

Mail Estimate: Cost per Service

This sheet is a tool to assist you if mailing is new to your shop, or you do not have a current pricing structure in place. It is intended as a guide only. The prices below are only for reference. Prices will vary across the United States and should be changed to match Market Value in your area.

Mailing Service Provided

Cost per 1,000

Min setup cost to charge for lower volume jobs.

List Prep / Cass and NCOALink	\$8.00	\$20.00
Duplicate check / Merge Purge	\$4.00	\$15.00
Ink jet addressing	\$25.00	\$30.00
Digital press addressing	\$15.00	\$20.00
Package and Delivery to post office	\$25.00	\$30.00
Package for Customer Delivery to USPS	\$15.00	\$15.00

Additional Services cost if project requires

Machine inserting Envelopes 1-3 inserts (sealing on inserter)	\$20.00
Hand inserting Envelopes 1-2 inserts	\$35.00
Hand inserting Envelopes 2-4 inserts	\$40.00
Hand Match Inserting personalized letters to envelopes	\$50.00
Hand Sealing envelopes (Non Machinable)	\$35.00

*Additional database work (pricing comparable to hourly Graphic Design rates)	\$65.00	per hour
---	---------	----------



Sample Only

Estimate based on a 500 piece mailing.

List of Mailing Services at Minimum setup cost.

List Prep/ Cass and NCOALink - \$20.00
Duplicate check/Merge Purge - \$15.00
Digital Addressing- \$20.00
Package and Delivery to Post Office – \$30.00

Total Mailing Labor Cost Charged to customer by Mail Vendor = \$85.00

Breakdown of final Cost – Services and Postage

Estimated Presorted Marketing Mail Mixed AADC Postage $500 \times .402 = \$201.00$

Total Mailing Labor Charged to Customer = \$85.00

Total of cost mailing services and postage to Customer = \$286.00

Postage for 500 First Class Letters full rate $500 \times .73 = \$365.00$

Total amount of saving to customer verses the cost of the First Class Postage – \$79.00

Mail Vendor income= \$85.00

Estimate based on a 2,500 piece mailing.

List of Mailing Services and Cost.

List Prep/ Cass and NCOALink - $2.5 \times \$8.00 = \20.00
Duplicate check/Merge Purge - $2.5 \times 4.00 = \$12.00$ – min charge = \$15.00
Digital Addressing – $2.5 \times \$15.00 = \37.50
Package and Delivery to Post Office – $2.5 \times \$25.00 = \62.50

Total Mailing Labor Cost Charged to customer by Mail Vendor = \$135.00

Breakdown of final Cost – Services and Postage

Estimated Presorted Marketing Mail Mixed AADC Postage $2,500 \times .402 = \$1,005.00$

Total Mailing Labor Charged to Customer - \$135.00

Total of cost mailing services and postage to Customer – \$1,140.00

Postage for 500 First Class Letters full rate $2,500 \times .73 = \$1,825.00$

Total amount of saving to customer verses the cost of the First Class Postage – \$685.00

Mail Vendor income= \$135.00

Sample Only

Revised 05/15/2024 - Digital Addressing July 2024 Rate Changes

