





Customized *MarketMail*™ Service: The Shape of Things To Come

Customized *MarketMail*™ (CMM) — a new option in Standard Mail by the U.S. Postal Service — is the shape of what is to come in Direct Mail. CMM offers advertisers and direct marketers a vehicle through which a highly targeted, uniquely shaped mail piece can be delivered to prospects and existing customers — without the need for an envelope.

Customized *MarketMail*™ Benefits:

- Achieve business objectives – Launch new products, announce events, generate brand awareness or drive business to your store.
- Make an impact – Dazzle your customers with Direct Mail creativity and establish a strong brand identity.
- Think outside the envelope – Showcase your dimensional mail piece without an envelope.
- Overcome the clutter – Push your creative limits to attract customer attention and encourage a response.
- Shape it up – Experiment with unique shapes...anything goes!
- Cut it out – Use die-cuts and interesting shapes in your mail pieces; mail them without an envelope.
- Get flexible – Create high-impact mail pieces of non-uniform thickness.
- Showcase your business – Shape your mail piece to demonstrate your product or service.
- Make it a premium – Design an informative mail piece that's also a premium for your customers.
- Stick around – Extend the life of your message by creating a unique mail piece that is shared with other consumers.



Customized *MarketMail*™ Features:

- Weight – Pieces may weigh no more than 3.3 ounces.
- Size – Pieces may be from 3 ½ to 12 inches high and from 5 to 15 inches long.
- Shape – Pieces can be rectangular, nonrectangular, or irregularly shaped. Pieces cannot have any sharp or pointed edges.
- Thickness – Pieces need not be uniform in thickness, but must be no less than .007 inches at the thinnest point and no more than ¾ inches at the thickest point, *including attachments*.
- Coupons, Premium Offers and Attached Items – These items may be included within CMM pieces, subject to current Postal Service™ requirements. These items may be attached to the outside of CMM pieces as long as the attachments are no more than ¼ inch in thickness.
- Value-Added and Extra Services – No special services are available.



Here's What Some CMM Customers Are Saying:

- *“This is our best direct mail campaign ever. The campaign generated leads so quickly that our firm had to schedule meetings two to three weeks in advance to meet customer demand.”*
— Erik Dorsey, Rosenfield Raymon Pielech
- *“The CMM direct mail piece was very successful for us, yielding an impressive 4-to-1 response rate.”*
— Carlos Lopez, Supra Telecom
- *“We wanted to present an offer that stood out in consumers' mailboxes. The Zamboni piece was a way for us to reach out to our target audience of hockey fans and to create the consideration we needed.”*
— Lisa Meiers, Marketing Manager, First Tennessee

For more information on Customized *MarketMail*™, visit www.usps.com/customizedmarketmail.