Agenda:

Benefits of Mail
Checklist for Mailers
Informed Delivery

2

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Email –
17 Seconds

Twitter -
18 Minutes

Facebook -
5 Hours

LinkedIn –
24 Hours

Direct Mail – 17 Days

*Sprocket Websites

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Classes of Mail

The Postal Service divides mail into different services, called "classes." Each class of mail has different features, service levels, postage prices, and presort requirements.

For most of your mailings, the content of the material and postage will determine the class of mail you select. To learn more about each class of mail—including what can be mailed, the minimum and maximum weights and sizes, and the number of pieces needed for commercial prices—just click on the name of the class of mail. Not sure which class of mail is right for your mailing? Look at the matrix below to determine what class of mail best matches your priorities.

If you are unsure about what class your mailpiece will—or should—be, contact your Business Mail Entry Unit for advice.

Priority Mail Express: Anything mailable, letters, merchandise.
Priority Mail:Anything mailable, bills, invoices, personal correspondence, merchandise.
First-Class Mail: Anything mailable, bills, invoices, personal correspondence, merchandise.
Periodicals: Newsletters, magazines; (formal authorization needed).
USPS Marketing Mail: Advertisements, circulars, newsletters, small parcels, merchandise.
Package Services and USPS Retail Ground: Merchandise, catalogs, printed material, computer media.

Class of Mail	Speed	Low Cost	Free Forwarding and Return	Extra Services	Incentives
Priority Mail Express	Yes	No	Yes	Yes	Yes
Priority Mail	Yes	Some options, yes	Yes	Yes	Yes
First-Class Mail	Yes	Yes	Yes	Yes	Yes
USPS Marketing Mail	No	Yes	No	Only for parcels	Yes
Periodicals	Yes	Yes, for In-Country	Free Forwarding for 60 days	No	Yes
Package Services/USPS Retail Ground	No	Yes	No	Yes	Yes

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Physical Standards for Commercial Letters and Postcards

Overview

Card Dimensions
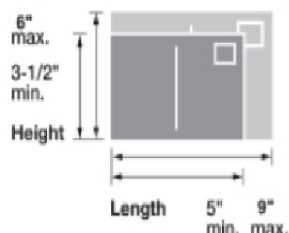
	Minimum	Maximum
Length	5 inches	9 inches
Height	3-1/2 inches	6 inches
Thickness	0.007 inch	0.016 inch

Letter Dimensions
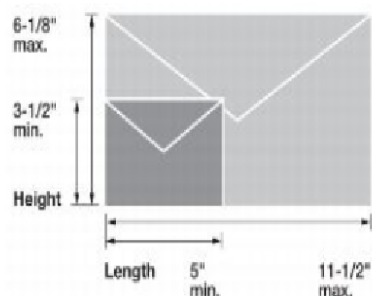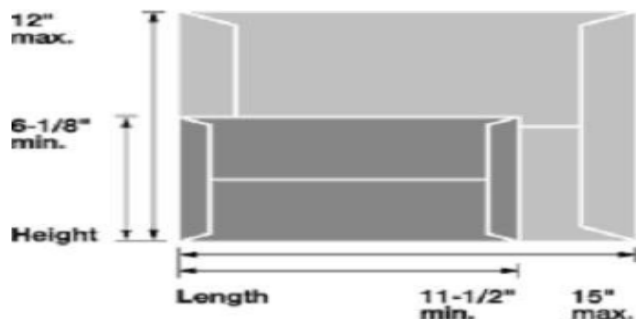

	Minimum	Maximum
Length	5 inches	11-1/2 inches
Height	3-1/2 inches	6-1/8 inches
Thickness	0.007 inch	1/4 inch

Mailpieces are classified by shape and by the way they are prepared. These classifications are based on how efficiently mailpieces can be processed on Postal Service equipment. The Postal Service classifies letters and cards into one of three categories: machinable, nonmachinable, and automation. For the purposes of determining mailability or machinabilty, the length is the dimension parallel to the address as read (601.1.1.2).

