

Priority Mail Flat-Rate Box “All in the Box” Promotions

Introduction

Priority Mail® flat-rate boxes are the best value in the shipping market. With four different sizes; competitive pricing; online discounts; and free, eco-friendly Priority Mail packaging, the time has never been better for customers to ship flat-rate with the Postal Service™.

It’s all in the box — value, convenience, 2- to 3-day delivery, no surcharges for fuel or Saturday and residential delivery. It’s “All in the Box” literally, too. Customers can easily pack everything they need for special occasions into a perfectly sized Priority Mail flat-rate box:

- A tie, golf tees, golf balls, and a card for a Father’s Day — All in the Box.
- Diapers, teething rings, clothes, blankets, and toys for a New Baby — All in the Box.
- A new wallet or purse, book, and photo frame for a diploma for Graduation — All in the Box.

The list goes on: Wedding — All in the Box, Back to School — All in the Box, Birthday — All in the Box, and more. Pick a theme and pick a Priority Mail flat-rate box!

This information kit provides more All in the Box ideas and materials to help promote Priority Mail flat-rate boxes through the spring and summer, starting with a national news release May 27, 2009. Promotional activities also will support the Postal Service’s national Priority Mail advertising campaign, scheduled to start in late May.

Note: All Priority Mail flat-rate prices listed in this kit are effective as of January 2009, and will not change with the upcoming May 11 Mailing Services price change.

Customer Outreach

Customer outreach activities for All in the Box promotions can include the following:

- All in the Box demonstrations or lobby days.
- Lobby activities, such as the following:
 - Demonstrate how much fits in each of the four flat-rate boxes. Compare fun items like candy (jelly beans, licorice, peppermints, gum balls, etc.), feathers, craft items, etc.
 - Challenge customers to pack a Priority Mail flat-rate box within a specific time period. Provide packing tips and demonstration.

- Rotate displays of All in the Box ideas by date (see calendar and theme suggestions below).

Small Business Outreach

Small business outreach activities for All in the Box promotions could be combined with Business Connect™ activities, and include the following:

- Demonstrate All in the Box ideas to local retailers for their products:
 - Comb, brush, fashion magazine, and beauty products for local salons.
 - Key chain, colored key identifiers, change of address kits, business card holder, local map for a local realtor.
 - Pet supply kits for local veterinarians to send as welcome to new patients.
- Demonstrate “Thanks a Bundle” theme for recent orders or “Bundle of Savings” offers from one business to another business. The package might contain items such as the following:
 - A “Bundle of Offers to Save you a Bundle” pitch for current offers with sales promotion materials.
 - A “Bundle of Savings” available via “Bundled Services Packages” (for example, from phone companies, cable companies, auto repair companies).
 - A “Bundle” of Business Solutions to ensure you don’t turn into a “Bundle of Nerves.”
 - A “Bundle” of silk flowers in a small vase suitable for an office desk, or a “Bundle” of sweet treats as a “Bundle of Thanks!” for a recent order.
 - A group picture of employees holding a banner reading “Thanks a Bundle for Your Order.”
- Leverage Priority Mail flat-rate box collateral materials and activity suggestions provided in the “Monumental Opportunity” Business Connect articles in *Postal Bulletin* 22255 (3-26-09, pages 22–23).

Media Outreach

Possible media outreach activities for All in the Box promotions include the following:

- A press conference or media interview.
- Photo opportunities with All in the Box demonstrations or lobby displays.

- A lobby event to showcase free Priority Mail flat-rate box packaging.
- Sending local journalists a media "All in the Box" kit with items such as pens and notebooks, fact sheets, thumb drives, and local Post Office™ information.

All in the Box Theme and Calendar Suggestions

Year-Round

- **Birthday — All in the Box:** Balloons, party hats and supplies, gift card.
- **New Baby — All in the Box:** Toys, diapers, teething rings, clothing, blankets.
- **New Home — All in the Box:** Key chain, colored key covers, change of address kit, local map, local business directory, welcome mat or welcome plaque.
- **Spa Day — All in the Box:** Loofah sponge, comfortable slippers, luxury soaps and bath products, manicure/pedicure kits.
- **Craft Kit — All in the Box:** Supplies and instructions for specific craft item.
- **Military — All in the Box:** Candy, CDs, DVDs, magazines, home-town newspaper for military men and women. (Check military support sites for suggested and allowed items.)
- **New Pet — All in the Box:** Pet treats, grooming items, ID tags, pet toys.
- **Student Care Package — All in the Box:** Home-baked goods and other snack foods, gift cards, music CDs, travel tickets for visit home.
- **Show You Care Package — All in the Box** (For anyone who has been laid off, working away from home for an extended period, or just in need of encouragement from friends and family): Personal enrichment books, personal journal, framed photos of good times shared with friends and family, gift cards, puzzles, cards and games, music CD, non-perishable food items, resumé and job search books.

