

# LISTEN • IMPRESS • DELIVER

## FIRST CLASS RATES

MINIMUM OF 500 PIECES TO PRESORT  
LETTER SIZE MAIL

Min. L/H Ratio=1.3  
Max. L/H Ratio=2.5

**SINGLE CARDS & ENVELOPES** | **POSTCARDS**  
 Max. Weight=3.0 oz. Min. Thickness=.007"  
 Max. Height=6 1/8" Max. Thickness=.016"  
 Max. Length=11 1/2" Min. Size=3.5" x 5"  
 Max. Size=4.25"x6"

	Post Cards	Up to 1 oz. Letter	Up to 2 oz. Letter
<b>NON AUTOMATED</b>			
Single Piece	\$0.350	\$0.550	\$0.700
Presorted	\$0.285	\$0.460	\$0.460
<b>AUTOMATED</b>			
5-Digit	\$0.260	\$0.391	\$0.391
AADC	\$0.270	\$0.419	\$0.419
Mixed AADC	\$0.276	\$0.439	\$0.439

## NON-LETTER SIZE MAIL

Max. Weight=13 oz. Up to 1 oz. Up to 2 oz.  
 Max. Height=12" Flat Flat  
 Max. Length=15"

Single Piece	\$1.000	\$1.200
Presorted	\$0.810	\$1.010
<b>AUTOMATED</b>		
5-Digit	\$0.430	\$0.630
3-Digit	\$0.577	\$0.777
ADC	\$0.620	\$0.820
Mixed ADC	\$0.716	\$0.716

320-251-7611  
NAHAN.COM

7000 SAUKVIEW DRIVE  
ST. CLOUD, MN 56303

## MARKETING MAIL STANDARD (A) RATES

MINIMUM OF 200 PIECES TO PRESORT  
LETTER SIZE MAIL

Min. L/H Ratio=1.3  
Max. L/H Ratio=2.5

**SINGLE CARDS & ENVELOPES**  
 Max. Weight=3.5 oz.  
 Max. Height=6 1/8"  
 Max. Length=11 1/2"

**BOOKLETS & FOLDED SELF-MAILERS**  
 Max. Weight=3.0 oz.  
 Max. Height=6"  
 Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
<b>MACHINABLE</b>			
AADC	\$0.295	\$0.275	\$0.269
Mixed AADC	\$0.305	\$0.285	N/A
<b>AUTOMATED</b>			
5-Digit	\$0.259	\$0.239	\$0.233
AADC	\$0.284	\$0.264	\$0.258
Mixed AADC	\$0.299	\$0.279	N/A
<b>ENHANCED CARRIER ROUTE</b>			
Saturation	\$0.191	\$0.172	\$0.168
High Density Plus	\$0.201	\$0.182	\$0.178
High Density	\$0.209	\$0.190	\$0.186
Basic	\$0.294	\$0.271	\$0.265

## STANDARD FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.  
 Max. Weight=16 oz.  
 Max. Height=12"  
 Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>				
5-Digit	\$0.501	\$0.458	\$0.447	N/A
3-Digit	\$0.594	\$0.551	\$0.540	N/A
ADC	\$0.650	\$0.607	\$0.596	N/A
Mixed ADC	\$0.685	\$0.642	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.418	\$0.375	\$0.364	N/A
3-Digit	\$0.543	\$0.500	\$0.489	N/A
ADC	\$0.608	\$0.565	\$0.554	N/A
Mixed ADC	\$0.666	\$0.623	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.224	\$0.186	\$0.179	\$0.163
High Density Plus	\$0.232	\$0.194	\$0.187	\$0.171
High Density	\$0.250	\$0.212	\$0.205	\$0.189
Basic	\$0.302	\$0.271	\$0.265	\$0.254

