



BUSINESS MAIL 101

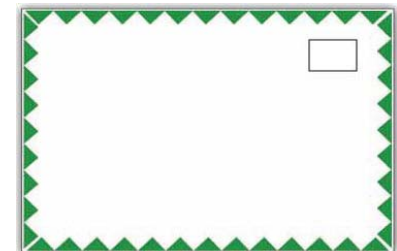
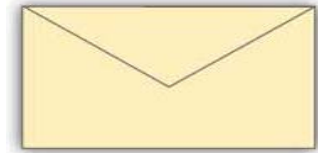
Basics of Discounted Mail

Agenda

- Discounted mail prices and classes of mail
- How to qualify for discounted mail prices
- Resources to help you prepare your mail
- How to design a mailpiece
- How to obtain an address list
- Choosing the best postage payment method

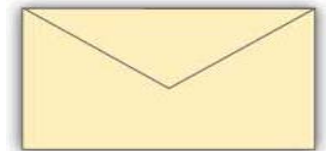
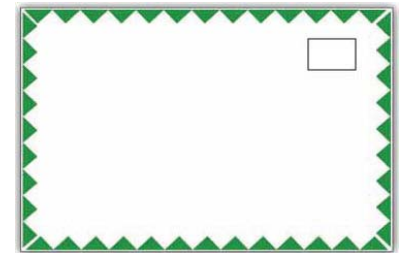
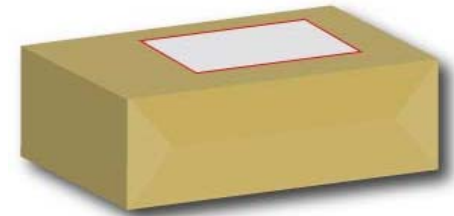
First-Class Mail®

- Maximum of 13 ounces
- Bill or credit card
- Handwritten letter (max. 3.5 oz.)
- Invoice or statement of account
- Personal correspondence
- Presorted and automation rates available
- Estimated delivery 1-3 days



Standard Mail™

- Advertisement
- Catalogs or newsletters
- Circulars or flyers
- Small parcels
- Nonprofit rates available
- Presorted and automation rates available
- Estimated delivery 3 to 10 days
- Less than 16 ounces





What is Commercial Mail?

- Larger quantities of mail prepared for mailing at reduced commercial prices of postage
- Primarily consists of First-Class Mail® and Standard Mail™ but is available for other classes of mail

*Note: US Postal Service® uses “Discounted” and “Presorted” interchangeably.



Is Discounted Mail Right For You?

Discounted (Commercial) mail prices

- Less than retail single piece prices
- Offered to mailers who presort their mail
- Or perform work normally done by U.S. Postal Service®

This is called “worksharing”
Bottom line – YOU SAVE MONEY!



Advantages of Discounted Mail

- “Discounted Mail” prices are significantly lower than single-piece
- Can accommodate a variety of business needs
- The more you send the more you save



How To Mail At Discounted Rates

- Obtain mailing permit
- Pay annual mailing fee
- Pay postage with precanceled stamps, meter, or permit imprint
- Consider size, shape, and weight
- Ensure accurate addresses
- Presort mailpieces (sort by ZIP Code™)
- Mail at Post Office where you hold permit



Mailing Permit: Permission To Mail

Mailing Permit

- Authorization to use a certain postage payment method for commercial mailings
- No application fee to mail with precanceled stamps or meter
- **\$225** One time **application fee** for permit imprint
- **\$225** annual presort mailing fee

****** Fees Subject to change

Mailing Permit

- Remember, a permit is “permission to mail” at discounted prices
- Inactive accounts are based on the last mailing or last fee payment in a 24 month period
- Each Permit Imprint mailing must have a min. of 50 lbs. or 200 pieces



Minimum Quantities for a Discounted Mailing

- 500 pieces for First-Class Mail®
- 200 pieces (or 50 pounds of mail) for Standard Mail™
- 300 pieces for Presorted or Carrier Route Bound Printed Matter
- 300 pieces for Presorted Library Mail
- 300 pieces for Presorted Media Mail



Annual Mailing Fee

- \$225 paid via cash or check at the Post Office
- Centralized Account Payment System (CAPS)-electronic transfer of funds
- No special form to fill out
- Provides permission to mail a certain class of mail from a certain postal facility for 365 days



