

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. Max. Height=6 1/8" Max. Length=11 1/2" | Min. Thickness=.007" Max. Thickness=.016" Min. Size=3.5" x 5" Max. Size=6"x 9" |

| | Post Cards | Up to 1 oz. Letter | Up to 2 oz. Letter |
|--------------------------------------|-------------------------------|-------------------------------|-------------------------------|
| NON AUTOMATED Single Piece Presorted | \$0.440 | \$0.570 | \$0.81 |
| | \$0.372 | \$0.600 | \$0.600 |
| AUTOMATED 5-Digit AADC Mixed AADC | \$0.330 \$0.348 \$0.359 | \$0.455 \$0.491 \$0.515 | \$0.455 \$0.491 \$0.515 |

FLAT SIZE MAIL

| | Up to 1 oz. Flat | Up to 2 oz. Flat |
|--|--|--|
| Max. Weight=13 oz. Max. Height=12" Max. Length=15" | | |
| Single Piece Presorted | \$1.20 | \$1.44 |
| | \$1.080 | \$1.320 |
| AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.555 \$0.762 \$0.821 \$0.934 | \$0.795 \$1.002 \$1.061 \$1.174 |

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 |
|-----------------------------------|-------------------------------|-------------------------------|---------------------------|
| MACHINABLE AADC Mixed AADC | \$0.339 \$0.355 | \$0.316 \$0.332 | \$0.309 N/A |
| AUTOMATED 5-Digit AADC Mixed AADC | \$0.296 \$0.328 \$0.349 | \$0.273 \$0.305 \$0.326 | \$0.266 \$0.298 N/A |

| ENHANCED CARRIER ROUTE | Saturation | High Density Plus | High Density | Basic |
|------------------------|------------|-------------------|--------------|---------|
| | \$0.209 | \$0.225 | \$0.270 | \$0.400 |
| | \$0.186 | \$0.202 | \$0.247 | \$0.377 |
| | \$0.179 | \$0.195 | \$0.240 | \$0.370 |

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 |
|--|--|--|--|--|
| NON AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.611 \$0.736 \$0.800 \$0.881 | \$0.542 \$0.667 \$0.731 \$0.812 | \$0.520 \$0.645 \$0.709 N/A | N/A N/A N/A N/A |
| AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.530 \$0.684 \$0.782 \$0.854 | \$0.461 \$0.615 \$0.713 \$0.785 | \$0.439 \$0.593 \$0.691 N/A | N/A N/A N/A N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.261 \$0.275 \$0.320 \$0.390 | \$0.215 \$0.229 \$0.274 \$0.334 | \$0.200 \$0.214 \$0.259 \$0.323 | \$0.181 \$0.195 \$0.240 \$0.321 |

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 |
|-----------------------------------|-------------------------------|-------------------------------|---------------------------|
| MACHINABLE AADC Mixed AADC | \$0.197 \$0.213 | \$0.174 \$0.190 | \$0.167 N/A |
| AUTOMATED 5-Digit AADC Mixed AADC | \$0.154 \$0.186 \$0.207 | \$0.131 \$0.163 \$0.184 | \$0.124 \$0.156 N/A |

| ENHANCED CARRIER ROUTE | Saturation | High Density Plus | High Density | Basic |
|------------------------|------------|-------------------|--------------|---------|
| | \$0.128 | \$0.135 | \$0.153 | \$0.283 |
| | \$0.105 | \$0.112 | \$0.130 | \$0.260 |
| | \$0.098 | \$0.105 | \$0.123 | \$0.253 |

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 |
|--|--|--|--|--|
| NON AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.405 \$0.530 \$0.594 \$0.675 | \$0.336 \$0.461 \$0.525 \$0.606 | \$0.314 \$0.439 \$0.503 N/A | N/A N/A N/A N/A |
| AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.324 \$0.478 \$0.576 \$0.648 | \$0.255 \$0.409 \$0.507 \$0.579 | \$0.233 \$0.387 \$0.485 N/A | N/A N/A N/A N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.169 \$0.181 \$0.229 \$0.299 | \$0.123 \$0.135 \$0.183 \$0.243 | \$0.108 \$0.120 \$0.168 \$0.232 | \$0.089 \$0.101 \$0.149 \$0.230 |

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

| | None | DNDC Entry | DSCF Entry | DDU Entry |
|--|--|--|--|--|
| NON AUTOMATED | \$1.087 | \$0.811 | \$0.723 | N/A |
| AUTOMATED | \$1.087 | \$0.811 | \$0.723 | N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.680 \$0.680 \$0.680 \$0.877 | \$0.497 \$0.497 \$0.497 \$0.651 | \$0.434 \$0.434 \$0.434 \$0.606 | \$0.358 \$0.358 \$0.358 \$0.601 |

