit Imprint

Entry Discount	Presort / Automation Discount	Rate	Number of Pieces	Total
A	**Automation Rates — Letters and Flats 3.3 oz. (0.2063 lb.) or Less**			
None	**A1.** 5-Digit Letter	.190 x	_____ pcs. =	$_____
	A2. 3-Digit Letter	.203 x	_____ pcs. =	$_____
	A3. AADC Letter	.212 x	_____ pcs. =	$_____
	A4. Mixed AADC Letter	.219 x	_____ pcs. =	$_____
	A5. 3/5 Flat	.261 x	_____ pcs. =	$_____
	A6. Basic Flat	.300 x	_____ pcs. =	$_____
DBMC	**A7.** 5-Digit Letter	.169 x	_____ pcs. =	$_____
	A8. 3-Digit Letter	.182 x	_____ pcs. =	$_____
	A9. AADC Letter	.191 x	_____ pcs. =	$_____
	A10. Mixed AADC Letter	.198 x	_____ pcs. =	$_____
	A11. 3/5 Flat	.240 x	_____ pcs. =	$_____
	A12. Basic Flat	.279 x	_____ pcs. =	$_____
DSCF	**A13.** 5-Digit Letter	.164 x	1000 pcs. =	$ 164
	A14. 3-Digit Letter	.177 x	_____ pcs. =	$_____
	A15. AADC Letter	.186 x	_____ pcs. =	$_____
	A16. 3/5 Flat	.235 x	_____ pcs. =	$_____
	A17. Basic Flat	.274 x	_____ pcs. =	$_____

Total — Part A *(Carry to front of form)* $ 164

C	**ECR Rates — Letters and Flats 3.3 oz. (0.2063 lb.) or Less**			
None	**C1.** Saturation Letter	.152 x	_____ pcs. = $
	High Density Letter	.164		

Entry Discount		
B	**Pr**	
None	**B1**	
	B2	
	B3	
	B4	
DBMC	**B**	
	B	
	B	
	B	
DSCF	**B9**	
	B10	
	B11	
	B12	

Total — Part

D	**All L**	
None	**D1.**	
	D2.	
	D3.	
	D4.	
	D5.	
	D6.	
	D7.	

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

Natalie enters the number of pieces she is mailing.

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

Natalie's total cost for postage is $164, which she reports on page one of the postage statement.

Discount Postage Rates

For more information on domestic and international rates, visit http://pe.usps.gov or your local post office.

Simplified Rate Chart

Effective June 30, 2002

FIRST-CLASS MAIL

	Non-automation	Automation								
		Letter-Size					Flat-Size			
	Presorted	Mixed AADC	AADC	3-Digit	5-Digit	Carrier Route	Mixed ADC	ADC	3-Digit	5-Digit
1 oz	$0.352[2]	$0.309	$0.301	$0.292	$0.278	$0.275	$0.341[2]	$0.333[2]	$0.322[2]	$0.302[2]
2 oz	0.577	0.534	0.526	0.517	0.503	0.500	0.566	0.558	0.547	0.527
3 oz[1]	0.761	0.718	0.710	0.701	0.687	0.684	0.750	0.742	0.731	0.711
4 oz	0.986	0.943[3]	0.935[3]	0.926[3]	0.912[3]	0.909[3]	0.975	0.967	0.956	0.936
5 oz	1.211	—	—	—	—	—	1.200	1.192	1.181	1.161
6 oz	1.436	—	—	—	—	—	1.425	1.417	1.406	1.386
7 oz	1.661	—	—	—	—	—	1.650	1.642	1.631	1.611
8 oz	1.886	—	—	—	—	—	1.875	1.867	1.856	1.836
9 oz	2.111	—	—	—	—	—	2.100	2.092	2.081	2.061
10 oz	2.336	—	—	—	—	—	2.325	2.317	2.306	2.286
11 oz	2.561	—	—	—	—	—	2.550	2.542	2.531	2.511
12 oz	2.786	—	—	—	—	—	2.775	2.767	2.756	2.736
13 oz	3.011	—	—	—	—	—	3.000	2.992	2.981	2.961
Postcard[4]	0.212	0.194	0.187	0.183	0.176	0.170	—	—	—	—

[1] For each additional ounce, computed postage includes $0.225 for presorted and automation rates. The rates include a $0.041 discount for presorted and automation rate pieces weighing more than 2 ounces.