Annual Mailing Fee

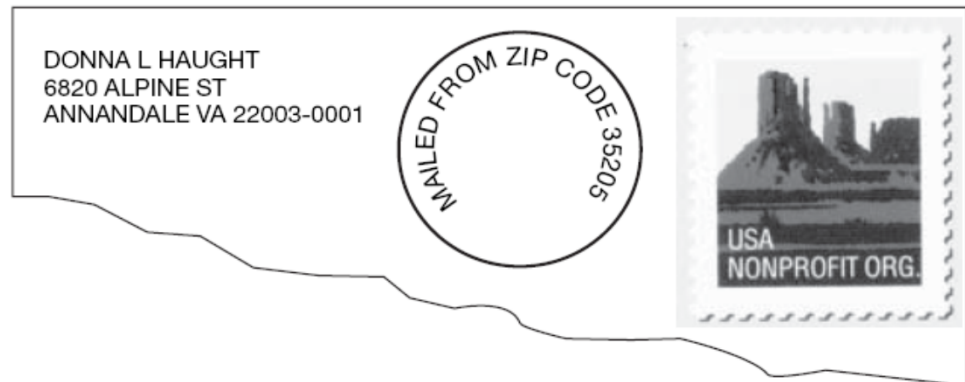
- Must pay an annual mailing fee at every post office where you intend to mail
- Pay when you bring in first mailing
- Fee good for 365 days



Methods of Postage Payment

Precanceled Stamps

- Special stamps available in specific denominations for Presorted First-Class Mail® and Standard Mail™



*Note: only one (1) pre-canceled stamp may be affixed to each mailpiece.



Precanceled Stamps

Available in four denominations:

- 25¢ for Presorted First-Class Mail®
- 15¢ for Presorted First-Class Cards
- 10¢ for Regular Standard Mail™
- 5¢ for Nonprofit Standard Mail



Methods of Postage Payment

Postage Meter

- Prints postage directly on mailpiece (or meter tape)
- Meter size varies by need



Authorized Meter Providers

Postage meters are only available from authorized providers. Vendors set service and leasing fees.

Data-Pac Mailing Systems Corp

Ascom Hasler

Neopost

Pitney Bowes

FP Mailing Solutions



Methods of Postage Payment

Permit Imprint

- Most popular and convenient way to pay postage
- Postage information printed in upper right corner of mailpiece
- Postage block = "indicia"



Methods of Postage Payment

Permit Imprint

- Set up postage account at Post Office
- Postage deducted from account
- All mailpieces must be same weight

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

NONPROFIT ORG
US POSTAGE PAID
AMARILLO TX
PERMIT NO. 12

PARCEL POST
U.S. POSTAGE PAID
MAILED FROM ZIP CODE 10001
PERMIT NO. 1



Methods of Postage Payment

Permit Imprint

- Simple and convenient
- May use rubber stamp to imprint
- No need to buy postage in advance



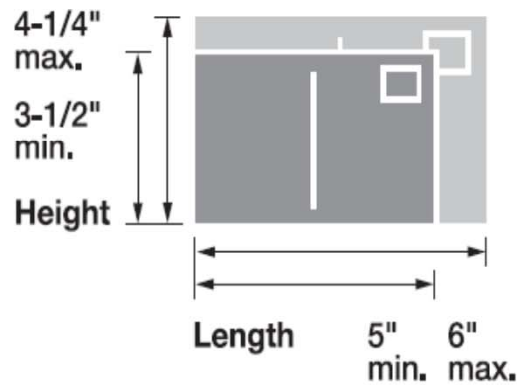
Mailpiece Characteristics

Size and Shape

- The Postal Service separates mail into four shape categories:
 - cards
 - letters
 - large envelopes and "flats"
 - parcels
- Different rates and preparation standards depending on the shape
- Questions directed to Business Mail Entry staff or a Mailpiece Design Analyst (MDA)