## MARKETING MAIL NON-PROFIT STANDARD (A) RATES

LETTER SIZE MAIL

Min. L/H Ratio=1.3  
Max. L/H Ratio=2.5

**SINGLE CARDS & ENVELOPES**  
 Max. Weight=3.50 oz.  
 Max. Height=6 1/8"  
 Max. Length=11 1/2"

**BOOKLETS & FOLDED SELF-MAILERS**  
 Max. Weight=3.0 oz.  
 Max. Height=6"  
 Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
<b>MACHINABLE</b>			
AADC	\$0.174	\$0.154	\$0.148
Mixed AADC	\$0.184	\$0.164	N/A
<b>AUTOMATED</b>			
5-Digit	\$0.138	\$0.118	\$0.112
AADC	\$0.163	\$0.143	\$0.137
Mixed AADC	\$0.178	\$0.158	N/A
<b>ENHANCED CARRIER ROUTE</b>			
Saturation	\$0.111	\$0.092	\$0.088
High Density Plus	\$0.116	\$0.097	\$0.093
High Density	\$0.124	\$0.105	\$0.101
Basic	\$0.209	\$0.186	\$0.180

## NON-PROFIT FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.  
 Max. Weight=16 oz.  
 Max. Height=12"  
 Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>				
5-Digit	\$0.323	\$0.280	\$0.269	N/A
3-Digit	\$0.416	\$0.373	\$0.362	N/A
ADC	\$0.472	\$0.429	\$0.418	N/A
Mixed ADC	\$0.507	\$0.464	N/A	N/A
<b>AUTOMATED</b>				
5-Digit	\$0.240	\$0.197	\$0.186	N/A
3-Digit	\$0.365	\$0.322	\$0.311	N/A
ADC	\$0.430	\$0.387	\$0.376	N/A
Mixed ADC	\$0.488	\$0.445	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.136	\$0.098	\$0.091	\$0.075
High Density Plus	\$0.144	\$0.106	\$0.099	\$0.083
High Density	\$0.166	\$0.128	\$0.121	\$0.105
Basic	\$0.218	\$0.187	\$0.181	\$0.170

## MARKETING MAIL FLAT SIZE PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz.  
 \*\*Each piece is subject to a piece AND pound rate

**POUND RATE** (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>	\$0.935	\$0.763	\$0.719	N/A
<b>AUTOMATED</b>	\$0.935	\$0.763	\$0.719	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.609	\$0.454	\$0.426	\$0.365
High Density Plus	\$0.609	\$0.454	\$0.426	\$0.365
High Density	\$0.609	\$0.454	\$0.426	\$0.365
Basic	\$0.705	\$0.580	\$0.554	\$0.511

**PIECE RATE** (add to Pound Rate)

<b>NON AUTOMATED</b>				
5-Digit	\$0.267	\$0.267	\$0.267	N/A
3-Digit	\$0.360	\$0.360	\$0.360	N/A
ADC	\$0.416	\$0.416	\$0.416	N/A
Mixed ADC	\$0.451	\$0.451	N/A	N/A
<b>AUTOMATION</b>				
5-Digit	\$0.184	\$0.184	\$0.184	N/A
3-Digit	\$0.309	\$0.309	\$0.309	N/A
ADC	\$0.374	\$0.374	\$0.374	N/A
Mixed ADC	\$0.432	\$0.432	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.072	\$0.072	\$0.072	\$0.072
High Density Plus	\$0.080	\$0.080	\$0.080	\$0.080
High Density	\$0.098	\$0.098	\$0.098	\$0.098
Basic	\$0.126	\$0.126	\$0.126	\$0.126

## NON-PROFIT FLAT SIZE MAIL PIECE + POUND RATE

Mail pieces weighing more than 4.0 oz.  
 \*\*Each piece is subject to a piece AND pound rate

