

Mailers. Companion



APRIL 2003

The Bike's in the Mail

A Standard Mail classification filed with the Postal Rate Commission would expand direct marketers' creative options by allowing the mailing of unusually shaped pieces.

The proposal for a Customized MarketMail™ (CMM) classification change would enable postal customers to mail nonrectangular, attention-getting direct mail pieces ¼ inch thick or less, under controlled conditions. Currently, these items cannot be mailed at all.

This simple adjustment to the shape restrictions in Standard Mail would allow more innovative mailings. Standard Mail is the class of mail that is most often used by advertisers.

The Customized MarketMail proposal requires mail entry at destination delivery units (DDUs) so that the mail bypasses mail processing and automation. CMM would be subject to the minimum volume requirements for presorted Standard Mail, but there would be no minimum quantity required for drop-shipment to an individual

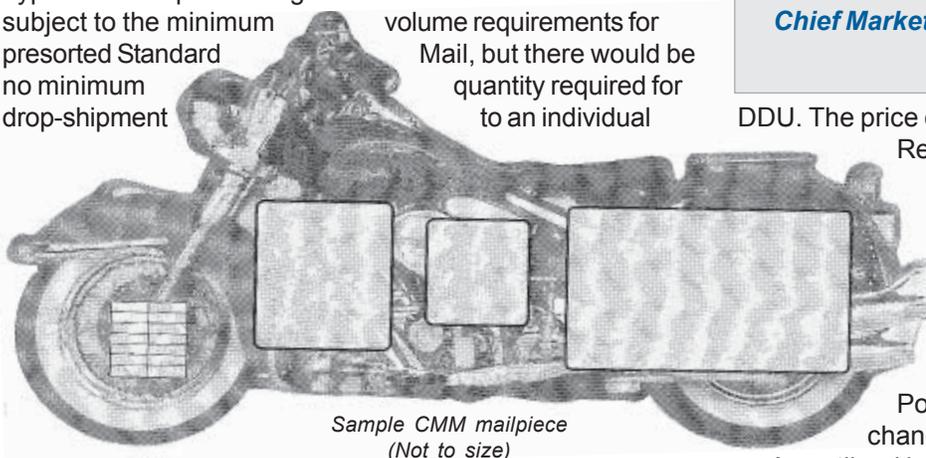
"With CMM, mail would become an even more valuable advertising tool than before, and within defined standards, will be limited only by the creativity of the direct marketer. CMM represents the ongoing drive by USPS to meet the evolving needs of the direct marketing industry, providing new products and services that give them the ability to mail creative and unusual shapes and designs."

Anita J. Bizzotto
Chief Marketing Officer

DDU. The price of the new option is proposed to be the Regular or Nonprofit Standard Mail basic tier rates (whichever is applicable), plus the existing surcharge for residual shapes. Customized MarketMail as proposed would be a new direct mail option that complements, but does not change, existing options for advertisers and direct marketers. The filing takes advantage of the Postal Service's ability to propose minor changes to the classification schedule.

As outlined in the Transformation Plan, the Postal Service seeks to offer new features for existing products that leverage its core competencies.

More details of the CMM proposal and filing can be found on the Postal Rate Commission's website, www.prc.gov.



Sample CMM mailpiece
(Not to size)

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FLAT-OUT STRATEGIC — USPS flats plan hinges on customer involvement

“Our Corporate Flat Strategy calls for bringing flat mail — newspapers, catalogs, magazines, and other periodicals — up to the same level of sophistication that letter mail processing provides today,” Operations Senior Vice President John Rapp said at a recent meeting of the Postal Service Board of Governors.

Presenting the near- and long-term strategies for processing flat mail, Rapp said USPS plans to “automate sorting down to the order that letter carriers deliver their routes.” Between 1993 and 2001, letter mail processing productivity increased 83 percent. Following deployment of 534 Automated Flat Sorting Machine 100s just two years ago, flat mail processing productivity jumped 78 percent.