Physical Standards for Cards

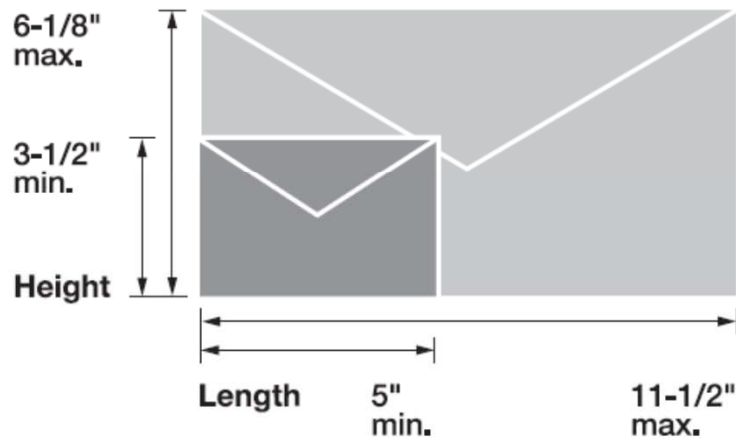
Card Dimensions



	Minimum	Maximum
Length	5 inches	6 inches
Height	3-1/2 inches	4-1/4 inches
Thickness	0.007 inch	0.016 inch

Physical Standards for Letters

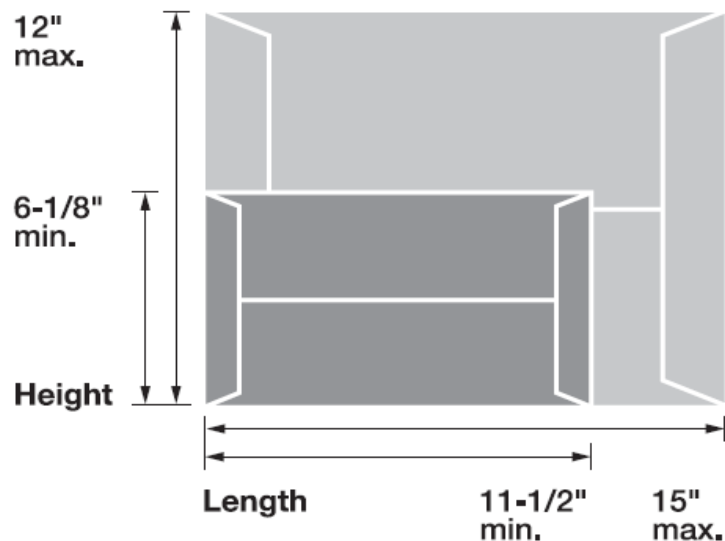
Letter Dimensions



	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

Physical Standards For Flats

Flat Dimensions



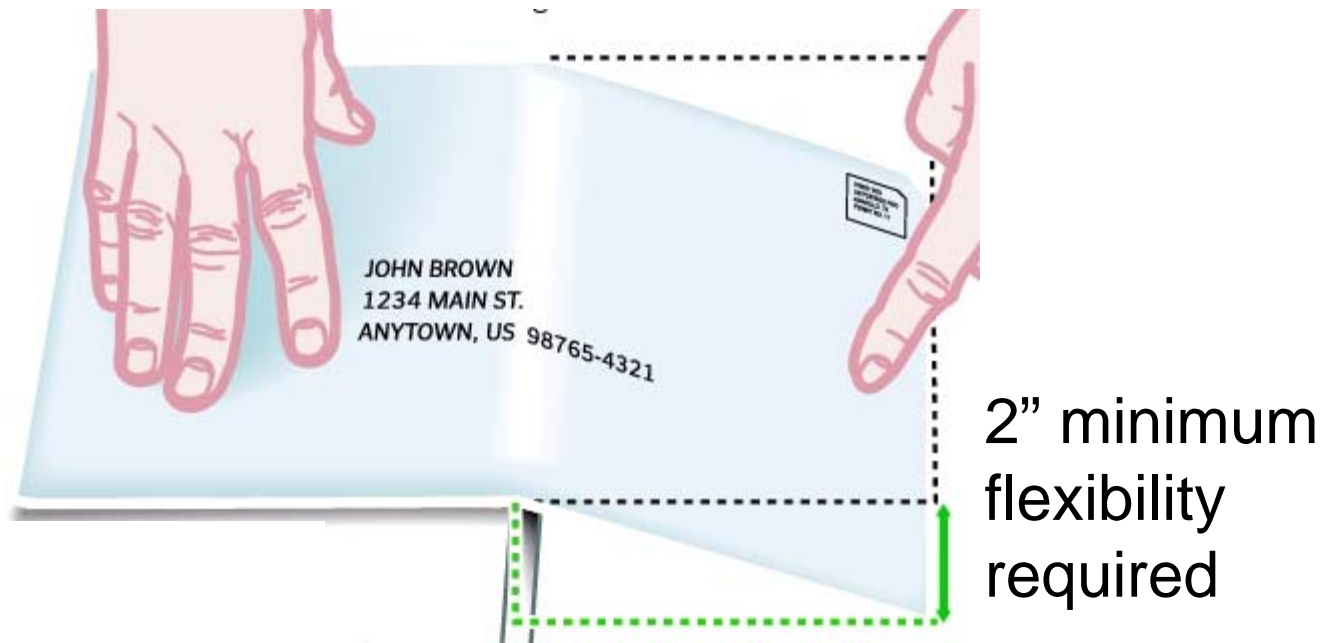
	Minimum*	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	1/4 inch	3/4 inch

