

## **Customized MarketMail® Postage Drops 30 Percent Under New Prices**

### ***Postal Service Makes Mailing Uniquely Shaped Marketing Pieces More Affordable***

WASHINGTON, D.C. – When a Krispy Kreme doughnut could fit through a mail slot, marketers took notice.

But when cowboy boots, the U.S. Capitol, puppies and even motorcycles followed suit, advertising took on an entirely new dimension. Literally.

Now those same marketers and businesses can send those creative “Customized MarketMail” (CMM) pieces at much lower postage prices.

Included in the new Postal Service prices that went into effect Monday are reduced prices for CMM. The surcharges that had accompanied non-rectangular pieces were dropped and CMM was placed in the Not Flat-Machinable category. As a result, CMM postage rates decreased by 24 percent to 46 cents for each Standard Mail Regular CMM mail piece and by 30 percent to 33.4 cents for each Standard Mail, Non-profit CMM mailpiece.

Customized MarketMail allowed Krispy Kreme doughnuts to send a mail piece that looks like a doughnut through the mail. Advertisers can match the shape of their mail piece to look like their products or create eye-catching new forms with CMM – without the need for an envelope.

“CMM is a great way for advertisers to really stand out in the mail. It lets businesses think outside the envelope,” said Nick Barranca, vice president, product development. “We want to help make mail even more valuable and exciting for customers and consumers.”

CMM requires special handling by the Postal Service and must be drop-shipped to the delivery unit by the mailer. The cost of production is another factor advertisers must consider when looking at CMM. The new reduced postage prices make CMM a more cost-effective option for advertisers.

“These changes to Customized MarketMail are another example of the Postal Service working to meet the needs of our customers,” Barranca said. “The Postal Service will continue to look at additional ways to help businesses become more successful.”

**Please note: JPEG images and examples are available for reporters by contacting Joanne Veto at [joane.m.veto@usps.gov](mailto:joane.m.veto@usps.gov) or 202-268-3118.**

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An independent federal agency, the U.S. Postal Service is the only delivery service that visits 146 million homes and businesses, six days a week. It has 37,000 retail locations and relies on the sale of postage, products and services to cover its operating expenses. The Postal Service has annual revenues of \$73 billion and delivers nearly half the world's mail volume.