[2] Nonmachinable surcharge might apply: presorted and automation $0.055.

[3] Weight not to exceed 3.3 ounces.

[4] Single rate applies to a double postcard when originally mailed; reply half of double postcard must bear postage at applicable rate when returned unless prepared as business reply mail.

STANDARD MAIL

Rates are based on shape, weight, and level of sortation. Nonprofit rates are also available. Pieces weighing 3.3 ounces or less pay a per piece rate. Pieces over 3.3 ounces pay a per piece plus a per pound rate. Pieces prepared as parcels also pay the "residual shape surcharge." For example:

- the postage for a machinable letter weighing no more than 3.3 ounces can cost between $0.222 and $0.268.
- the postage for an automation (barcoded) letter weighing no more than 3.3 ounces can cost between $0.164 and $0.219.
- the postage for an enhanced carrier route letter weighing no more than 3.3 ounces can cost between $0.12 and $0.194.

PARCEL POST — PARCEL SELECT

Rates are based on weight, destination entry, and zone. For example, the postage for a 5-pound parcel can cost between $1 and $6.

BOUND PRINTED MATTER

Rates are based on shape, weight, zone, level of sortation, and destination entry. For example:

- the postage for a 1-pound phone book mailed as a parcel can cost between $0.539 and $1.574.
- the postage for a 1-pound clothing catalog mailed as a flat can cost between $0.462 and $1.497.

MEDIA MAIL

	5-Digit	Basic
1 lb	$0.80	$1.12
2 lbs	$1.22	$1.54
3 lbs	$1.64	$1.96
4 lbs	$2.06	$2.38
5 lbs	$2.48	$2.80

Other rates are available up to 70 pounds.

FEES

Annual Mailing Fee*
$150.00

Annual Destination Entry Fee (for Parcel Select and Bound Printed Matter only)
$150.00

Permit Imprint Application Fee
$150.00

Separate annual mailing fees must be paid for presorted First-Class Mail, Standard Mail, and Media Mail.

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

Where to Go From Here

Quick Service Guides, which provide a summary of each mailing service, including rates and procedures, are available at your local post office, BMEU, or online at http://pe.usps.gov.

	Quick Service Guide Number
Postcards and Letters	
First-Class Mail Presorted Letters and Cards—Nonmachinable	130
First-Class Mail Presorted Letters and Cards—Machinable	131
First-Class Mail Automation Letters and Cards	140
Standard Mail Presorted Letters—Nonmachinable	630
Standard Mail Presorted Letters—Machinable	631
Standard Mail Automation Letters	640
Standard Mail Enhanced Carrier Route Letters	642
Standard Mail Enhanced Carrier Route—Automation Letters	644
Periodicals Nonautomation Letters	230
Periodicals Automation Letters	240
Designing Letters and Cards for Automated Processing	810
Tabs and Wafer Seals	811
Flats	
First-Class Mail Presorted Flats	132
First-Class Mail Automation Flats	141
Standard Mail Presorted Flats	632
Standard Mail Automation Flats	641
Standard Mail Enhanced Carrier Route—Flats and Parcels	643
Periodicals Nonautomation Flats	231
Periodicals Automation Flats	241
Designing Flats for Automated Processing	820
Parcels	
First-Class Mail Presorted Parcels	133
Standard Mail Presorted Irregular Parcels	633
Standard Mail Enhanced Carrier Route—Flat and Parcels	643
Parcel Post	710
Bound Printed Matter	720
Media Mail	730
Designing Parcels for Automated Processing	830

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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 http:// pe.usps.gov and click on "Postal Links."

CHECKLIST FOR DISCOUNT MAILERS

To successfully complete a discount 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 discount mailing.

ONLINE MAILING SERVICES

Online Mailing 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 rate 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 allow 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 Mailing Services

Online mailing services provide convenient alternatives for mailing at retail and discount rates.

PLANNING AN ONLINE MAILING

Seven easy steps are involved in the online mailing process.

1   **CHOOSING AN ONLINE MAILING SERVICE**

Select an appropriate online service for your mailing.

2   **UPLOAD A DOCUMENT OR CHOOSE AN IMAGE**

Choose or create a design for your mailpiece.

3   **UPLOAD OR ENTER ADDRESSES**

You have the choice of uploading a formatted address list or entering individual addresses by hand.