* Flats exceed at least one of these dimensions

- All flats must be flexible, uniformly thick, and rectangular in shape

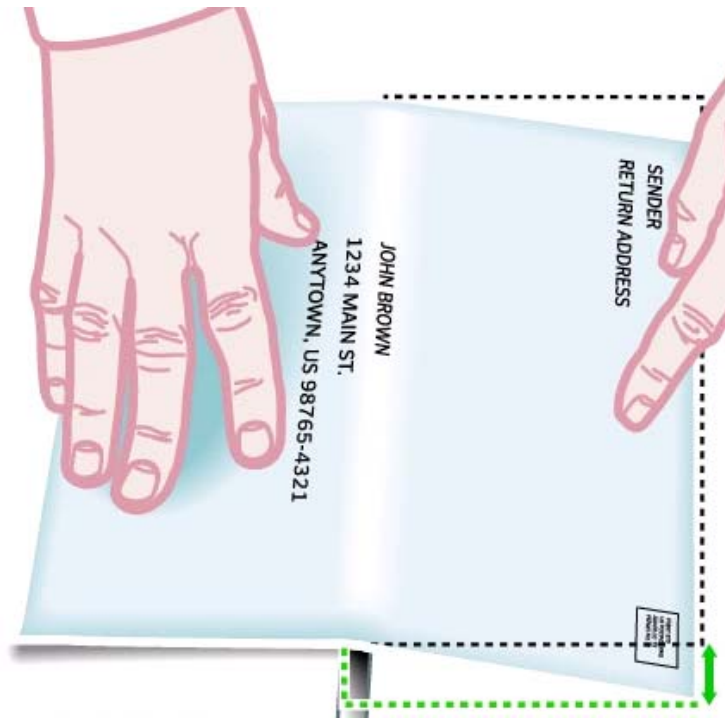
Additional Physical Standards For Flats

For flats, length is the longest dimension



Flex Test, Flats 10" or longer that contain a rigid insert perpendicular to surface

Physical Standards For Flats



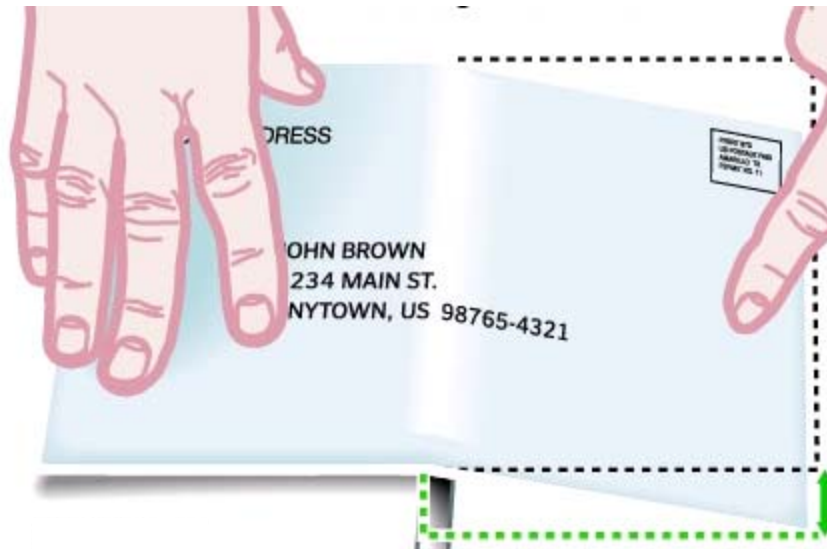
For flats,
length is
the longest
dimension