To continue this success, Rapp said the Postal Service must find ways to increase customer involvement in developing rate incentives, mail preparation requirements, and communicating the importance of correct barcodes and readable addresses.

Rapp also outlined a delivery plan to sequence letters and flats into a system that provides one “package” of mail for each address. Two options are being explored.

One option hinges on the feasibility of a Delivery Point Packager R&D effort. Equipment should be available for testing in the next two to three years. If the R&D effort is successful, deployment could begin in 2007.

RECORD-BREAKING PERFORMANCE

The Postal Service turned in record-breaking performance for overnight first-Class Mail with a nationwide score of 95 percent during quarter 2. Board of Governors Chairman David Fineman called the service “remarkable in its own right,” but noted it also occurred “during one of the worst winters in recent memory.” The record performance also occurred as USPS was reporting that for the first time in its history, the number of addresses it delivers to in the U.S. passed the 140 million mark. The San Jose Performance Cluster led the nation with 97 percent, and 13 other PCs reached on-time delivery scores of 96 percent.



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Mail Quality

MPTQM-Certified Mailers

The mailers listed below are certified by the United States Postal Service. Each has met all the standards of the Mail Preparation Total Quality Management (MPTQM) program.

Companies are added to this list when they pass a quality assurance review and deleted from the list if they fail a subsequent review.

The program is based on ISO 9000, TQM, and the Malcolm Baldrige criteria. For information, visit the MPTQM Web site at www.usps.com/mptqm or send an email to mptqm@email.usps.gov.

Location	Company	Location	Company
Akron, OH	Centurion of Akron	Des Moines, IA	Mail Services, L.C.
Baltimore, MD	Jetsort, Inc.	Detroit, MI	ZIP Mail Services, Inc.
Brockton, MA	JLS Mailing Services	Downers Grove, IL	Automated Presort, Inc.
Cedar Rapids, IA	PSI Group, Inc.	Farmingdale, NY	Fala Sorting Services, Inc.
Charlotte, NC	PSI Group, Inc.	Federal Way, WA	Capital One
Chicago, IL	ZIP Mail Services, Inc.	Glen Allen, VA	Capital One
Cleveland, OH	Midwest Direct, Inc.	Grand Rapids, MI	Presort Services, Inc.
Dallas, TX	PSI Group, Inc.	Greensboro, NC	Excalibur Presort Service
Denver, CO	Rocky Mountain Mail	Harrison, NJ	Horizon Blue Cross
		Houston, TX	PSI Group, Inc.
		Jefferson City, MO	AAA Mailing Service
		Kansas City, KS	PSI Group
		Lansing, MI	Presort Services, Inc.
		Las Vegas, NV	PSI Group, Inc.
		Lincoln, NE	PSI Group, Inc.
		Newark, NJ	BCBS Horizon
		Omaha, NE	PSI Group, Inc.
		Omaha, NE	First Data Resources
		Phoenix, AZ	PSI Group, Inc.
		Pittsburgh, PA	Pittsburgh Mailing, Inc.
		Roanoke, VA	Automated Mailing Sys.
		St. Louis, MO	St. Louis Presort, Inc.
		St. Louis, MO	ZIP Mail Services, Inc.
		San Francisco, CA	PSI Group, Inc.
		Seattle, WA	PSI Group, Inc.
		Topeka, KS	American Presort, Inc.
		Weston, FL	American Express GMS

CSRS LEGISLATION MOVES AHEAD

Legislation to correct the Civil Service Retirement System (CSRS) fund overpayment has been voted out of the appropriate committees in both the House and Senate with strong bipartisan support. The votes bring USPS a step closer to stabilizing rates for customers.

In a statement released last month, USPS noted, "Full Congressional consideration and passage of this bill is important to any business that uses the mail.

"It will keep the Postal Service from overpaying into CSRS, thereby allowing postage rates to remain unchanged until 2006."

