



Mail Made Easy

Everything you need to know to start offering mailing services

Presented by AccuZIP, Inc.



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USPS® Direct Mail 101

What is Commercial (Bulk) Mail?

- The term “commercial mail” refers to larger quantities of mail prepared for mailing at reduced postage
 - Commercial First-Class Mail and Marketing Mail
 - Commercial prices are available for other classes of mail, which include newspapers, catalogs, and phone books
- Bulk prices are lower than "single-piece" prices
 - "Single-piece" means that you pay the full postage price
 - When you put a stamp on a letter, you're paying the single-piece postage



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Why is mailing in bulk cheaper?

The Postal Service offers lower prices for bulk mailings because you do some of the work that otherwise would have to be done by them

For Example:

- Sorting the mail by ZIP Code, Carrier Route within a ZIP Code, or Area Distribution Center (Presorting)
- Transporting the mail to a destination postal facility

Work sharing: Mailers make an investment in time and technology, the Postal Service's costs are reduced and therefore, you pay less postage.



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Current USPS® Commercial Prices

	First Class (per piece)	First Class Presort (average price per piece)	Presort Marketing Mail (average price per piece)
Postcard	.40 cents	.31 cents	.30 cents
Letter (Larger than 4.26 x 6")	.58 cents	.46 cents	.30 cents



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Requirements for mailing at commercial prices

- **Get a mailing permit** (permission to mail) with your local USPS® office
- **Pay an annual mailing fee** for each class of mail (First-Class Mail® and Marketing Mail®)
- **Pay postage** using one of several convenient methods:
 - Pre-canceled stamps
 - Postage meter
 - Permit imprint
- Ensure that the **addresses in your mailing list are accurate**
- **Presort** the mail pieces
- **Take the mail to the post office** where your mailing permit is held
- **Obtain a Customer Registration ID (CRID) and Mailer ID (MID)**



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Obtaining a mailing permit

- There is no fee to apply for a permit to mail with precanceled stamps or a postage meter.
 - There is a **one-time fee to apply for a permit to mail with permit imprint.**
 - You must mail at least once every 2 years to keep this permit active.
- Generally, you must hold a mailing permit and **pay an annual mailing fee** at every Post Office where you want to enter and pay for your mail.
- **Paying the annual mailing fee gives you permission to mail** a certain class of mail from a certain postal facility **for 365 days.**
 - You would need to have two different permits to mail presorted First-Class Mail and USPS Marketing Mail commercial mailings from the same office.
- You don't have to pay your annual mailing fee until the day of your first mailing.
 - Your annual fee is due 365 days from the date of your first payment.

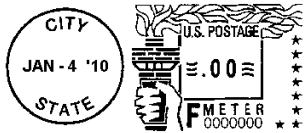


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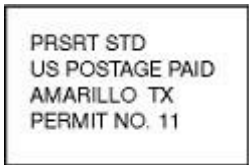
Payment Methods



Precanceled stamps are special stamps that come in small denominations and are specifically for Presorted First-Class Mail and USPS Marketing Mail mailings. Mailers apply these special stamps to envelopes at a lower postage price (say, 15 cents) and pay the difference when they drop off the mail at the Post Office.



Postage meters and PC Postage products allow you to print postage indicia directly onto your mailpieces (or onto a meter tape or labels, which you then apply to your mailpiece).



Permit imprint is the most popular and convenient way to pay for postage, especially for high volume mailings. To use permit imprint, you set up a postage account at the Post Office where you'll be depositing your mail. When you present your mailing, the total postage is deducted from your account.

It's like having a checking account at the Post Office.



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Minimum Quantities for Bulk Mailing

- **To qualify for certain postage discounts, you must mail a minimum number of pieces:**
 - 500 pieces for First-Class Mail
 - 200 pieces (or 50 pounds of mail) for Marketing Mail
 - 300 pieces for catalogs and phone directories that are heavier than 1 pound



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The Accuracy of your Address List is Essential

- 17% of Americans change addresses annually.
- 45 million people move each year.
- Approximately one out of every six families moves each year.
- Undeliverable mail costs the USPS® **\$1.5 billion a year**

To claim commercial USPS Marketing Mail and First-Class Mail prices, you MUST have checked the accuracy of ZIP Codes within 90 Days



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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 mailings, the content of the material , speed of delivery and postage will determine the class of mail you select
- Not sure which class of mail is right?
 - If your mailing is for marketing purposes, choose Marketing Mail unless the piece needs to arrive in less than a week. Otherwise choose First-Class.



