

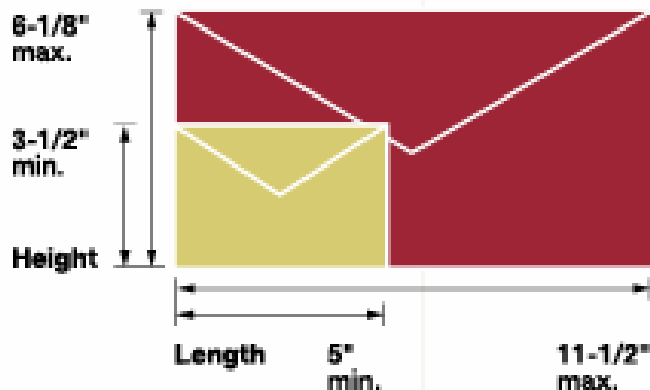
# MAILING and SHIPPING STRATEGIES to OPTIMIZE YOUR MAIL

National Postal Forum May 2009



# Strategy 1

## Design Letter-size Mailpieces



	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

**0.009 inch\***

(\*commercial letters eff. May 11, 2009)

Maximum weight single-piece and automation-price letters 3.5 oz.

Maximum weight First-Class Mail® and Standard Mail® machinable letters 3.3 oz.

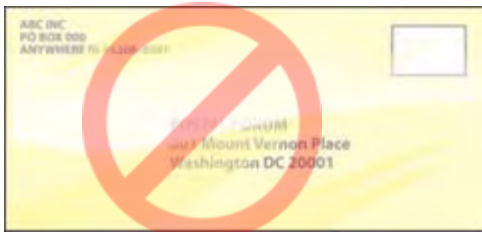
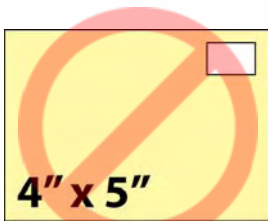
Maximum weight First-Class Mail® nonmachinable letters 3.5 oz.;  
Standard Mail® nonmachinable letters 3.3 oz.

## Strategy 2

Design Letter-size  
Mailpieces to Avoid  
Higher Nonmachinable  
Prices



# Nonmachinable Characteristics of Letter-size Mailpieces



**First-Class Mail® Nonmachinable letters will be charged 20¢ nonmachinable surcharge.**

**Standard Mail® Nonmachinable letters will be charged Regular or Nonprofit Nonmachinable Letter Rates.**

# Strategy 3

## Convert Flat-size Mailpieces to Letter-size

**\$1.05**



**61¢**



**Save 42%**

# First-Class Mail® Automation Letter vs. Flat Prices

- 1,000 1-ounce flats converted to letters saves up to \$343 ~ 47%!
- 1,000 2-ounce flats converted to letters saves up to \$388 ~ 43%!
- 1,000 3-ounce flats converted to letters saves up to \$433 ~ 40%!

	Automation Letters				Savings	Automation Flats			
Ounces	MIXED AADC	AADC	3-DIGIT	5-DIGIT		MIXED ADC	ADC	3-DIGIT	5-DIGIT
1	\$0.382	\$0.360	\$0.357	\$0.335	\$0.343 - \$0.045	0.725	0.603	0.542	0.380
2	0.507	0.485	0.482	0.460	\$0.388 - \$0.090	0.895	0.773	0.712	0.550
3	0.632	0.610	0.607	0.585	\$0.433 - \$0.135	1.065	0.943	0.882	0.720
<b>Additional ounce rate</b>	0.125				\$0.045	0.17			

# Letter-Size Design Tips

- Reduce thickness – convert tri-fold documents to half-fold, i.e., #10's to 6 x 9's
- Duplex pages, saving money on paper and folding
- Use lighter weight stock
- Use 2-way (reusable) envelopes, saving money while reducing mailpiece weight



## Strategy 4

Meet New Regulations  
for Booklets


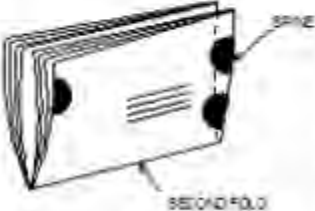
# New Standards for Booklets (required) and Self-Mailers (recommended\*)

- A folded self-mailer is a single continuous sheet of paper folded to create a letter-size mailpiece
- A booklet consists of multiple sheets of paper  
Multiple sheets may be folded together to form a letter-sized booklet
  - May be perfect bound or permanently fastened with staples or another method that creates a uniform thickness
  - May be folded for mailing if the final mailpiece remains uniform in thickness.