**POUND RATE** (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
<b>NON AUTOMATED</b>	\$0.793	\$0.621	\$0.577	N/A
<b>AUTOMATED</b>	\$0.793	\$0.621	\$0.577	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.436	\$0.281	\$0.253	\$0.192
High Density Plus	\$0.436	\$0.281	\$0.253	\$0.192
High Density	\$0.436	\$0.281	\$0.253	\$0.192
Basic	\$0.535	\$0.410	\$0.384	\$0.341
<b>PIECE RATE</b> (add to Pound Rate)				
<b>NON AUTOMATED</b>				
5-Digit	\$0.125	\$0.125	\$0.125	N/A
3-Digit	\$0.218	\$0.218	\$0.218	N/A
ADC	\$0.274	\$0.274	\$0.274	N/A
Mixed ADC	\$0.309	\$0.309	N/A	N/A
<b>AUTOMATION</b>				
5-Digit	\$0.042	\$0.042	\$0.042	N/A
3-Digit	\$0.167	\$0.167	\$0.167	N/A
ADC	\$0.232	\$0.232	\$0.232	N/A
Mixed ADC	\$0.290	\$0.290	N/A	N/A
<b>ENHANCED CARRIER ROUTE</b>				
Saturation	\$0.027	\$0.027	\$0.027	\$0.027
High Density Plus	\$0.035	\$0.035	\$0.035	\$0.035
High Density	\$0.057	\$0.057	\$0.057	\$0.057
Basic	\$0.084	\$0.084	\$0.084	\$0.084



# 2020 MAILING PROMOTIONS CALENDAR

APPROVED 12/6/2019

JAN - FEB - MARCH

APRIL - MAY - JUNE

JULY - AUG - SEPT

OCT - NOV - DEC

## FIRST-CLASS MAIL®

Registration  
Feb 15 -  
Mar 31

Earned Value  
Promotion Period (3 months)  
April 1 - June 30

\* registration closes Mar 31, 2020

Registration  
May 15 - Dec 31

Personalized Color Transpromo  
Promotion Period (6 months)  
July 1 - December 31

## MARKETING MAIL® AND FIRST-CLASS MAIL

Registration  
Jan 15 - Aug 31

Emerging & Advanced Technology  
Promotion Period (6 months)  
March 1 - August 31

Registration  
July 15 - Nov 30

Informed Delivery  
Promotion Period (3 months)  
September 1 - November 30

## MARKETING MAIL

Registration  
Dec 15 - July 31

Tactile, Sensory & Interactive Engagement  
Promotion Period (6 months)  
February 1 - July 31

Registration  
June 15 - Dec 31

Mobile Shopping  
Promotion Period (5 months)  
August 1 - December 31



# 2020 MAILING PROMOTIONS CALENDAR

### ***Tactile, Sensory and Interactive Mailpiece Engagement Promotion:***

Encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

### ***Emerging and Advanced Technology Promotion:***

Encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, multichannel mail integration with digital assistants/smart speakers into their direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

### ***Earned Value Reply Mail Promotion:***

Encourages mailers to continue to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail envelopes and cards by providing a financial benefit when their customer puts those pieces back into the mailstream. New Participants will earn a \$0.02 credit per counted reply piece between April-June of 2020. Repeat participants who meet between 93-100% of their volumes counted during the same period in 2019 will earn credit at \$0.02 per piece, while repeat participants exceeding their 2019 volumes will earn credit at \$0.04 per piece. Credits may be applied to postage for First-Class Mail presort & automation cards, letters and flats and Marketing Mail letters & flats, and must be used by December 31, 2020.

### ***Personalized Color Transpromo Promotion:***

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements only—that meet the updated dynamic print and updated personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print requirements.

### ***Mobile Shopping Promotion:***

Encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile barcode formats that can be leveraged to qualify for this promotion, in addition to the use of Payment QRs, or those connected to an integrated social shopping platform to facilitate a seamless shopping/purchase experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

### ***Informed Delivery Promotion:***

Encourages mailers to continue to adopt use of the USPS' new omnichannel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet *new* best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.