Without it, said the statement, the price of postage would be needlessly inflated and put USPS's financial future at risk. Postal ratepayers would ultimately be forced to overpay into CSRS by \$78 billion.

Stable postage rates also would be a big boost to the bottom line of businesses that depend on the mail. And, more than 100 mailing industry representatives have voiced their support for this legislation.

POSTAL EMPLOYEES DELIVER ON UNOFFICIAL MOTTO

Postal Services Chief Operating Officer Pat Donahoe applauded the tenacity of postal employees to deliver in spite of one of the harshest winters in recent memory.

"You are all familiar with, 'Neither snow, nor rain, nor heat, nor gloom of night stays these couriers from the swift completion of their appointed rounds,'" Donahoe explained, speaking before the Board of Governors during their monthly meeting, "That's why our customers have unofficially given us that quote as our motto. It's a reflection of how they see us. Over the last couple of months, we've had the chance to really put those words to the test. And as usual, our employees did

a great job." Donahoe said weather changes have hit hard everywhere since the beginning of the holiday season in early December. "There were floods in the southwest; tornados in the midwest; ice storms in the southeast, and, as you may have noticed, the recent snow on the east coast," he said.

According to the National Weather Service, above average temperatures in the western U.S. and cooler temperatures in the east have placed January in the record books. It was the warmest January ever for Utah and Nevada, with Arizona, California, and Oregon experiencing their second-warmest January ever. For the eastern U.S., 28 states were much cooler than average.

PARTNERSHIP FOR PROGRESS — USPS, Hallmark join forces to offer customers added convenience

The Postal Service and Hallmark Gold Crown Stores are teaming up to serve their mutual customers better.

Hallmark stores sell cards and gifts. USPS sells stamps and mailing services. Customers can now do their shopping and shipping at the same location.

"USPS and Hallmark Gold Crown are highly respected brands that customers know and trust," said USPS Chief Marketing Officer Anita Bizzotto. "This partnership is about expanding access, increasing customer convenience, and generating new revenue," — important Transformation Plan strategies.

Selected Hallmark Gold Crown stores will offer postage stamps, special services, and package services. Customers can send First-Class Mail and Priority Mail cards, letters, and packages up to 20 pounds.

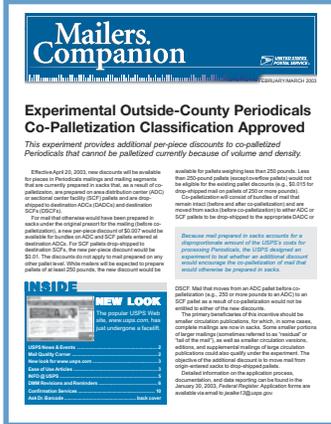
Special services offered include certified mail, insured mail, return receipt, Delivery Confirmation, and

Signature Confirmation service. USPS employees collect mail from the stores each day.

The partnership began February 1 with 79 Hallmark Gold Crown stores offering USPS products and services. On March 1, 174 additional stores joined the fold. More stores will be offering services as the year goes on.

USPS WINS CRISIS MANAGEMENT AWARD

The Postal Service won *PRWeek's* coveted Crisis Management Campaign of the Year 2003 award for successfully communicating during the anthrax crisis. PMG Jack Potter accepted the award at a ceremony in New York. "The challenge," *PRWeek* said, "was to restore confidence and trust" in USPS. "The campaign," *PRWeek* said, "was a resounding success."



Mailable Companion
Experimental Outside-County Periodicals Co-Palletization Classification Approved

This experiment provides additional per-piece discounts to co-palletized periodicals that cannot be palletized currently because of volume and density.

Effective April 20, 2003, new discounts will be available for periodicals mailed in bulk to ADCCs. Less than 200-count periodicals mailed in bulk may not be eligible for the existing per-piece discounts in § 3015.5 to drop-ship (and/or pickup) 200-count periodicals. Co-palletization will consist of bundles of mail that result from such bulk co-palletization by either ADCC or SCP pallets to be drop-shipped to the appropriate ADCC or SCP.