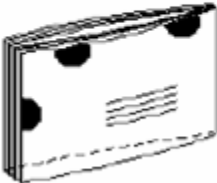
# New Standards for Booklets (required) and Self-Mailers (recommended\*)

- Size / Weight
  - Maximum size 6" H x 10 ½ " L x ¼" thick
  - Minimum size 3 ½ " H x 5" L x 0.009" thick
  - Maximum weight 3 ounces
- Aspect ratio within 1.3 to 2.5
- Stock
  - Booklets - cover stock 40 - 70 pounds
  - Self-mailers – paper stock 50 – 70 pounds
- Tabs
  - Booklets - three 1 ½" required
    - 2" opaque paper tabs recommended for booklets over 2.5 oz.
    - For oblong booklets, Spine must be on leading edge
  - Self-Mailers – two 1" required; on bottom NOT permitted

# Tab Placement for Booklets

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
 <p>Spine or fold on the bottom (longer) edge</p>	<p>5" to 9" long</p> <p>Over 9", up to 10.5" long</p>	<p>50-pound</p> <p>60-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>
 <p>Final fold on the bottom (longer) edge, with the folded spine on the leading or trailing (shorter) edge</p>	<p>5" to 10.5" long</p>	<p>40-pound</p>	<p>Three 1.5" non-perforated tabs</p>	<p>Two tabs on leading edge; one tab on trailing edge. Position lower leading tab 0.5 inch from the bottom edge. Position upper tabs 1 inch from the top edge.</p>

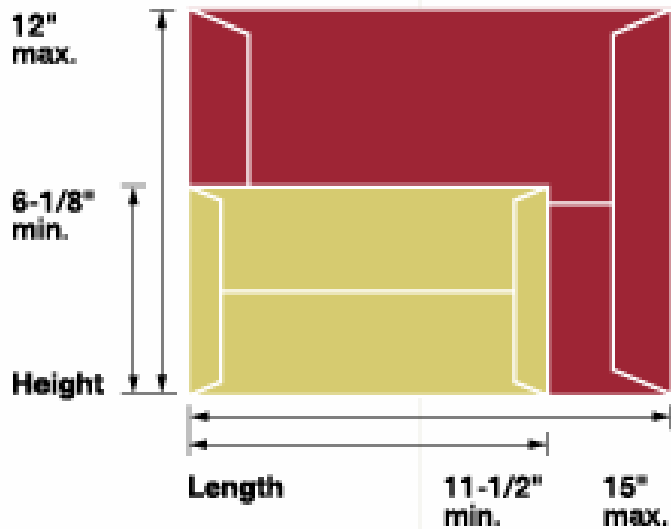
# Tab Placement for Booklets

If the spine or final fold is...	And the length is...	The cover stock must be at least...	Mailers must seal the piece with...	And place the tabs in these locations...
 <p>Spine on the leading (shorter) edge</p>	5" to 9" long	60-pound	Three 1.5" non-perforated tabs	Two tabs on top edge; one tab on trailing edge. Position top tabs 1 inch from left and right edge. Position trailing tab in the middle.
Over 9", up to 10.5" long	70-pound			



## Strategy 5

# Design Flat-size Mailpieces to Avoid Parcel Rates



	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.

**Maximum weight:**  
**First-Class Mail® 13 oz.**  
**Standard Mail® flats 15.999 oz.**  
**Periodicals flats 20 oz. (automation)**

**\$1.39**



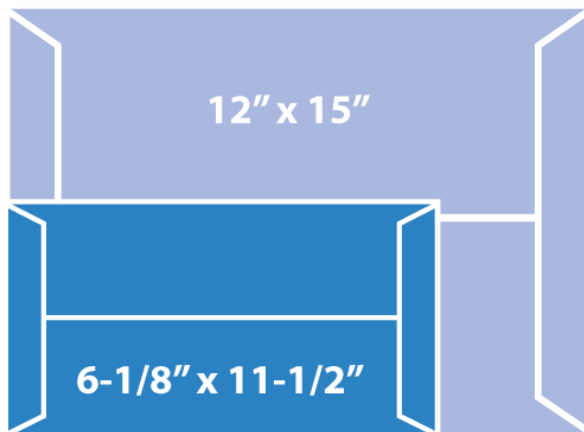
**\$1.05**



**Save 34¢**

First-Class Mail® single-piece 2-ounce

Rectangular in shape  
and uniform in thickness  
(max. thickness  $\frac{3}{4}$ " )



Mailpiece must be uniformly thick so that bumps or protrusions do not cause more than  $\frac{1}{4}$ " variance in thickness. Exclude the outside edges of a mailpiece (1" from edge).

