



| USPS MARKETING MAIL LETTER*  | Marketing Mail*/Presort Standard AUTOMATION under 3.5 ounces - LETTERS    |      |                                     |          |                   |         |        |       |
|--|---|------|-------------------------------------|----------|-------------------|---------|--------|-------|
|  | REGULAR   |      |                                     |          | NON PROFIT        |         |        |       |
|  | None  | DNDC | SCF                                 | None     | DNDC              | SCF     |        |       |
| 5 digit  | .251  | .227 | .220                                | .136     | .112              | .105    |        |       |
| AADC   | .274  | .250 | .243                                | .159     | .135              | .128    |        |       |
| Mixed AADC   | .287  | .263 | N/A                                 | .172     | .148              | N/A     |        |       |
| USPS MARKETING MAIL FLATS*   | Marketing Mail*/Presort Standard CARRIER ROUTE under 3.5 ounces - LETTERS |      |                                     |          |                   |         |        |       |
|  | REGULAR   |      |                                     |          | NON PROFIT        |         |        |       |
|  | None  | DNDC | SCF                                 | None     | DNDC              | SCF     |        |       |
|  | Saturation (90% of a cr-rt)   | .186 | .164                                | .158     | .111              | .089    | .083   |       |
|  | High Density Plus (300+ per cr-rt)  | .196 | .174                                | .168     | .117              | .095    | .089   |       |
|  | High Density (125+ per cr-rt)   | .200 | .178                                | .172     | .118              | .096    | .090   |       |
| Basic (10+ per cr-rt)  | .292  | .265 | .257                                | .210     | .183              | .175    |        |       |
| USPS MARKETING MAIL FLATS*   | Marketing Mail*/Presort Standard AUTOMATION under 4 ounces - FLATS        |      |                                     |          |                   |         |        |       |
|  | REGULAR   |      |                                     |          | NON PROFIT        |         |        |       |
|  | None  | DNDC | SCF                                 | None     | DNDC              | SCF     |        |       |
|  | 5 digit   | .393 | .352                                | .340     | .227              | .186    | .174   |       |
|  | 3-Digit   | .500 | .459                                | .447     | .334              | .293    | .281   |       |
|  | AADC  | .567 | .526                                | .514     | .401              | .360    | .348   |       |
|  | Mixed AADC  | .598 | .557                                | N/A      | .432              | .391    | N/A    |       |
|  | Marketing Mail*/Presort Standard CARRIER ROUTE under 4 ounces - FLATS     |      |                                     |          |                   |         |        |       |
|  | REGULAR   |      |                                     |          | NON PROFIT        |         |        |       |
|  | None  | DNDC | SCF                                 | DDU      | None              | DNDC    | SCF    | DDU   |
| Saturation (90% of a cr-rt)  | .219  | .179 | .165                                | .156     | .136              | .096    | .082   | .073  |
| High Density Plus (300+ per cr-rt)   | .227  | .187 | .173                                | .164     | .144              | .104    | .090   | .081  |
| High Density (125+ per cr-rt)  | .248  | .208 | .194                                | .185     | .166              | .126    | .112   | .103  |
| Basic (10+ per cr-rt)  | .295  | .265 | .257                                | .246     | .213              | .183    | .175   | .164  |
| Basic CR (Bundles/Pallets)   | .276  | .246 | .238                                | .227     | .194              | .154    | .156   | .145  |
| EDDM   | REGULAR   |      |                                     |          | NON PROFIT        |         |        |       |
|  | None  | DNDC | SCF                                 | DDU      | None              | DNDC    | SCF    | DDU   |
|  | .220  | .180 | .166                                | .157     | .137              | .097    | .083   | .074  |
| 1ST CLASS PRST   | First Class Presort Auto - LETTERS up to 3.5 ounces                       |      | First Class Presort Auto - POSTCARD |          | 1ST CLASS NO PRST | LETTERS | STAMPS | METER |
|  | 5 Digit   | .378 | 5 Digit                             | .257     |                   | 1 oz.   | .50    | .47   |
|  | AADC  | .408 | AADC                                | .268     |                   | 2 oz.   | .71    | .68   |
|  | Mixed AADC  | .424 | Mixed AADC                          | .274     |                   | 3 oz.   | .92    | .89   |
|  | Nonmachinable Surcharge (Letters Only) .21                                |      |                                     |          |                   | 3.5 oz. | 1.13   | 1.10  |
|  |   |      |                                     | Postcard | .35               | .35     |        |       |
| Mail List Rental • Data Processing / Mail List Processing • Variable Data Imaging • Graphic Design • Printing • Lettershop Services • Online Mail Tracking • Web Design • Marketing Automation<br><b>All under one roof!</b> |   |      |                                     |          |                   |         |        |       |

### HELPFUL POSTAL INFO

|   |   |
|---|---|
| <p><b>“Letter” Size Specifications</b> - Cards (no folding) or Envelopes Size Requirements: Min. size 3.5 x 5”, Max. size 6 1/8 x 11.5”.</p> <p><b>Fold-over Cards or Booklets</b> Size Requirements: Min. size 3.5 x 5”, Max. size 6 x 10.5”. Thickness requirements: Mailers between 3 x 5” and 4 1/4 x 6” have a minimum thickness of .007.</p> <p>If larger than 4 1/4 x 6” the minimum thickness is .009. Maximum thickness is .25”.</p> | <p><b>“Flat” size requirements:</b> If one dimension is greater than the “letter size” maximum the piece is considered a “flat”.</p> <p><b>Cards (no folding) or Envelopes</b> Size Requirements – Min. size 6 1/4 x 11.5” or 6 1/8” x 11 5/8”.</p> <p><b>Fold-over Cards or Booklets</b> – Min. size 6 1/8 x 10.5” or 6 x 10 3/8”.</p> |
| <p><b>Postcards (1st class only)</b> - Min. 3.5 x 5”, Max. 4.25 x 6”. Minimum thickness .007, Max. .016”</p>  | <p><b>EDDM</b> - Must meet flat specifications (See above). Unaddressed mail. Mail to entire carrier routes, either business and residential or just residential.</p>   |
| <p><b>Aspect Ratio</b> - Mail must be rectangular: Take the width of the mail piece and divide it by the height. The ratio needs to be between 1.3 and 2.5 (e.g. 4.25 x 6” postcard = 1.41)</p>   | <p><b>Tabbing</b> (wafer sealing): Letter size self-mailers – Two 1” tabs at top. Saddle-Stitched – two 1.5” tabs on leading edge, one tab on trailing edge. Folded edge <b>MUST</b> be at bottom. Tabbing is not required for flats.</p>   |

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\*USPS Marketing Mail was formerly known as Presort Standard Mail.