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Sizes for Large Envelopes and Flats

The Postal Service uses the word "flats" to refer to large envelopes, newsletters, and magazines. The words large envelopes and flats are used interchangeably. Whatever you call them, flats must:

- Have one dimension that is greater than 6-1/8 inches high OR 11-½ inches long OR ¼ inch thick.
- Be no more than 12 inches high x 15 inches long x ¾ inch thick.

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

* Large Envelopes exceed one or more of the letter size maximum dimensions.

The maximum size for a flat provides plenty of room to put lots of material in the envelope. But keep in mind that weight usually affects price— the higher the weight the higher the postage, especially for First-Class Mail.

More about Physical Standards for Commercial Flats

Is it possible to fold your flat-size piece to letter-size? If so, you can save money because you'll pay the lower letter price.

TIP

- *What is long? What is high? For flats, "long" (the length) is the side parallel to the address as read. "High" (the height) is the side perpendicular to the length. This general rule does not apply to:*
  - *Automation flats.*
  - *USPS Marketing Mail Carrier Route flats.*

There are special size requirements for mailing flats at automation prices and carrier route prices. Contact your Business Mail Entry Unit for more information.

What Draws People's Attention?

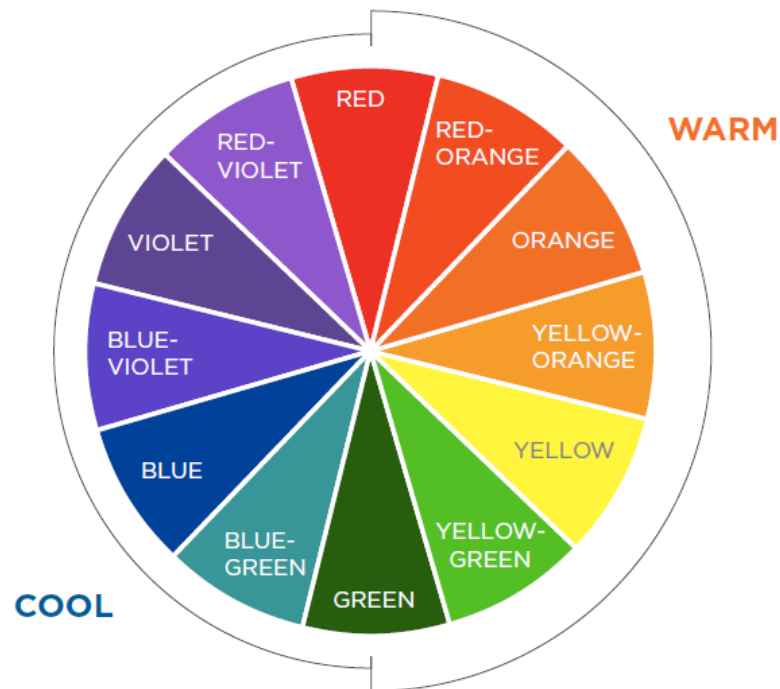Ground-breaking market research on consumer mail practices showed:

80% OF PEOPLE

- Were drawn to pictures of people before product or object shots
- Gave blasts instant but fleeting attention
- Paid attention to Johnson Boxes
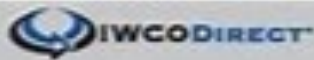
Research by Dr. Siegfried Vögele