For mail that originates from the mailing business co-palletization, a new per-piece discount of \$0.07 would be available for bundles of ADCC and SCP pallets entered at destination ADCC. The SCP pallet drop program is available for ADCCs. A new per-piece discount would be available for bundles of ADCC and SCP pallets entered at other postal sites. This feature will be applied to prepare bundles of at least 200 pieces. The new discount would be available for pallets weighing less than 200 pounds. Less than 200-count periodicals mailed in bulk may not be eligible for the existing per-piece discounts in § 3015.5 to drop-ship (and/or pickup) 200-count periodicals. Co-palletization will consist of bundles of mail that result from such bulk co-palletization by either ADCC or SCP pallets to be drop-shipped to the appropriate ADCC or SCP.

Discount mail prepared in bulk accounts for a disproportionate amount of the USPS's costs for processing Periodicals. The USPS's financial investment in mail should be reflected in an additional discount that recognizes the co-palletization of mail that would otherwise be prepared in bulk.

ADCCs that receive from ADCC pallets are co-palletized (e.g., 200 or more pieces) to an ADCC to an SCP pallet as a result of co-palletization must not be mailed to other of the new discounts.

The primary beneficiaries of this initiative should be smaller circulation publications. In some cases, complete mailings are not in bulk. Some smaller portions of larger mailings continue to be mailed "by mail of the mail" as well as smaller circulation variations, and experimental postage charge calculations. Publications could also qualify under the experiment. The objective of the additional discount is to meet mail that originates with the publisher or advertiser.

Detailed information on the application process, documentation, and data reporting can be found in the January 20, 2003, Postal Register. Application forms are available on www.usps.gov.

INSIDE

NEW LOOK
The popular USPS Web site is getting a new look and redesign that will improve a reader's experience.

- USPS News & Events
- Mail Quality Center
- How to Buy from usps.com
- Using the Mail
- Using the Mail
- Using the Mail
- Customer Service
- Mail Boxes

Mailable Companion
available online at www.usps.com/mailablecompanion

Ease of Use

Making it easier for customers to use the Postal Service

Post Offices Make it Easy to Send Money to Mexico

The USPS has been in the money order business since Civil War days, when soldiers needed to send money home to their families. Now, in response to customer requests for a faster, more secure way to get money to Mexico, the USPS is employing electronic transfers to extend its money order reach.

Dinero Seguro®, which in Spanish means “Sure Money,” is available at more than 2,000 post offices in 35 states. When a customer fills out a form to send up to \$2,000, the money is electronically transferred within 15 minutes to one of Bancomer’s 2,300 branches in Mexico. The recipient then can pick up the funds at their nearest Bancomer bank.

The sender pays in U.S. currency, and the recipient is paid in Mexican currency. Proper conversion is computed at the time of the transaction. The price of this service is similar to those of other companies currently sending electronic money orders.

Dinero Seguro is just one of many ways that the Postal Service is responding to the needs of its many customers. For more information on postal products and services, visit www.usps.com.

Customize Your Parcel Mailing With Package Services

Whether you have to ship an order for your business, or just need to get a “care package” to your child at college — it’s a great feeling to mail without worry.

But where can you get safe and reliable parcel service without spending a lot of money?

The answer is simple. The Postal Service is the only shipper that delivers to every address and post office box in the country, as well as to every military address at home and overseas — with no extra charge for Saturday and residential deliveries.

Package Services are the most economical delivery methods the Postal Service offers, with options to give you the level of service you desire. Package Services are used for mailing parcels, books, circulars, catalogs, and printed matter.

Package Services offers four subclasses to meet your needs: Parcel Post, Bound Printed Matter, Library Mail, and Media Mail. Packages may weigh up to 70 pounds (exception: 15-pound limit for Bound Printed Matter) and measure 108 inches or less in combined length and girth. Pieces exceeding 108 inches but not more than 130 inches in combined length and girth are mailable at the Parcel Post oversized rate.