May 2009

- **Gardening — All in the Box:** Plant catalogs and books, gardening gloves and hand tools, seed packets or bulbs.
- **Graduation — All in the Box:** New wallet or purse, watch, books, frame for a diploma or graduation photo, jewelry or charms for female graduates, desk accessories, thank you cards with book of stamps. Plan to display items 1–2 weeks in advance of local school, college, or university graduation dates.
- **Military — All in the Box:** Plan to display items approximately May 15 to end of May for shipping to show support for America's troops. Schedule to coincide with any local Memorial Day events on May 25, or the May 29 *Bob Hope* stamp release. (Bob Hope is well-known for his lifelong involvement with USO and advocacy for U.S. troops.)

June 2009

- **Graduation — All in the Box:** New wallet or purse, watch, books, frame for a diploma or graduation photo, jewelry or charms for female graduates, desk accessories, thank you cards with book of stamps. Plan display 1–2 weeks in advance of local school, college, or university graduation dates.
- **June Brides — All in the Box:** Throughout June, display "Something old, new, borrowed, blue" combinations, bridal photo frame, wedding-themed knickknacks, jewelry box, thank you cards with book of stamps.
- **Father's Day — All in the Box:** Items for various hobbies: golf tees, golf balls, and green fees gift card; fishing lures, fishing hat, and map to a new fishing spot; general gift items including tie, desk accessories, books, magazines, small electronics. Plan display approximately June 10–17 to allow shipping time to arrive Saturday, June 20, prior to Father's Day, June 21.

July 2009

- **Fourth of July — All in the Box:** Patriotic-themed gifts; red, white, and blue decorations; U.S. flag; and picnic items. Plan display for end of June to allow shipping time prior to July 4.
- **Vacation — All in the Box:** Beach vacation items including flip flops, beach towel, insulated lunch bag, book, visor or hat, local souvenirs and postcards, such as *Wonders of America* or other philatelic stamped cards. Possibly work with local hotels to promote throughout summer.
- **Summer Camp — All in the Box:** Care package for children or grandchildren away at summer camp. Books, magazines, or comic books; toiletries (within HazMat requirements); extra sweater or jacket; snacks or home-baked goods (as allowed by camp); phone card to call home.

August 2009

- **Summer Cookout — All in the Box:** Barbecue tools, oven mitt, small insulated cooler, cookout recipes, festive-colored picnic table cloth and table wear.
- **Back to School — All in the Box:** Notebooks, folders, pens, pencils, crayons, ruler, stuffed animal or

other replica of local school mascot, local school t-shirt. Plan for display 2–3 weeks before local school start dates during back-to-school sales.

Autumn, Winter, and Holidays

Ideas can be refreshed with fall sporting themes (football, tailgate party), Halloween, student care packages, military theme for Veteran’s Day, Thanksgiving, and the winter holiday season, winter sports (skiing, hockey, basketball, etc.), and “Get Ready for Winter” warm clothing packages.

How to Plan an Event

Postmasters, customer relations coordinators, and field communications program specialists know how to conduct outreach in their local communities. From open houses to eBay and USPS.com® days, to passport fairs, to special programs for stamp issuances, to public service initiatives like Consumer Protection Week, Postal Service employees are experts at getting the word out and delivering results.

In this case, All in the Box promotions can deliver in terms of growing our business, building our brand, serving our customers, and supporting our communities.

Event Planning Checklist/Resources

When planning an All in the Box event, keep the following suggestions in mind.

- Begin planning early.
- Contact your local postal team communications representative(s) — corporate communications specialist or communications program specialist, postmaster, customer relations coordinator, district marketing manager, retail specialist, consumer affairs manager, and government relations representatives — to determine how they can support your event.
- Set a date. National news release will be distributed May 27. Other possible dates could coincide with themes as listed in May, June, July, or August.
- Secure participants. Call or meet with well-known local news media representatives.
- Secure staging, sound equipment, and a lectern, if applicable.
- Launch a local publicity campaign. Post all press releases to USPS.com.
- Collaborate with local news media contacts to ensure they are aware of the event. Issue a media advisory, if appropriate (see sample below).
- Draft a sequence-of-events agenda and prepare speaker remarks, if applicable.
- Prepare media kits, if appropriate.