4   **ENTER RETURN ADDRESS**

Enter the return address of your business.

5   **REVIEW AND APPROVE DOCUMENT**

Review and approve your document online before it is printed and mailed.

6   **PAY FOR MAILING**

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

7   **RECEIVE E-MAIL ORDER CONFIRMATION**

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

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 30 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/mailingonline.

Which Mailing Services Are Available?

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

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 rates 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)
- Corel WordPerfect 7.0-9.0
- Microsoft Access 95, 97, or 2000
- Microsoft Excel 95, 97, or 2000
- Microsoft Word 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 at www.usps.com/mailingonline/quickcal/index.html.

How Do I Pay?

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

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NetPost provides authorized nonprofit organizations with the option of mailing Standard Mail at nonprofit rates. You must first apply for authorization to mail at nonprofit rates at your local post office and adhere to the content restrictions associated with nonprofit rates. Visit www.usps.com/mailingonline/nonprofit_faq.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 and using a Microsoft Word template.
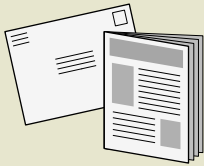
LETTERS

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

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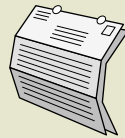
8-1/2" x 11" documents folded in thirds and sealed along the top edge with two adhesive tabs. Up to eight pages can be uploaded and will result in a four-page double-sided self-mailer.

There are four kinds of documents you can create, and all (except postcards) 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/mailingonline.

The Postal Service accepts the following types of files for upload on Mailing Online:

- Microsoft Word 6.0, 95, 97, or 2000
- Adobe PDF 3.0 or 4.0
- Adobe Postscript Format
- Adobe PageMaker 6.5
- Corel WordPerfect 7.0-9.0
- Corel VENTURA 7.0 or 8.0
- Quark 3.2 or 4.0

NetPost CardStore Service

Upload your own image or choose from an online gallery to send quality greetings 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.

For an annual charge of $50, 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 online at www.usps.com/netpost/cardstore/pconnect.htm and Business Connect online at www.usps.com/netpost/cardstore/bconnect.htm.

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.
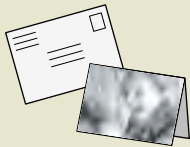
How Do I Pay?

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	**5" X 7" OVERSIZE POSTCARD**	**4-1/4" X 6" POSTCARD**
100-pound cardstock with a matte finish sent in an envelope of 80-pound stock.	100-pound cardstock, UV-coated with a glossy finish. Must be sent at First-Class Mail letter rates because of the dimensions.	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:
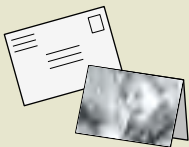
5" X 7" FOLDED CARD WITH ENVELOPE	**5" X 7" OVERSIZE POSTCARD**
100-pound paper stock with a matte finish sent in an envelope made of 80-pound stock.	100-pound cardstock, UV-coated with a glossy finish. Must be sent at First-Class Mail letter rates because of the dimensions.

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 upload your documents, you preview and submit them. They are then transmitted securely to print sites and 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. You will receive e-mail confirmation that your order has been accepted and mailed.

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

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 rates 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 or NetPost's debit account program.

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.

Online Shipping Labels

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

How Does It Work?

Using Click-N-Ship, you can print shipping labels with or without postage for Express Mail and Priority Mail from your computer. To print labels with postage, simply register on www.usps.com and pay for postage online with your credit card. The labels will print with PC Postage indicia.

Once you register, you simply fill in the mailing address and weight of the mailpiece, and rates will be calculated for you. Then choose between Express Mail or Priority Mail and whether you want to print and pay for postage or print without postage. Then print!

Once you've printed your label, you will get a confirmation screen with your label number to use for checking the delivery status on the Track & Confirm site. If you print a label with postage, you will also get an e-mail confirmation.

Which Mailing Services Are Available?

- Priority Mail
  – Includes no-fee Delivery Confirmation
  – Signature Confirmation available at a reduced fee
- Express Mail
- International mail
  – Global Express Guaranteed
  – Global Express Mail

Do I Need Any Special Equipment or Supplies?

All you need is a computer with an Internet connection and a laser or high-quality inkjet (600 DPI) printer. Your browser should be Internet Explorer 5.0 or later or Netscape 4.7 or later.