You can verify delivery online with Delivery Confirmation and Signature Confirmation services, and add extra services to fit your needs, like insurance, COD, and merchandise return service.

To learn more about your options for shipping packages stop by your local post office or visit www.usps.com.

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Domestic Mail Manual

The following changes to the Domestic Mail Manual are incorporated into the online version available via Postal Explorer at <http://pe.usps.gov>.

DMM Revisions

Machinable Standard Mail Letters — Packaging Requirements

Effective March 6, 2003, DMM M610.2.1b is revised to correct a minor error introduced on June 30, 2002, with the publication of DMM 57, which contains the new preparation standards for machinable letter-size Standard Mail items. These preparation standards — partly derived from the standards for the former upgradable option for Standard Mail

letter-size pieces - are tray-based rather than package-based. As a consequence, packaging for these machinable pieces is required only for trays containing card-size pieces and for less-than-full trays.

Current standards in DMM M610.2.1b mistakenly indicate that machinable letter-size Standard Mail pieces in less-than-full 3-digit trays are

not packaged unless the trays are for 3-digit origin or 3-digit entry. The following Standard Mail machinable letter-size pieces must be packaged:

- Card-size pieces.
- All pieces in a less-than-full 3-digit, 3-digit origin, or 3-digit entry tray.
- All pieces in a less-than-full mixed automated area distribution center (AADC) tray.

Label Standards for Combined or Copalletized Periodicals Mailings

Effective March 6, 2003, DMM E230, M031.1.7, M031.4.11, M032.1.3, M045.8.2, and M230 are revised to clarify when it is permissible to use the designation “NEWS” rather than the designation “PER” on Line 2 (the content line) of labels that identify sacks, trays, and pallets containing copies of Periodicals publications prepared in combined mailings or in copalletized mailings.

Combined mailings and copalletized mailings often consist of copies that would be eligible for the designation “NEWS” on the container label and other copies that would be eligible

only for the designation “PER” on the container label.

This revision allows mailers to prepare and consolidate more than one Periodicals publication or edition of a publication into a single production mailstream by providing the following standards for applying these two designations in such cases:

- 1) If at least 51% of the total number of copies (not number of addressed pieces) in the combined mailing or in the copalletized mailing can qualify for “NEWS” treatment, then all containers or pallets in such a mailing are labeled

“NEWS” on Line 2, unless the mailer chooses to use “PER.”
2) If less than 51 percent of the total number of copies in the combined or in the copalletized mailing can qualify for “NEWS” treatment, then all containers or pallets in such a mailing are labeled “PER” on Line 2.

This revision also clarifies mailing standards for identifying the two different methods under which a Periodicals combined mailing may be prepared and notes the requirements for submitting postage statements under each method.

Precanceled Stamps — Mailer Precancelation Authorization

Effective March 6, 2003, DMM P023.3.1 and P023.3.2 are revised to clarify the approval process for mailer authorizations to preprint rate markings on precanceled stamps or to use a precancel postmark on adhesive stamps, stamped cards, and stamped envelopes. This additional information

was derived from Handbook DM-701, *Procedures for Mailer Applications*.

With this DMM revision, Handbook DM-701 will be eliminated because the information included in that handbook - such as information on authorizations for permit imprints, precanceled postage, postage payment systems,

plant-verified drop shipments, and Periodicals mailing privileges — has now been updated and transferred to other Postal Service handbooks and publications.

DMM Revisions continue of page 6

Five-Digit Scheme for Flats — Standard Mail Packaging

Effective March 6, 2003, DMM M820.5.1a is revised to clarify the packaging requirements for automation rate Standard Mail flat-size pieces sorted using the 5-digit scheme under DMM L007.