Sample Media Advisory
Priority Mail Flat-Rate Boxes: It's All in the Box
USPS Demonstrates the Easy Way to Ship for [insert occasion]

WHAT: [Describe the event; e.g., The [insert name] Post Office™ demonstrates time- and money-saving shipping tips for (small businesses/specific theme according to date).]

WHO: [List local public officials, key Postal Service™ participants, partners, other participants and special guests participating and/or attending event.]

WHEN: [Hour, Day, Date].

WHERE: [Insert address of event location].

BACKGROUND: [It's All in the Box — Priority Mail® flat-rate boxes offer value, convenience, 2- to 3-day delivery and no surcharges for fuel or Saturday and residential delivery. It's “All in the Box” literally too — come see how customers can easily pack everything they need for [specific occasion] into a perfectly sized, free and eco-friendly Priority Mail flat-rate box.]

CONTACT: [Include names and telephone numbers as appropriate, or delete this line.]

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Priority Mail Flat-Rate Boxes — All in the Box Media Kit Contents

Materials to include in All in the Box media kits may include the following:

- News release.
- Fact sheets.
- FAQs.
- Media advisory (if mailed out prior to event).

Sample News Release
It’s All in the Box —
Priority Mail Flat-Rate Boxes Simplify Shipping

[Month XX], 2009

www.usps.com

[Local City Name] — It’s all in the box: the Priority Mail® flat-rate box from the U.S. Postal Service®.

That’s the simplicity of shipping with a Priority Mail flat-rate box. Everything you need for a special occasion or care package to a loved one will fit perfectly in one of four different sized boxes available — and will ship for one flat price no matter the weight or destination.

Party hats, balloons, decorations and a gift for an “All in the Box” birthday party kit. Toys, blankets, diapers and the perfect pair of booties in an “All in the Box” package for a new baby.

“Whatever the occasion, it’s all in the box,” said **[insert name and title of local postal official]**. “With a range of boxes to choose from, customers can find the right sized package to meet their needs. And with one flat rate, the price of Priority Mail flat-rate shipping is always right too.”

[Insert last name of local postal official] added that Priority Mail flat-rate packages arrive in an average of 2–3 days. Saturday and residential deliveries are included at no extra cost.

The four Priority Mail flat-rate box configurations are the small box, about the size of three stacked DVDs; the medium box, similar in size and shape to a shoe box; the medium box, similar to a flat clothing box; and the large box, with 50 percent more space inside than the medium box.

Prices and measurements are listed in the chart below. As shown, customers who order Priority Mail flat-rate shipping online at www.usps.com will receive a discount. There is also a special \$2 discount for the Priority Mail large flat-rate box when shipped to military APO/FPO addresses.

Priority Mail Flat-Rate Box	Size (Inches)	Retail Price (Dollars)	Online Price (Dollars)
Small flat-rate box	8-5/8 x 5-3/8 x 1-5/8	4.95	4.80
Medium flat-rate box	11 x 8-1/2 x 5-1/2	10.35	9.85
Medium flat-rate box	13-5/8 x 11-7/8 x 3-3/8	10.35	9.85
Large flat-rate box	12-1/4 x 12-1/4 x 6		
Domestic		13.95	13.50
APO/FPO		11.95	11.50

For more information about shipping with the Postal Service™, customers can visit their local Post Office™ or go online to www.usps.com.

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Fact Sheets

Priority Mail Flat-Rate Boxes

- Ship anywhere in the U.S. for a flat price.
- If it fits it ships™ — no worries about weight or destination.
- Four convenient box sizes.
- 2- to 3-day delivery.
- No surcharges for fuel or Saturday and residential delivery.
- Online discounts and military discount available.
- Same packaging ships domestically and internationally.
- Boxes are eco-friendly and 100 percent recyclable.
- Flat-rate boxes can be ordered and delivered to your door — free of charge.
- Customer also can have Priority Mail flat-rate boxes picked up at no charge with free package pickup service on USPS.com.

Priority Mail Flat-Rate Box	Size (Inches)	Retail Price (Dollars)	Online Price (Dollars)	International	
				Canada/Mexico (Dollars)	Other Countries (Dollars)
Small flat-rate box	8-5/8 x 5-3/8 x 1-5/8	4.95	4.80	10.95	12.95
Medium flat-rate box	11 x 8-1/2 x 5-1/2	10.35	9.85	25.95	41.95
Medium flat-rate box	13-5/8 x 11-7/8 x 3-3/8	10.35	9.85	25.95	41.95
Large flat-rate box	12-1/4 x 12-1/4 x 6	Domestic	13.50	N/A	N/A
		APO/FPO	11.50		

Priority Mail flat-rate boxes have grown in popularity since first introduced in 2004. Sales have increased each year, particularly as new size options have been added to give customers additional choices in shipping.