Warm colors draw eye contact faster

RED
RED-ORANGE
ORANGE
YELLOW-ORANGE
YELLOW
YELLOW-GREEN
GREEN
BLUE-GREEN
BLUE
BLUE-VIOLET
VIOLET
RED-VIOLET

WARM

COOL

Directional Cues are Influential

- Images can guide user's attention

- People are naturally drawn to faces and human features

- Users will almost always follow the direction the image is gazing

- Placing copy in line of sight of image is almost always seen

Source: Precision Dialogue
"10 Key Findings in Eye Tracking Research" 2016

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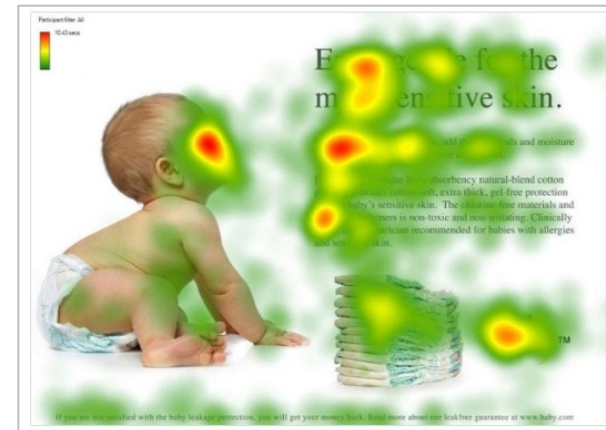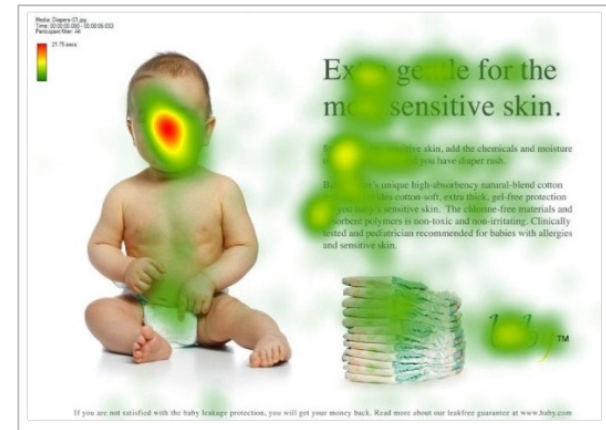
Numerals get more Attention than Words

- For numbers to be noticed, don't spell them out
  - Example – "2X" is seen more often than "double"
- Making numerals larger than body copy increases visibility and retention

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Addressing

You've gone through a lot of time and expense to create a mailpiece that is attractive and effective. Now you need to make sure that it gets to your customer. Believe it or not: over 45 million Americans move every year. How many of those people are your customers or members?

The Postal Service processes your mail on machines that read address information and translate it into a barcode. When a machine misreads an address, that mailpiece may get mis-sorted or delayed. This section will guide you through some smart choices for getting your mail addressed and getting it delivered right the first time.

There are two steps:

1. Get an address list.
2. Check the addresses to make sure they are accurate and apply them to your mailpieces.

Delivery Address

Return Address

Special Addressing Services

Additional Resources for Addressing

Permits and Postage

The Postal Service has three different ways for you to pay postage for commercial mailings. This section will help you choose the payment method that's right for you.

There are three steps:

1. **Choose how you want to pay postage:**

   o Precanceled Stamps : Allows you to apply stamps onto your mailpieces. With precanceled stamps, you affix a lower rate of postage and then pay the difference when you drop off your mailing. Stamps add a personal touch to your envelope and may give your customer an added incentive to open and read your mail.

   o Postage Meter/PC Postage indicia stamps : Allows you to prepay postage by affixing metered or PC Postage indicia stamps (showing the numerical value of postage) onto each mailpiece. You fill your postage meter or PC Postage account in advance and then replenish it as your postage balance runs out.

   o Permit Imprint : Allows you to set up an account at the Post Office. You deposit money into this account, and money is deducted when you drop off your mailing.

2. **Get a** mailing permit.

3. **Pay an** annual mailing fee.

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Sorting Your Mail

Once your mailpiece has been designed, printed, and addressed, you're ready to sort your mail.

There are four major steps:

1. Get supplies.
2. Sort the mail.
3. Prepare the containers of mail.
4. Fill out a postage statement.

When you are finished with these steps you'll be ready to drop off your mailing at the Post Office or Business Mail Entry unit where your permit is held.

TIP

- *Remember, you cannot mix international mail into your domestic commercial mailings.*

Presorting Your Mail

Many mailers choose to presort their mail because it results in lower postage. Because you're doing some of the work, it costs the Postal Service less money to process and deliver those pieces of mail. We pass that savings on to you in the form of commercial postage prices. Basically, "presorting" means grouping mail by ZIP Code. All of the pieces going to the same destination get grouped into the same bundle or tray. You'll sort to specific areas, and then work your way up to more general areas. All leftover mailpieces are combined together.