Postal Bulletin 22092 (12-26-02, pages 26-41) introduced the standards for 5-digit scheme preparation for automation rate Periodicals, Standard Mail, and Bound Printed Matter flat-size pieces. Only pieces meeting the criteria for the automated flat sorting machine (AFSM) 100 can qualify for this 5-digit scheme preparation option. As a consequence, the dimensions of

such pieces must fall within the inclusive ranges specified in DMM C820.2.0:

- Length: From 6 to 15 inches.
- Height: From 5 to 12 inches.
- Thickness: From 0.009 to 3/4 inch.

The revision to DMM M820.5.1 published in *Postal Bulletin 22092* correctly identified that 5-digit scheme packages required a minimum number of pieces that could range from 10 to 17 pieces, if a consistent minimum number of pieces is used throughout a mailing job.

Current online DMM M820.5.1a, however, inadvertently implies that 5-

digit scheme flat-size pieces may exceed the maximum thickness of 3/4 inch by providing a 10-piece minimum packaging standard for pieces thicker than 3/4 inch. Although that particular standard can apply to 5-digit packages if the prepared pieces meet the criteria for the FSM 1000 (which allow pieces, in certain cases, to be as thick as 1.25 inches), that same standard is not permitted for pieces prepared in the optional 5-digit scheme packages (which must meet the criteria for the AFSM 100).

International Mail NEWS

Global Express Mail (GEM) European Expansion

Effective March 29, 2003, the Postal Service is expanding its contract with Royal Mail Group's Pan-European parcel delivery company, General Logistics System (GLS), for delivery of Global Express Mail (GEM) to eight European countries. The contract will improve service and delivery times, as well as track and trace capabilities.

Current Royal Mail/GLS Countries

Austria	Denmark
Germany	France
Netherlands	Sweden

Expansion Royal Mail/GLS Countries

Belgium	Malta
Italy	San Marino
Luxembourg	Switzerland
Liechtenstein	Vatican City

GLS does not deliver GEM items in Andorra, Finland, Gibraltar, Greece, and Portugal. Postal administrations to deliver GEM items in all other European countries.

The Postal Service entered into the agreement with Royal Mail/GLS to create a new model for postal delivery in Europe, using a single delivery agent to improve service delivery and tracking while maintaining current low rates. The Postal Service's decision to expand the agreement with Royal Mail/GLS is a direct result of improved scanning, tracking, and delivery times offered by GLS for

delivery of Global Express Mail and Global Airmail Parcel Post in Europe. Royal Mail/GLS has demonstrated its ability to scan package information from acceptance through dispatch, arrival at the foreign country, in and out of customs, and delivery. The agreement will also reduce existing administrative fees for Royal Mail/GLS European countries from 17 to 9.50 Euros.

Global Express Mail is a good bargain for businesses and consumers looking for speedy delivery at an affordable price. Customers can also get service volume rate discounts by opening an Express Mail Corporate Account. Additional discounts are available through the Global Package Discount program and through the International Customized Mail agreement program.

GLS also delivers Global Airmail Parcel Post for the Postal Service in 22 European countries. This service to Europe is part of a continuing plan by the Postal Service to provide reliable and affordable international mail services to meet the rapidly expanding global needs of its customers.

For more information about this service or other international services offered by the Postal Service, go to www.usps.com/global. The website provides a world of information on customs forms, fees, and taxation. It includes a postage rate calculator, information on mail preparation, addressing, business tips, and, of course, it allows you to track electronically all your Global Express Mail shipments.

GEM highlights

GEM service is designed to be delivered in 3 to 5 business days, depending on origin and destination, to more than 190 countries, with prices to Europe starting at \$17.00.

Online options enable customers to print labels, pay postage, arrange pick-up service, and order supplies. For more information, visit www.usps.com (click on *Send Mail & Packages*, then scroll down and click on *International Delivery Options*, then *Go* under either “Send Mail” or “Send Packages,” and then *Global Express Mail*) or call 1-800-222-1811.