The Postal Service added the Priority Mail large flat-rate box, 50 percent larger than the previous boxes, in 2008, along with a \$2 military discount for sending the large boxes to APO/FPO addresses. The Postal Service also produced a special edition of the large flat-rate box co-branded with the *America Supports You* logo.

The newest addition, the Priority Mail small flat-rate box was introduced in January, giving customers a range of four size and shape options to match a wide variety of items to be shipped.

It's all in the box — value, convenience, 2- to 3-day delivery, and no surcharges for fuel, or Saturday and residential delivery. It's "All in the Box" literally too. Customers can easily pack everything they need for special occasions in a Priority Mail flat-rate box:

- A tie, golf tees, golf balls, and a card for Father's Day — All in the Box.
- Diapers, teething rings, clothes, blankets, and toys for a New Baby — All in the Box.
- A new wallet or purse, book, and photo frame for Graduation — All in the Box.
- The list goes on: Wedding — All in the Box, Back to School — All in the Box, Birthday — All in the Box, and more.

Pick a theme and you can find the right-sized Priority Mail flat-rate box to match.

Priority Mail Small Flat-Rate Box

Size

- The small flat-rate box is about the same size and shape as three stacked DVD cases.
- It's just right for jewelry, electronics, event tickets, paperback books, and other small items.
- The small flat-rate box measures 8-5/8" x 5-3/8" x 1-5/8".

Prices

- The small flat-rate box retail shipping price is \$4.95 for up to 70 lbs. to U.S. addresses.
- The international price, for up to 4 lbs., is just \$10.95 to Canada or Mexico, and \$12.95 to all other countries.
- Online savings are available:
 - For shipping to U.S. addresses, the online small flat-rate box price is \$4.80, a savings of 15 cents.
 - For large-volume mailers who qualify for USPS Commercial Plus pricing, the online price is \$4.75, a savings of 20 cents.
 - For shipping to international destinations, the savings is 5 percent.
 - Delivery Confirmation™ service is provided free when Priority Mail small flat-rate box postage is purchased online.

Ordering

Customers may pick up boxes at a local Post Office, or order them from The Postal Store[®] at www.usps.com or by calling 800-610-8734.

Priority Mail Medium Flat-Rate Boxes

Size

- Medium flat-rate boxes come in two shapes — one is similar to a shoe box, and the other is similar to a clothing box.
- The 11" x 8-1/2" x 5-1/2" size and shape is made for shipping a pair of shoes, model cars, hard cover books, and other taller items.
- The 13-5/8" x 11-7/8" x 3-3/8" is flatter in shape, and ideal for shipping a shirt or pair of pants, board games, books, and other thinner items.

Prices

- The medium flat-rate boxes have a retail shipping price of \$10.35 up to 70 lbs. to U.S. addresses.
- Medium flat-rate boxes ship internationally for \$25.95 to Canada or Mexico, and for \$41.95 to all other countries, up to a 20-pound weight limit.
- Online savings are available:
 - For shipping to U.S. addresses, the online medium flat-rate box price is \$9.85 — a savings of 50 cents.
 - For large volume mailers who qualify for USPS Commercial Plus pricing, the online price is \$9.67 — a savings of 68 cents.
 - For shipping to international destinations, the savings is 5 percent.
 - Delivery Confirmation service is provided free when flat-rate box postage is purchased online.

Ordering

Customers may pick up boxes at a local Post Office, or order them from The Postal Store[®] at www.usps.com or by calling 800-610-8734.

Priority Mail Large Flat-Rate Box

Size

- The Priority Mail large flat-rate box measures 12" x 12" x 5-1/2", with 50 percent more capacity than the medium flat-rate boxes.
- The large box allows business shippers of smaller items to consolidate shipments on multiple orders and save on shipping costs.
- A special version of the large box, the Priority Mail APO/FPO flat-rate box, featuring the “America Supports You” logo, is available for customers shipping to APO/FPO addresses. (The APO/FPO box is

intended for use only to APO/FPO addresses; however, retail employees will not refuse these boxes if presented at retail for non-APO/FPO addresses.)

Prices

- Domestic shipments using the large box are priced at \$13.95.
- Shipments to APO/FPO addresses using the large box are \$11.95.
- Shipments to Canada and Mexico using the large box are priced at \$32.95.
- International shipments to the rest of the world using the large box are priced at \$53.95.
- Online savings are available:
 - For shipping to U.S. addresses, the online large flat-rate box price is \$13.50 — a savings of 45 cents.
 - For large volume mailers who qualify for USPS Commercial Plus pricing, the online price is \$13.27 — a savings of 68 cents.
 - Commercial Plus pricing for APO/FPO destination addresses is \$11.30.
 - For shipping to international destinations, the savings is 5 percent.
 - Delivery Confirmation service is provided free when Priority Mail flat-rate box postage is purchased online.