1" minimum
flexibility
required

Flex Test, Length runs parallel to surface

Physical Standards For Flats

For flats, length is the longest dimension



1" minimum
flexibility
required

Flex Test, Flats less than 10" that contain a rigid insert; perpendicular to surface

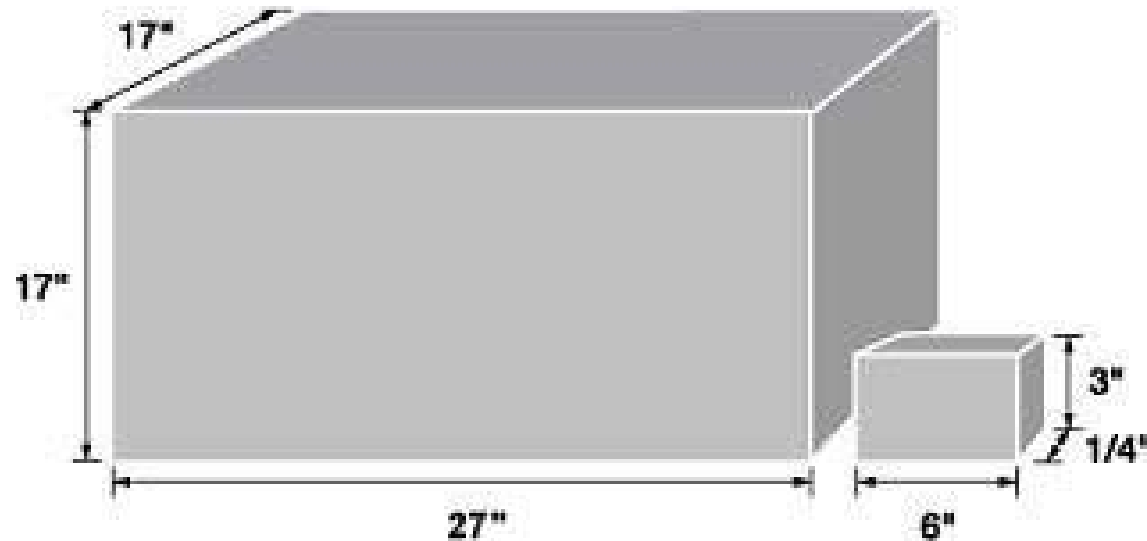


Classification

Standards for Automation Flats

	Minimum /Maximum Thickness	Minimum / Maximum Weight
First Class	1/4 inch/ 3/4 inch	13 Ounces
Standard	1/4 inch/ 3/4 inch	Up to 16 Ounces
Periodicals, Bound Printed Matter	1/4 inch/ 3/4 inch	20 Ounces

Physical Standards for Machinable Parcels

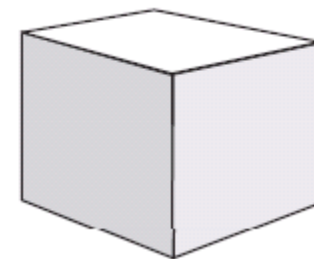
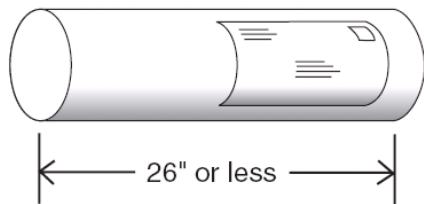


Machinable Parcels: Minimum weight: 6 ounces (3.5 ounces for small lightweight parcels)

Maximum weight: 25 pounds (35 pounds for Parcel Select and Parcel Return Service, except books and other printed matter which cannot exceed 25 lbs.)

