REV 2.5.25

|	FIRST CLASS (STAMPS)	FIRST CLASS PRE-SORTED (USING PERMIT/INDICIA)	MARKETING MAIL (STANDARD-BULK)	EVERY DOOR DIRECT MAIL (EDDM)
		https://postcalc.usps.com/business	https://postcalc.usps.com/business	
Best Used for	Personal and/or Business correspondence	Personal and/or Business correspondence	NON-time sensitive commercial advertisements, or mass distributions	Targeted carrier routes in relation to a certain location.
pieces of mail permitted	LESS than 500 pieces	500 or MORE pieces	200 or MORE pieces	QTY determined by USPS carrier routes chosen. (MAX of 5,000 per mailing, per day)
Average price per piece	hand placed on envelope: (7/10/22) Forever 1 oz stamp: .73 cents Postcard rate stamp: .56 cents (4.25x6" or smaller)	Approx .54 - .62 cents each at letter size and .38 - .42 each at postcard size.	Non-profit rate: approx. .15 - .23 cents each at letter size. Standard rate: approx. .32 - .40 cents each at letter size.	FLAT SIZE ONLY approx. - .22 cents each NO partial routes
Delivery time after drop at USPS	1-3 business days locally, Prioritized before Marketing/Standard Bulk	1-3 business days locally, Prioritized before Marketing/Standard Bulk	Approximately 3-10 business days, no guaranteed delivery time	Approx. 7-14 business days
Personalization	Personalized, classified or time sensitive information	Personalized, classified or time sensitive information	Personalized addresses permitted, NO variable content	NO personalized addresses, NO variable content
Non-Profit Pricing rate?	NO non-profit rate	NO non-profit rate	non-profit rate requires customer NPA# issued by USPS form 3624 (Printed return address MUST match address from Non-profit application at USPS)	non-profit rate requires customer NPA# (Non-Profit Authorization) issued by USPS form 3624
forwarding or return service?	forwarding & return service included	forwarding & return service included	NO forwarding & return service	NO forwarding & return service
Additional service options	NCOA NOT available CASS Certify NOT available De-Duplicate NOT available	NCOA required (within 90 days) CASS Certify required De-Duplicate optional	NCOA required (within 90 days) CASS Certify required De-Duplicate optional	NCOA NOT available CASS Certify NOT available De-Duplicate NOT available
Providing Recipients	List required	List required	List required	No list or permit required
Weight Requirements	Maximum Weight 13 oz	Maximum Weight 13 oz	Maximum Weight 16 oz	Maximum Weight 3.3 oz

DigiCOPY 100% Employee Owned
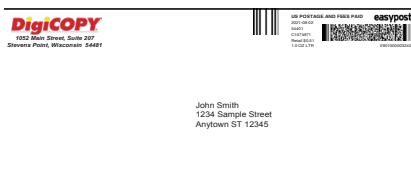
IMPORTANT TERMS

CASS Certify - (Coding Accuracy Support System) - Improves the accuracy of the carrier routes and 5-digit zip code + 4 along with delivery point codes A Delivery point verification that adds missing information, corrects, & standardizes addresses.; list good for 180 days.

Pre-sorting - Organizes the mailing list prior to printing the address block for a discounted postage rate. Preporation of paperwork such as postage statement, qualification report, move report, etc. are included. Generates total postage costs. Pieces must be trayed in USPS trays according to the pre-sort paperwork after it is printed.

NCOA - (National Change Of Address) - A secure dataset of approximately 160 million change-of-address entries compiled from individuals, families, and businesses over the course of the past 48 months. This service adds and corrects missing information, while standardizing the addresses block. Provides delivery point verification; list good for 180 days.

Geocode Filtering - Targets a specific mile radius from one point and eliminates any addresses on the list that are outside of that area.

De-Duplication - Adds missing information, corrects, & standardizes addresses. Delivery point verification; list good for 180 days.

Indicia - Most often, a business or organization only holds one type of permit # or indicia. (First class VS Standard) We must know which one they hold to process the mailing accurately, along with the city where the permit is held.

NPA - Non-profit Authorization # - An organization is required to have this to use the specialty non-profit postage rate. (6 digits)

Mail Anywhere* - A paid service that permits dropping the mailing at any post office. Available option on all First Class, Standard, or EDDM mailings.

Postage Statement - Created with mailing software and is emailed after list is processed. Submitted to USPS automatically so no hard copy required.

MUST use First Class: invoices, statements, personal correspondence such as financial or healthcare communication.

$ - Automation
$$ - Machinable
$$$ - Non-machinable

There is no such thing as a 'non-profit permit'. It is classified as a first class OR standard permit.

First Class Mail and Marketing Mail will have different permit/indicia #s. Your customer <u>could</u> hold both**
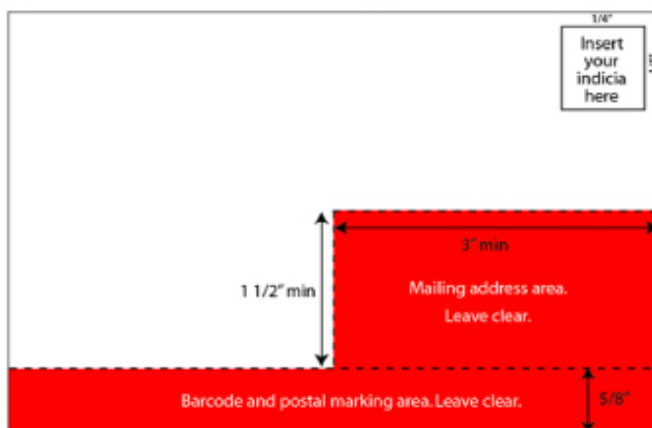
EDDM required specs:
length greater than 10.5"
OR
height greater than 6.125"
thickness greater than .25"
weight less than 3.31oz

Paper Options

Cards must be at least 7 calipers (.007") thick.
The following in-stock papers are acceptable:

- 110# Index
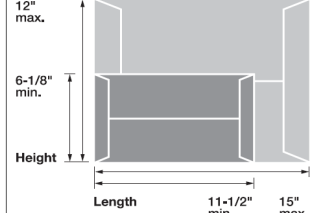- 65# Cover
- 155# C1S
- 80# Cover
- 165# C2S
- 100# Cover

Artwork Guidelines

The post office has specific requirements regarding the address side of a postcard. Please adhere to the following guidelines when designing:

Insert your indicia here

3" min

1 1/2" min

Mailing address area. Leave clear.

Barcode and postal marking area. Leave clear.

5/8"

Card Dimensions common sizes: 4.25x6" 4x6" 4.25x5.5" 3.5x5"

	Minimum	Maximum
Length	5 inches	6 inches
Height	3-1/2 inches	4-1/4 inches
Thickness	0.007 inch	0.016 inch

Letter Dimensions common sizes: 5x7" 8.5x5.5" 6x9"

	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

Flat Dimensions common sizes: 9x12" 10x13" 12x15"

	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