Ordering

Customers may pick up boxes at a local Post Office, or order them from The Postal Store[®] at www.usps.com or by calling 800-610-8734.

Frequently Asked Questions — Priority Mail Flat-Rate Boxes

Q. How much material can customers ship in Priority Mail flat-rate boxes?

A. Customers may ship any amount of mailable material in the medium and large Priority Mail flat-rate boxes, up to 70 pounds weight for domestic addresses and 20 pounds for international addresses. For the Priority Mail small flat-rate box, the domestic weight limit also is 70 pounds, while the international address weight limit is 4 pounds.

Q. Can customers alter flat-rate boxes to accommodate larger items?

A. No. The box flaps must be able to close within the normal folds. Customers may apply tape to the flap or seams to reinforce the box, but they cannot

enlarge the box design by opening the sides and taping or reconstructing the box in any way.

Q. What special services are available with Priority Mail flat-rate boxes?

A. Delivery Confirmation service and all other special services available for Priority Mail service are available for Priority Mail flat-rate boxes. Fees for any special services, if purchased, are in addition to the flat-rate postage price. Delivery Confirmation service is provided at no extra charge when Priority Mail flat-rate box postage is purchased online. Insurance may be purchased online for coverage up to \$500.

Q. Are flat-rate boxes subject to the 13-ounce mail rule for security purposes?

A. Yes. If a customer uses only postage stamps on a Priority Mail flat-rate box, the package must be presented for shipping at a Post Office retail counter.

Q. Since the Priority Mail large flat-rate box is larger than other expedited packaging offered, is it subject to dimensional or balloon-rate pricing?

A. No. The Priority Mail large flat-rate box is not subject to dimensional-weight or balloon-rate charges.

Q. Can a customer request free package pickup (Carrier Pickup™ service) using USPS.com for Priority Mail flat-rate boxes?

A. Yes. Customers may request a free package pickup for all Priority Mail flat-rate shipments.

Q. Are customers required to use the Priority Mail APO/FPO flat-rate box to get the reduced military price?

A. While it is recommended that customers use the APO/FPO box for shipments to military addresses, the regular Priority Mail large flat-rate box or a customized version of the Priority Mail large flat-rate box will also qualify for the reduced military price when shipped to an APO/FPO address.

Q. Will customers obtain the lower price for APO/FPO addresses if they use Click-N-Ship® service or other online postage methods?

A. Yes. The special APO/FPO price will be available through all PC Postage® channels including Click-N-Ship service.

Q. Why is there a separate price for APO/FPO addresses when they are considered domestic addresses?

A. The lower price — a discount for shipping to APO/FPO addresses — shows support for American troops, making it more cost-effective for family and friends to send shipments to those in the service.

Q. Does the Postal Service charge \$2.00 postage due when an addressee at an APO/FPO address has

moved to a non-APO/FPO address when the Priority Mail large flat-rate box is used?

A. Yes.

Q. What special military mail services are generally available?

A. Most USPS special services, such as Certified Mail™, Registered Mail™, insured mail, certificate of mailing, return receipt, restricted delivery, and return receipt for merchandise services also are available in the military postal service. Collect on delivery (COD) and Delivery Confirmation services are not available.

Q. Where can customers order Priority Mail flat-rate boxes?

A. Boxes may be picked up at local Post Offices. Customers also may order the boxes at www.usps.com, under “Order Supplies”, or by calling 800-610-8734. The boxes are free, available in packs of 10 or 25, and will be delivered right to the customer’s home or business.

Q. How long does it take for free packaging to be sent to the customer?

A. Orders are fulfilled within 7 to 10 business days.

Q. How long does it take a Priority Mail item to get where it is going?

A. It takes an average of 2 to 3 days for a Priority Mail item to reach any destination in the United States. For Priority Mail items addressed to APO/FPO locations, delivery times vary by destination and current conditions in the local area.

Q. Is Priority Mail flat-rate packaging environmentally safe?

A. Priority Mail flat-rate boxes are 100 percent recyclable and exceed all Environmental Protection Agency (EPA) environmental standards. In fact, Priority Mail packaging has been awarded Cradle to Cradle Certification for its environmental attributes. The Postal Service is committed to finding new ways to protect the environment, and is the first in the shipping industry to receive this certification.

— *Public Relations and Promotional Communications, Corporate Communications, 5-7-09*