Some beginning mailers choose not to presort their mail; instead, they pay the full First-Class Mail price, put stamps on their mailpieces, and drop them in a collection box. That's easy! Other mailers don't want to presort their mail but still want to get the lower postage prices. To do that, they use a presort bureau or letter shop to prepare their mail.

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Prepare the Containers of Mail

Once all of the mail has been put into the correct tray, the trays must be sleeved and strapped:

1. Check that each tray has the correct label (size and destination) on it.
2. Slide the correct-sized sleeve (a paperboard "jacket" that fits over the four sides of a letter tray) over each letter tray. Each tray has a matching sleeve (i.e., a 1-foot sleeve for a 1-foot tray). The sleeve slips over the entire tray, leaving the ends of the tray exposed.
3. Secure each tray with a single strap around the length of the sleeved tray.

After all of your containers are prepared, then you're ready to fill out a postage statement.

TIPS

- *Strapping keeps your mail secure throughout processing and transportation.*
- *Some Post Offices can waive the strapping requirement for containers of mail that stay local. Ask at your Business Mail Entry Unit.*
- *Although you are required to strap each tray, the Post Office does not provide strapping material. Most office supply stores sell it in rolls.*
- *Flats trays (deep tubs) have special lids that are available from the Business Mail Entry Unit. Sacks have cinching mechanisms attached to the handle.*

Getting to the Post Office

After the mail is sorted, the containers are prepared, the postage is calculated, and the postage statement is filled out, you're ready to take your mail to the Post Office.

Where to drop off your commercial mail
What to take with you
What will happen when you get to the Business Mail Entry Unit
Checklist for mailers

TIPS

- *The best time to drop off your mail is early in the day, early in the week, and early in the month. Be sure to check the Business Mail Entry Unit hours of acceptance before you head to the Post Office.*

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Domestic Mail

Domestic Mail Manual (DMM) HTML | PDF

DMM Subject Index HTML | PDF

DMM Summary of Changes HTML | PDF

Quick Service Guides HTML | PDF

Customer Support Rulings (CSR) HTML

Postal Addressing Standards (PUB 28) HTML | PDF

Nonprofit USPS Marketing Mail Eligibility (PUB 417) HTML | PDF

A Customer's Guide to Mailing (DMM 100) HTML | PDF

Hazardous, Restricted, and Perishable Mail (PUB 52) HTML | PDF

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Video Library

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IMM Subject Index HTML | PDF

Individual Country Listings HTML | PDF

Country Price Groups and Weight Limits HTML | PDF

Prices

Price List (Notice 123) HTML | PDF

January 2023 Price Change Effective 01/22/23 Documents

Time Limited Price Change Effective 10/02/22-01/22/23 Documents

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USPS | PostalPro

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USPS Business Customer Gateway

BUSINESS CUSTOMER GATEWAY

USPS.com   Help

USPS® Business
Customer Gateway

Find and manage USPS® services for your business.

Sign in to the BCG

Sign up for the BCG

Mailers

Save time and money managing your mailings online. Get your message where you need it to go with Every Door Direct Mail. Use the Intelligent Mail Small Business Tool to manage your mail stream and maximize your discount.

See full list of Mailing Services +

Shippers

Utilize Click-N-Ship Business Pro™ as an End-to-end solution for businesses to fulfill their daily shipping needs. Schedule regular reshipment of mail from one or more addresses to a chosen destination with Premium Forwarding Service Commercial™

See full list of Shipping Services +

Business

Sign up for USPS Promotions and Incentives, save money with Automation Discounts. Take advantage of Informed Visibility, which provides mail tracking data for letters, flats, bundles, handling units, and containers.

See full list of Business Services +

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STEPS TO CREATE YOUR
INTELLIGENT MAIL® BARCODE

The Intelligent Mail® barcode (IMb™) is a 65-bar Postal Service™ barcode used to sort and track letters and flats. It allows mailers to use a single barcode to participate in multiple Postal Service programs simultaneously, expands mailers' ability to track individual mailpieces, and provides greater mailstream visibility.