PIECE RATE (add to Pound Rate)

| | None | DNDC Entry | DSCF Entry | DDU Entry |
|--|--|--|--|--|
| NON AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.339 \$0.464 \$0.528 \$0.609 | \$0.339 \$0.464 \$0.528 \$0.609 | \$0.339 \$0.464 \$0.528 N/A | N/A N/A N/A N/A |
| AUTOMATION 5-Digit 3-Digit ADC Mixed ADC | \$0.258 \$0.412 \$0.510 \$0.582 | \$0.258 \$0.412 \$0.510 \$0.582 | \$0.258 \$0.412 \$0.510 N/A | N/A N/A N/A N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.091 \$0.105 \$0.150 \$0.171 | \$0.091 \$0.105 \$0.150 \$0.171 | \$0.091 \$0.105 \$0.150 \$0.171 | \$0.091 \$0.105 \$0.150 \$0.171 |

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

| | None | DNDC Entry | DSCF Entry | DDU Entry |
|--|--|--|--|--|
| NON AUTOMATED | \$0.927 | \$0.651 | \$0.563 | N/A |
| AUTOMATED | \$0.927 | \$0.651 | \$0.563 | N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.508 \$0.508 \$0.508 \$0.709 | \$0.325 \$0.325 \$0.325 \$0.483 | \$0.262 \$0.262 \$0.262 \$0.438 | \$0.186 \$0.186 \$0.186 \$0.433 |
| PIECE RATE (add to Pound Rate) | | | | |
| NON AUTOMATED 5-Digit 3-Digit ADC Mixed ADC | \$0.173 \$0.298 \$0.362 \$0.443 | \$0.173 \$0.298 \$0.362 \$0.443 | \$0.173 \$0.298 \$0.362 N/A | N/A N/A N/A N/A |
| AUTOMATION 5-Digit 3-Digit ADC Mixed ADC | \$0.092 \$0.246 \$0.344 \$0.416 | \$0.092 \$0.246 \$0.344 \$0.416 | \$0.092 \$0.246 \$0.344 N/A | N/A N/A N/A N/A |
| ENHANCED CARRIER ROUTE Saturation High Density Plus High Density Basic | \$0.042 \$0.054 \$0.102 \$0.122 | \$0.042 \$0.054 \$0.102 \$0.122 | \$0.042 \$0.054 \$0.102 \$0.122 | \$0.042 \$0.054 \$0.102 \$0.122 |

2022 USPS PROMOTIONS CALENDAR

USPS Promotions encourage marketers, printers, and mailers to try out new technology and print techniques that drive higher customer engagement and response rates and increase return on investment in mail. By incentivizing the use of these technologies through discounts, the Postal Service is helping to increase the value of direct mail and ensuring its continued place in the modern communications and marketing landscape.

For 2022, USPS is offering the Promotions detailed at right.



TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT

Encourages mailers to enhance customer engagement through innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



EMERGING AND ADVANCED TECHNOLOGY

Encourages mailers to incorporate emerging technologies such as Enhanced AR, VR/AR, NFC, Video in Print, multichannel mail integration with voice assistants.

- **ELIGIBILITY** Marketing Mail letters and flats; First-Class Mail letters, cards, and flats
- **DISCOUNT** 2%-3%



EARNED VALUE REPLY MAIL

Encourages mailers to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM), and Share Mail envelopes and cards by providing a financial benefit when customers put those pieces back into the mailstream.

- **ELIGIBILITY** Credits may be applied to postage for qualifying First-Class and Marketing Mail letters & flats, and must be used by December 31, 2022.
- **DISCOUNT** \$0.02 credit per counted reply and/or share mail piece



PERSONALIZED COLOR TRANSPROMO

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging to improve connection to and response from customers.

- **ELIGIBILITY** Qualifying First-Class Mail presort and automation letters (bills and statements)
- **DISCOUNT** 3%



INFORMED DELIVERY

Encourages mailers to use USPS' Informed Delivery omni-channel feature. Participants must create Informed Delivery campaigns through the Portal or submit elements through eDoc submission and develop campaigns that meet best-practice requirements.

- **ELIGIBILITY** Qualifying automation Marketing Mail letters and flats; qualifying automation First-Class Mail letters, cards, and flats
- **DISCOUNT** 4%



MOBILE SHOPPING

Encourages mailers to integrate mobile technologies that facilitate convenient, seamless online shopping experiences. Many new mobile technologies can be leveraged to qualify for this promotion.

- **ELIGIBILITY** Qualifying Marketing Mail letters and flats
- **DISCOUNT** 2%

PROMOTION AND REGISTRATION DATES

| PROMOTIONS | JAN | FEB | MAR | APR | MAY | JUN | JUL | AUG | SEPT | OCT | NOV | DEC |
|--|-----|--------|--------|-----|--------|-----|--------|--------|------|-----|-----|--------|
| TACTILE, SENSORY AND INTERACTIVE MAILPIECE ENGAGEMENT | | DEC 15 | | | | | JUL 31 | | | | | |
| EMERGING AND ADVANCED TECHNOLOGY | | | | | | | | AUG 31 | | | | |
| EARNED VALUE REPLY MAIL | | FEB 15 | MAR 31 | | | | | | | | | |
| PERSONALIZED COLOR TRANSPROMO | | | | | MAY 15 | | | | | | | DEC 31 |
| INFORMED DELIVERY | | | | | | | JUL 1 | | | | | DEC 31 |
| MOBILE SHOPPING | | | | | | | | | | | | DEC 31 |

Registration Period Promotion Period

For more information, visit: postalpro.usps.com/promotions