Physical Standards For Irregular Parcels

- Rolls & tubes
- Unwrapped, paper-wrapped, or sleeve-wrapped
- Articles enclosed in envelopes



Physical Standards: Outside Parcels

Exceeds any of the maximum dimensions for machinable parcels:

- cartons containing more than 24 oz. of liquids in one or more glass containers
- cartons containing 1 gallon or more of liquid in metal or plastic containers



Metal-strapped boxes



More than 26"



Liquid containers

Categories of Mail

- Machinable
- Nonmachinable
- Automation



Mailpiece Characteristics

Barcodes

- Series of long and short bars that represent numbers
- Represent ZIP Code™, ZIP+4®, and delivery addresses
- Intelligent Mail® Barcode (IMB)



Mailpiece Characteristics

Automation Priced Mail

- 100% barcoded and prepared for high-speed mail processing
- Prices available for letters, cards, flats (large envelopes), and parcels



Address Accuracy

Address Accuracy

- Obtain address list
- Check the addresses for accuracy



Keys to a successful mailing

- Know your audience
- Get your message delivered
- Use a great mailing list

Address Lists

- USPS® does not sell address lists
- USPS has products and services that help mailers check, standardize their addresses, and keep their lists up-to-date

Address Lists

- You can buy or rent a mailing list
 - Yellow Pages under "lists", "mailing lists" or "mailing services"
 - On-line search for list providers in your area

Why bother checking the accuracy of your address list?

- 17% of Americans move annually
- 44 Million people move yearly
- 1 out of every 6 families move yearly
- Address lists bought/rented must be checked to ensure they are correct



Address Accuracy

- For Presorted Standard Mail™ and First-Class Mail® rates, ZIP Codes™ MUST be checked for accuracy within the last 12 months of mailing date
- When you complete and sign a postage statement you certify your mailing qualifies for the rates claimed



Address Quality Choices

- Use www.usps.com to check the ZIP Codes™
- Process your address list through CASS-certified software
 - CASS improves the accuracy of carrier route, five-digit ZIP®, ZIP + 4®, and delivery point codes that appear on mailpieces
- Address List Correction Service

Address Quality Choices

- NCOALink
 - Updates addresses with change-of-address information filed with the Post Office



Address Quality Choices

- Move Update required for all presorted First-Class & Standard mailings
- Within 95 days of the date of mailing
- NCOA Link includes Move Update

Prepping Your Mail

- Supplies
- Presorting your letter mail
- Prepare containers (trays/sacks)
- Prepare postage statement
- Drop off your business mail



Supplies

The Postal Service supplies the following items for free:

- Trays
- Tray "sleeves" or lids
- Bundle labels
- Container labels
- Labeling lists – online DMM
- Quick Service Guides -- online
- Postage statement – online

*Note: Strapping material is required but not provided by USPS



Presorting Your Letter Mail

- Grouping by ZIP Code™
- For assistance, contact presort bureau and/or letter shop

Containers of Letter Mail

- Trays must be sleeved and strapped
- Affix correct label to each tray
- Secure each tray with a single strap around it's length

Postage Statement

- Documents the number of pieces in your mailing and the postage you're paying
- Includes spaces for your company name and permit number
- All unshaded sections must be completed by mailer



Mail Preparation

Where to Drop Your Business Mail

- You must take your mailing to the office where you hold your mailing permit.

- Local Post Office

<https://tools.usps.com/go/POLocatorAction.action>

- Business Mail Entry Unit (BMEU)

Locate a BMEU

<https://ribbs.usps.gov/locators/find-bme.cfm>

*Note: You **MUST NOT** give presorted or permit imprint mail to a letter carrier or deposit in a collection box



What to Take to the Post Office

- Signed and dated postage statement(s)
- Supporting documentation
- Check or cash to cover additional postage
- A check for your annual mailing fee

*Note: A meter strip may be affixed to postage statement to pay for the additional postage

What Happens at the Post Office

- Eligibility of contents
- Markings and endorsements
- Sortation
- Postage payment

- Decide on a class of mail
- Create your mailpiece
- Obtain an address list
- Check the accuracy of your address list
- Address your mail
- Choose a postage payment method
- Obtain a mailing permit
- Pay an annual mailing fee
- Pick up supplies
- Sort your mail

- Mailpiece Design Analysts (MDAs)
http://pe.usps.com/mpdesign/mpdfr_mda_lookup.asp
- Quick Service Guides (QSG)
- Postal Explorer
- MailPro



District Resources

- Mailing Requirements Office
- Business Mail Entry Manager
- Mailing Standards Specialist
- Supervisor, Business Mail Entry
- Business Mail Technicians (BMT)



Additional Resources

- www.usps.com
- Domestic Mail Manual(DMM) Mailing Standards of the United States Postal Service®
- DMM located at <http://pe.usps.com>



UNITED STATES
POSTAL SERVICE®



Questions?