The Intelligent Mail barcode can be applied instead of the POSTNET™ barcode on Priority Mail®, First-Class Mail®, Standard Mail®, and Periodicals letters and flats, and Bound Printed Matter flats. The POSTNET barcode will be retired in May, 2011. The Intelligent Mail barcode can be used for OneCode Confirm™ service, and it can be used for address correction services: manual address correction notices, Traditional ACS™, OneCode ACS®, and Intelligent Mail's Full-Service ACS™. **OneCode Confirm™** provides information on when and where the Postal Service sorts a mailpiece on mail processing equipment. **Traditional ACS, OneCode ACS, and Full-Service ACS** provide mailers with electronic address-correction information when a mailpiece cannot be delivered as addressed.

> Information on OneCode ACS is available in _OneCode ACS Technical Guide_. Information on OneCode Confirm is available in _Confirm Service Featuring OneCode Confirm User Guide_ (Publication 19 Users should also read _A Guide to Intelligent Mail_, which provides in-depth information on the Intelligent Mail program.

STEP 1: Download and Install the Encoder and Font

1

The Intelligent Mail barcode consists of a 20-digit Tracking Code (Barcode Identifier, Service Type Identifier, Mailer Identifier, and Serial Number) and a Routing Code (ZIP Code™) field of up to 11 digits. An encoder is required to convert the digits into a 65-character string representing the bars of the IMb, and a special font is required to convert the 65-character string into the IMb itself. Users can download a library of IMb fonts and computer source code from the _Intelligent Mail® Barcode (IMb) Encoder Software and Fonts_ page on PostalPro. The _Intelligent Mail Barcode_ page provides many useful links and answers to frequently asked questions.

> Once the encoder and font are installed, verify the print quality by producing samples, as instructed in the encoder package. _The Intelligent Mail barcode Specification USPS-B-3200_ and _The Intelligent Mail Barcode Technical Resource Guide_ provide extensive technical information about Intelligent Mail barcodes

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Related Sites
Business Customer Gateway
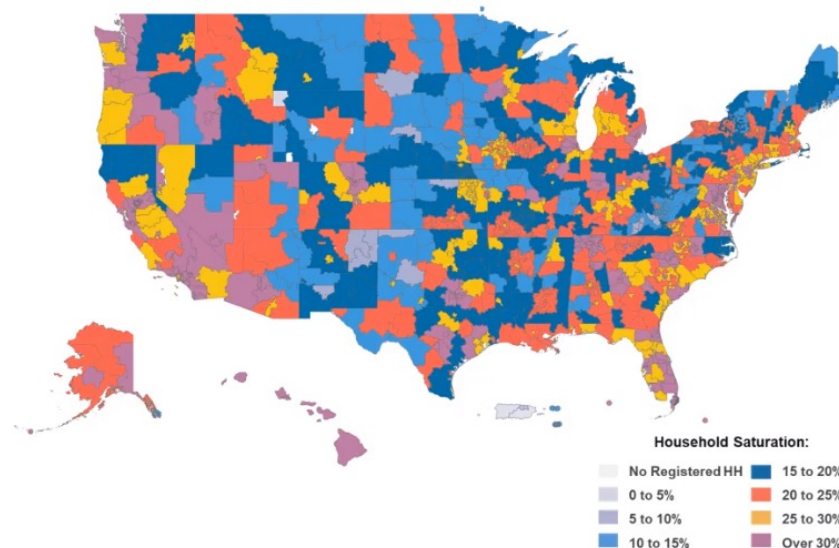Postal Bulletin
Postal Explorer
USPS.com

50.5 Million Registered Users

What is **Informed Delivery?**

Informed Delivery users receive **scanned images of the exterior** of incoming letter-sized mailpieces (processed through automated equipment).

Images are available via **email notification, online dashboard, or mobile app**.

If a mailer participates in Informed Delivery, **supplemental content, referred to as "interactive campaigns,"** will be shown (for Letters or Flats).

Interactive campaigns include **custom images and a URL** that directs the user to a digital experience.

Mailer-provided Website

https://youtu.be/f7BsjGRoaio

Thank you.

Randy Schwartzenberger

United States Postal Service

Business Mail Entry Unit

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