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Postcards

- To qualify for mailing at the First-Class Mail postcard price, it must be:
 - Rectangular
 - At least 3-1/2 inches high x 5 inches long x 0.007 inch thick
 - No more than 6 inches high x 9 inches long x 0.016 inches thick
- If your mailpiece does not meet the dimensions above, then the Postal Service considers it a letter and letter-size postage is charged



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Letters

- Printed and folded to letter-size
- To be eligible for mailing at the price for letters, a piece must be:
 - Rectangular
 - At least 3-1/2 inches high x 5 inches long x 0.007 inch thick.
 - No more than 6-1/8 inches high x 11-1/2 inches long x 1/4 inch thick



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Flats

- A Large Envelope is a rectangular mail piece no thicker than .75 inch.
 - These are commonly referred to as “Flats”
- To be eligible for mailing at the price for flats, a piece must be more than:
 - 6.125 inches high OR
 - 11.5 inches long OR
 - .25 inches thick



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Every Door Direct Mail (EDDM)

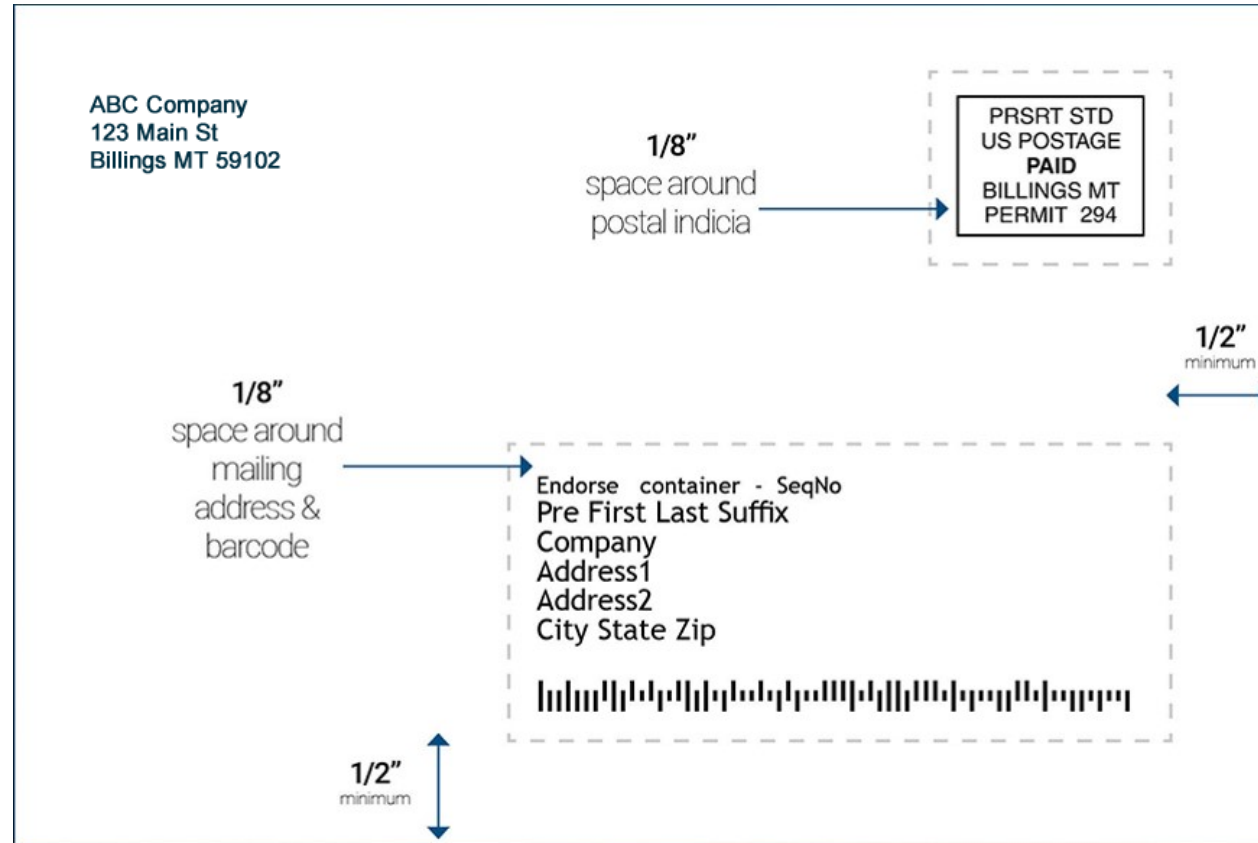
Use EDDM® services to promote your small business in your local community. If you're having a sale, opening a new location, or offering coupons, EDDM can help you send postcards, menus, and flyers to the right customers.





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We can assist with Mail Piece Design





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Presort the Mail



Traying Sequence [\(245.7.5\)](#)

5-Digit/Scheme¹

Trays: Optional, but 5-digit/scheme trays required for price. 150-piece minimum to same 5-digit/scheme destination; only one overflow tray permitted per destination.²

Price: 5-Digit

AADC

Trays: Optional, but required for AADC price; at least 150 pieces to same AADC; group pieces by 3-digit/scheme; only one overflow tray permitted per destination.²

Optional: One less-than-full tray may be prepared for any remaining pieces for the AADC of SCF serving post office where mail is verified.

