



POSTAL NEWS

FOR IMMEDIATE RELEASE
March 18, 2003

Contact: Media Relations
202-268-2155
Release No. 015
www.usps.com

Postal Service Proposes Eye-Catching Ad Mail

WASHINGTON, D.C. – The Postal Service has filed a request with the Postal Rate Commission to establish a category of mail that would give direct marketers the option of sending odd-shaped, eye-catching advertising pieces through the mail. Called Customized MarketMail™ (CMM), this uniquely shaped mail would add substantially to the direct marketer's ability to obtain differentiation and impact in the mailbox, according to Anita Bizzotto, Chief Marketing Officer of the Postal Service.

“With CMM, mail would become an even more valuable advertising tool than before, and within defined standards, will be limited only by the creativity of the direct marketer,” said Bizzotto. “If they want to send a post card that’s shaped like a bicycle or a racing car, with CMM they would have that option.” Currently direct marketers are not allowed to mail shapes such as triangular or oblong pieces.

CMM represents the Postal Service's ongoing drive to meet the evolving needs of the direct marketing industry: to provide new products and services that give them the ability to mail creative, and unusual shapes and designs. With CMM, direct marketers would have the option of mailing non-rectangular mailpieces up to 3.3 ounces in weight. The dimensions of the pieces could cover the span of the smallest currently allowable letter-size piece up to the maximum flat-size of 12" x 15" x 3/4".

Details of the filing are available at www.prc.gov.