## Flexible



Mailpiece is flexible if it can bend at least 1" vertically without being damaged and it does not contain a rigid insert. No further flexibility testing needed.

Commercial flats must meet deflection criteria



Example for pieces 10" or longer:

- Extend piece 5" off edge. Deflection criteria met if it does not droop more than **3"**.
- Turn piece around and repeat.

# First-Class Mail® Automation Flat Prices vs. Presorted Parcel Prices

Ounces	Automation Flats				"Savings"	Presorted Parcel Rates		
	MIXED ADC	ADC	3-DIGIT	5-DIGIT		ADC	3-DIGIT	5-DIGIT
1	0.725	0.603	0.542	0.38	.347 - .352	0.950	0.864	0.732
2	0.895	0.773	0.712	0.55	.347 - .352	1.120	1.034	0.902
9	2.085	1.963	1.902	1.74	.347 - .352	2.310	2.224	2.092
10	2.255	2.133	2.072	1.91	.347 - .352	2.480	2.394	2.262
11	2.425	2.303	2.242	2.08	.347 - .352	2.650	2.564	2.432

- 1,000 parcels converted to flats could save \$347 to \$352 depending on sortation level!

# Strategy 6

## Barcode Mail for Maximum Discounts



# POSTNET™ and Intelligent Mail® Barcodes

- Required for all automation-price postcard, letter and flat-size mailpieces
- **Use** Intelligent Mail® barcodes for maximum postal incentives with Full-Service option (November 2009)
  - First-Class Mail® - \$0.003 less than POSTNET™/Basic option
  - Standard Mail® - \$0.001 less than POSTNET™/Basic option
- POSTNET™ barcode accepted until May 2011

# Barcodes for Discount Parcels

- First-Class Mail® and Standard Mail®
  - Surcharge may apply if not barcoded:
  - UCC/EAN Code128



- POSTNET™



- Package Services
  - Machinable parcels may be eligible for 3¢ barcode discount (50-piece minimum)





# Strategy 7

## Use Flat-Rate Envelopes and Boxes



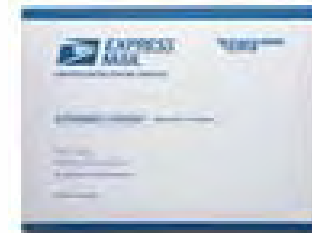
- Priority Mail®
  - Flat-rate envelope \$4.80\*
  - Flat-rate box \$9.85\*
  - Large Flat-rate box \$12.50\*
  - APO/FPO \$13.50\*

\* Commercial price to any U.S. destination regardless of the actual weight of the piece



# Strategy 7

## Use Flat-Rate Envelopes and Boxes



- Express Mail®
  - Flat-rate envelope \$16.63\*
  - Commercial Plus Prices available

\* Commercial price to any U.S. destination regardless of the actual weight of the piece

(Note: Since May 12, 2008, other than Flat-Rate envelopes, prices based on weight and zone.)



## Strategy 8

# Household Mailings

Consolidate Mailings - Mail Fewer but Heavier Pieces

- Ideal for households / consumers
  - First-Class Mail® - additional ounce rate is only 17¢, or 12.5¢ for discount (nonautomation and automation-price letters!)
  - Standard Mail® - postage “same” for like-size pieces  $\leq$  3.3 ounces!
- Duplex pages to meet letter-size dimensions and save paper

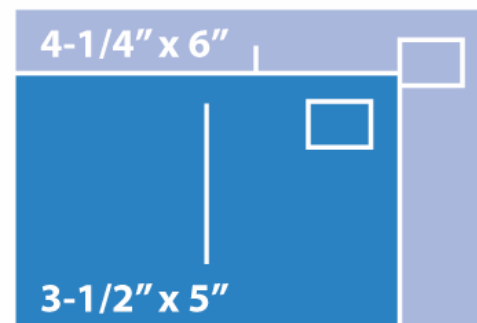


## Strategy 9

Consider Postcards as an Alternative to First-Class Mail® Letter-size Mailpieces

# Postcards

- Ideal for invitations, events, notifications!
- No “openability” issue!