Customer Opportunities

- The agreement with Royal Mail/GLS will provide improved service at the same low price with increased tracking capabilities. All GEM items can be tracked online at www.usps.com. Just click on *Track & Confirm* and then enter the label number.
- A discount program is available for Express Mail Corporate Account (EMCA) holders. All EMCA holders will receive a minimum 5 percent discount off Global Express Mail rates. Mailers who ship at least 600 pieces or spend \$12,000 in annual postage are eligible for greater discounts as part of the Global Package Discount and International Customized Mail agreement program.
- All GEM items are automatically insured against loss, damage, or rifling for up to \$100 at no extra cost. Additional insurance is available up to \$5,000 in value (\$1 for each additional \$100 or fraction thereof).

Customs, Fees, and Taxes

Each destination country charges customs and administrative fees on shipments containing dutiable items. General customs information is available online at www.usps.com/global/customs/htm. For information about specific destination countries, go to www.wcoomd.org, or go to the destination country Web site. For Postal Service customs information, refer to *International Mail Manual (IMM)* Section 123.

Global Express Mail (GEM) European Royal Mail/GLS Expansion Requirements for All Countries

- Maximum weight: 70 pounds
- Maximum length: 79 inches
- Maximum length and girth combined: 108 inches
- Delivery cannot be made to Post Office Boxes.
- A local telephone number for the addressee should be provided.
- An invoice, in duplicate, is required for all commercial shipments regardless of value and for all personal shipments valued at \$300 or more.
- The invoices must be affixed to the outside of the parcel or may be enclosed in PS Form 2976-E with the customs declaration.

Changes and Additions

- Return receipt service for Global Express Mail items is no longer available to Belgium, Liechtenstein, and Switzerland.
- Two new countries have been added to Global Express Mail service: San Marino and Vatican City.

Rates — Rate Group 6

Countries: France and Luxembourg

Global Express Mail

Weight not over (lbs.)	Rate	Weight not over (lbs.)	Rate	Weight not over (lbs.)	Rate
0.5	\$17.00	6	\$34.95	12	\$53.55
1	19.15	7	38.05	13	56.65
2	21.65	8	41.15	14	59.75
3	24.95	9	44.25	15	62.85
4	28.25	10	47.35	16	65.95
5	31.85	11	50.45	17	69.05

For each additional pound or fraction: add \$3.10
Maximum weight: 70 pounds

Note: Only the weight limit is changed. Rates are unchanged.

Rates — Rate Group 7

Countries: Austria, Belgium, Denmark, Germany, Italy, Liechtenstein, Malta, Netherlands, San Marino, Sweden, Switzerland, Vatican City

Global Express Mail

Weight not over (lbs.)	Rate	Weight not over (lbs.)	Rate	Weight not over (lbs.)	Rate
0.5	\$23.00	6	\$41.20	12	\$60.40
1	26.00	7	44.40	13	63.60
2	29.00	8	44.25	14	66.80
3	32.00	9	50.80	15	70.00
4	35.00	10	54.00	16	73.20
5	38.00	11	57.20	17	76.40

For each additional pound or fraction: add \$3.10
Maximum weight: 70 pounds

Note: Only the weight limit is changed. Rates are unchanged.

Dr. Barcode

Q. I have a brochure that is 8-1/2" X 11", composed of two pages folded together. I plan to mail it as Standard Mail to about 6,500 customers. How can I prepare it as a letter-size piece eligible for automation rates ?

A. Fold the brochure to measure 5-1/2" high by 8-1/2" long. Apply the address to be parallel to the 8-1/2" length of the mailpiece. Apply the correct CASS-certified delivery point barcode, then tab

or secure the open edge or edges according DMM C810.7.2, depending on the thickness of the paper stock and the location of the final fold. DMM *Quick Service Guide* (QSG) 811 is a handy visual guide on tabbing these types of mailpieces.

QSGs covering a wide variety of mail preparation issues are available at <http://pe.usps.gov>.



Send questions regarding mail preparation, standards, or regulations to

"Ask Dr. Barcode"

via email to jnagla@usps.com or fax to 703-292-3876. The good doctor will select one or two of the most challenging questions for publication.

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