Price: AADC

Mixed AADC

Trays: Required for all remaining pieces placed in mixed AADC trays; group pieces by AADC when overflow pieces from AADC trays are placed in mixed AADC trays; only one less-than-full tray permitted per mailing.

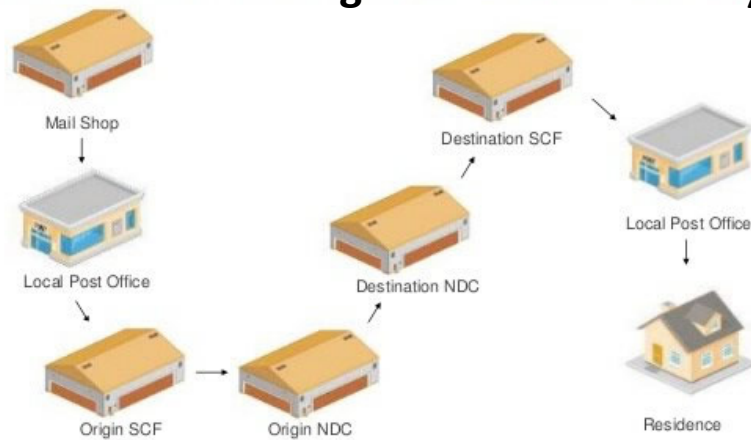
Price: Mixed AADC



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Drop mail locally or Drop Ship for Entry Discounts

How mail travels through USPS – Local Entry Drop



Drop shipping saves postage by reducing USPS delivery



Entry Discount	Carrier Route ^{1,2}				Automation ¹		
	Saturation	High Density +	High Density	Basic	5-Digit	AADC	Mixed AADC
None	\$0.197	\$0.210	\$0.239	\$0.332	\$0.277	\$0.309	\$0.330
DNDC	0.176	0.189	0.218	0.311	0.256	0.288	0.309
DSCF	0.172	0.185	0.214	0.308	0.250	0.282	-



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Sample Pricing for Mail Services

QUANTITIES	1,000	10,000	25,000
Average List Preparation Charge.....	\$66.97	\$158.86	\$312.78
Average Addressing Services.....	\$64.60	\$409.34	\$951.59
Average Delivery Charges to USPS.....	\$29.98	\$37.45	\$51.40
TOTAL CHARGES.....	\$161.55	\$605.66	\$1315.77



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Pricing Examples

Service Provided	Cost	Notes
Data Hygiene and Presort	\$0.01 per piece (over 10,000 pieces: \$0.0075)	Import/CASS Address Validation/Duplicate Removal/Presorting/Paperwork
NCOALink move update processing	\$25	Include NCOALink Results Report or .csv file of results
Inkjet or digital printing	\$0.05 per piece	
Delivery to post office	\$25	Additional charge for SCF entry drop
Affixing precanceled stamps	\$0.02 per piece	The permit for precanceled stamps is free
Insertor or Tabber Fee	\$0.03 per piece	

Example pricing for 15,000-piece mailing

Data work (15,000 x .0075)	\$112.50
NCOALink move update processing	\$25
Delivery to post office	\$25
Total for Data Work and Delivery	\$162.50
Addressing pieces (15,000 x .05)	\$750
Total	\$912.50

15,000 pieces First Class (.55 per piece)

\$8,700.00

15,000 piece presorted

\$4,200.00 (most likely much less)

Total Postage Savings

Over \$4,500



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Pricing Examples

Service Provided	Cost per 1,000	Minimum Setup Cost for low volume jobs
Data Hygiene (CASS+NCOALink)	\$8	\$20
Duplicate Detection/Merge Purge	\$4	\$15
Inkjet Addressing	\$25	\$30
Digital Press Addressing	\$15	\$20
Tray/Sack and Deliver to USPS	\$10	\$30
Tray/Sack for Customer Delivery to USPS	\$5	\$15

Potential Additional Services	Cost Per 1,000
Machine inserting envelopes (1-3 inserts)	\$20
Hand-inserting Envelopes (1-2 inserts)	\$35
Hand-inserting envelopes (3-4 inserts)	\$40
Hand Match inserting personalized letters into envelopes	\$50
Hand Sealing envelopes (non-machinable)	\$35
Additional Database Work	\$65 per hour

Example pricing for 15,000-piece mailing

Data work (15 x \$8)	\$120
Duplicate Detection (15 x \$4)	\$60
Delivery to post office (15 x \$10)	\$150
Total for Data Work and Delivery	\$330
Addressing pieces (15 x \$15)	\$225
Total	\$555

AccuZIP Onboarding Program



- Assistance with installation and setup
- Free training for staff members
- Free coaching on subsequent live mailings
- Technical support available 8AM-7PM ET
- Assistance through GoToAssist



1. REFER



2.



PURCHASES



3. EARN

\$995

TOWARD SUBSCRIPTION RENEWAL

accuzip.com/referrals



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