	<b>MIXED AADC</b>	<b>AADC</b>	<b>3-DIGIT</b>	<b>5-DIGIT</b>
<b>1 ounce Letter</b>	<b>\$0.382</b>	<b>\$0.360</b>	<b>\$0.357</b>	<b>\$0.335</b>
<b>Postcard</b>	<b>\$0.230</b>	<b>\$0.220</b>	<b>\$0.218</b>	<b>\$0.205</b>
<b>Savings</b>	<b>\$0.152</b>	<b>\$0.140</b>	<b>\$0.139</b>	<b>\$0.130</b>

- 1000 automation-*price* letters converted to postcards could save \$130.00 to \$152.00 depending on sortation level!



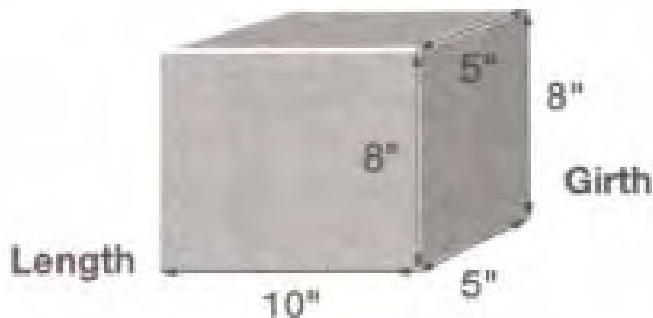
# Strategy 10

## Select the Right Packaging

- Parcel Post® - Balloon Rate
- Priority Mail®
  - Balloon Rate
    - Zones 1 – 4
    - Packages > 84” Length + Girth
  - Dimensional Weight Pricing
    - Zones 5 – 8
    - Packages > 1 Cubic Foot

## BALLOON RATE\*

Parcels addressed for delivery to zones 1–4 (including local) that weigh less than 20# but measure more than 84" in combined length and girth (but not more than 108") are charged the applicable rate for a 20-pound parcel.



## DIMENSIONAL WT\*

Parcels addressed for delivery to zones 5–8 that exceed 1 cubic foot (1,728 cubic inches) are charged based on the actual weight or the dimensional weight (as calculated in DMM 123.1.4), whichever is greater.

To Determine the Dimensional Weight for a Rectangular Parcel:

1. Measure the Length, Width, and Height in Inches. Round off Each Measurement.
2.  $L \times W \times H$
3. If the Result Exceeds 1,728 Cubic Inches, Divide the Result by 194 and Round up

# Dimensional Weight Example – Priority Mail®

8 pound package to Zone 7  
Length 15 inches, Width 15  
inches, Height 10 inches



- $15 \times 15 \times 10 = 2250$
- $2250 \div 194 = 11.6$
- Round to 12-pound for  
Dimensional Weight = \$30.50

8 pound package to Zone 7  
Length 14 inches, Width 13  
inches, Height 9 inches



- $14 \times 13 \times 9 = 1638$  (less than 1  
cubic foot.1727), therefore rate  
at 8 pounds = \$21.70

# Balloon Rate Example – Priority Mail®

19" x 19" x 10", 8#, Zone 4



- Length + Girth  
 $19 + (19 + 10 + 19 + 10) = 77''$
- Since  $< 84''$ , postage based on actual weight = \$12.24\*

21" x 21" x 11", 8#, Zone 4



- Length + Girth  
 $21 + (21 + 11 + 21 + 11) = 85''$
- Since  $> 84''$ , postage based on actual weight = \$20.57\*

# Oversized Rate vs. Balloon Example – Parcel Post®

21" x 21" x 25", 8#, Zone 4



- Length + Girth  
 $25 + (21 \times 4) = 109"$
- Since  $\geq 108"$ , postage based on Oversized Rate \$65.94

18" x 18" x 25", 8#, Zone 4



- Length + Girth  
 $25 + (18 \times 4) = 97"$
- Since  $\geq 84"$ , postage based on Balloon Rate of 20# = \$15.30

# Knowledge Validation

1. First-Class Mail® letters with nonmachinable characteristics are subject to a nonmachinable surcharge of 20 cents.
2. The additional ounce rate for automation-price First-Class Mail® letters is 12.5 cents.
3. Benefits of automation-price mail include reduced postage expenditures, improved deliverability and reduced UAA mail.



# Thank You!

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