Labels can be printed on 8 1/2" x 11" paper and glued or taped securely to the package. Self-adhesive labels are recommended and can be easily ordered online.

What about Standardizing and Saving Addresses?

Addresses are automatically standardized and the complete ZIP Code added. You can save frequently used addresses in your online address book. Sort your addresses by name, business, or address and quickly select one for label printing.

How Do I Pay?

Pay for postage with any major credit card. There is no charge for labels without postage. If you print your labels without postage, you can use postage stamps or meter strips or take the mailpiece to a post office.

How Do I Mail?

Drop your Express Mail and Priority Mail pieces with PC Postage labels in a Postal Service collection box. You can also hand your mailpieces with postage to your letter carrier, schedule a pickup online, or drop them at your local post office.

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

ADDITIONAL INFORMATION

Additional Information

Many factors affect your mailing choices. This section describes nonprofit mailing, mail service providers, and reply mail options and explains how the content of your mailpiece can affect your mailing options.

Mailing for Nonprofit Organizations

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 rates. Eligibility to use nonprofit rates is based on both the organization's eligibility and the content of the mailpiece as established by federal statutes. You can find complete rate information online at http://pe.usps.gov.

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 Rates 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 rate eligibility and how to apply, see Publication 417, *Nonprofit Standard Mail Eligibility*, online at http://pe.usps.gov or pick up a copy at your local post office.

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To apply for authorization to mail at Nonprofit Periodicals rates, see Handbook DM-204, Applying for Periodicals Mailing Privileges*, at* http://pe.usps.gov.

Organization Eligibility

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

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

More recently, Congress authorized nonprofit rates 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 rates. 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 rates. Additionally, the material that you send must meet certain content standards.

Advertising Content

Advertisements cannot be mailed at Nonprofit Standard Mail rates 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 rates:

- 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 http://pe.usps.gov (section E670.5.11) to find the current value of a low-cost item.
- An item donated to your organization
- Certain periodical publications

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 rates.
- 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 Post 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.

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You can find Business Reply Mail and Courtesy Reply Mail templates at http://pe.usps.gov by clicking on "Mailpiece Design." Along with templates, you can also find links to mailpiece design analysts and Quick Service Guides.

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International Business Reply Service allows addressees worldwide to return mail to the United States without affixing postage. There are special format standards, and you can use your domestic business reply mail permit. Contact your post office for details.

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 $150 permit fee. When you send your mail, you can include preprinted envelopes, postcards, or labels. You pay the First-Class Mail rate 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 $0.37 for First-Class Mail postage and a $0.60 per piece fee, totaling $0.97 per piece.

High Volume BRM
For high volume BRM, you fill out an application and pay an annual $150 permit fee and an annual $475 accounting fee. You still pay the First-Class Mail return postage, but the per piece fee is reduced from $0.60 to $0.10 per piece. Therefore, with high volume BRM,

for each 1-ounce letter you receive back, you pay $0.37 for postage and a $0.10 per piece fee, totaling $0.47 per piece. You maintain an advance deposit account at the post office. High volume BRM is best if you expect 950 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 $150 permit fee and an annual $475 accounting fee. Instead of paying the First-Class Mail rates for the returned mailpiece, you will pay a qualified BRM postage rate of $0.34. Further, the per piece fee is reduced from $0.10 to $0.06 per piece. Therefore, with basic qualified BRM, for each 1-ounce letter returned, you pay $0.34 for the return postage and a $0.06 per piece fee, totaling $0.40 per piece. You maintain an advance deposit account at the post office. Basic qualified BRM is best if you expect 850 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 rates, you fill out an application, and you pay an annual $150 permit fee and an annual $475 accounting fee. You must also pay an $1,800 quarterly fee, which reduces your per piece fee from $0.06 to $0.008. Therefore, with high volume BRM, for each 1-ounce letter you receive back you pay $0.34 for the return postage and a $0.008 per piece fee, totaling $0.348 per piece.

You maintain an advance deposit account at the post office. High volume qualified BRM is best if you expect 34,650 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 rate and has no per piece fee. A special endorsement is required above the delivery address.

COURTESY REPLY MAIL (CRM)
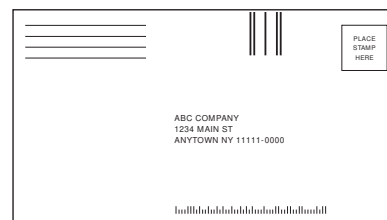
Customer Pays Postage

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 range of 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 rates, a publication must first be authorized by the Postal Service. There is a one-time $375 application fee. While the rates for Periodicals are often less than Standard Mail rates, 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 http://pe.usps.com.

Parcel Post
Mailable matter up to 70 pounds that is not required to be sent as First-Class Mail can be sent as Parcel Post.

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.

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 Publication 52, *Hazardous, Restricted, and Perishable Mail*, at http://pe.usps.gov.

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:

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

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 Publication 52, Hazardous, Restricted, and Perishable Mail*, which is available at your post office or* http://pe.usps.gov.

REFERENCE

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.

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 that weigh less than one ounce, 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

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 that 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.

bulk mail
Mail that is generally rated for postage partly by weight and partly by the number of pieces in the mailing. A rate 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.

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 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 rate 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 rates. The term is a general descriptor of the available rates for this type of preparation, which include Enhanced Carrier Route Standard Mail, automation carrier route First-Class 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 rate categories, according to content, weight, size, and preparation standards.

Classroom Rate
A Periodicals rate 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.

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) rate
A rate available for Standard Mail, Parcel Post, 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) rate
A rate available for Periodicals, Standard Mail, Parcel Post, 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) rate
A rate available for Periodicals, Standard Mail, Parcel Post, 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.

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

discount mailing services
Services that allow mail to be sent at reduced rates, including First-Class Mail, Standard Mail, Periodicals, 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.

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

Domestic Mail Manual (DMM)
Postal Service manual that contains the basic standards and rates 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 rates 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 Mail 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

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 mail. Flat-size 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 rate 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 of health, safety, and 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 Mail
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 rates for mailing from the United States to other countries.

L

length
Generally, the measurement parallel to the direction of the address of a mailpiece as read. For parcels, length is the largest 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, or 1/4 inch thick.

letter shop
See mail service provider.

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, 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 rate of permit imprint mailings. Often used for non-identical weight pieces.

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 .007 inch thick

move update
Addresses on all discounted First-Class Mail must be updated within 180 days before the mailing date with a Postal Service-approved method.

N

National Change of Address (NCOA)
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 provides current, standardized, and ZIP+4 coded addresses for all residential and business movers before the mail enters the mailstream.

NetPost Services
Allow 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.

news agent
A person or concern selling two or more Periodicals publications published by more than one publisher.

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 that are not permitted in the mailstream.

nonprofit Periodicals discount rate
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

online mailing services
See NetPost Services and
Click-N-Ship.

oversized rate
Parcel Post rate for pieces
exceeding 108 inches but not
more than 130 inches in combined
length and girth.

P

Package Services
A class of mail that includes the
subclasses Bound Printed Matter,
Parcel Post, and Media Mail.

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 rates generally based on
weight and zone.

Parcel Select
Parcel Post mail that qualifies
for destination entry rates 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.

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

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 rate claimed.

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

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.

presort
The process by which a mailer
groups mail by ZIP Code to qualify
for discount rates.

Presorted First-Class Mail
A nonautomation rate category for a
mailing that consists of at least 500
addressed mailpieces and is sorted
and prepared according to Postal
Service standards. This mail is not
required to include a barcode.

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).

Presorted rates
Discounted postage rates. In
exchange for lower postage rates,
mailers sort their mail using
the ZIP Code destinations on
the mailpieces.

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. Any
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 rates.

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.

residual shape surcharge
A surcharge applied to Standard Mail parcels.

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 involved in moving the mail and that require specific endorsements and markings. Examples include motor vehicle master keys, alcoholic beverages, firearms, odor-producing materials, certain liquids and powders, and batteries.

retail mailing services
Services that allow any quantity of mail to be sent at single-piece postage rates, 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
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 $50, 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 rates.

single-piece rate
Retail postage rates available for individual pieces of Express Mail, Priority Mail, First-Class Mail, and Package Services. This type of rate contrasts with rates available for discount mail.

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.

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).

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 rates.

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

Index

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- U.S. Postal Service
- USPS
- Post Office
- ZIP Code
- ZIP+4
- NetPost Mailing Online
- Certified Mail
- Registered Mail
- 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