

MEMO to MAILERS

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USPS and eBay: Online shipping for online sellers

The U.S. Postal Service and eBay have teamed up to make it easier than ever for sellers in the online marketplace to deliver to their customers. How? By featuring online access to postal products, services and shipping solutions.

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USPS and eBay: Online shipping for online sellers

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USPS and eBay are offering eBay sellers the ability to access the postal solutions that let them print shipping labels, pay postage and check the delivery status of their items — conveniently — right from eBay. Buyers can calculate shipping costs online, and there will be no need for eBay buyers or sellers to visit the Post Office. Early next year, the parties anticipate that these same features will be integrated and accessible directly from sellers' eBay accounts.

"eBay sellers rely on the Postal Service to deliver their items sold online. Working with eBay, we have made it easier and more convenient for sellers to prepare and pay for their sold products — without leaving their homes," says USPS Postmaster General and CEO John E. Potter. "With our letter carriers delivering to every address in America, picking up packages for eBay sellers is quick and easy," he adds.

"Fast, affordable and reliable shipping services are essential to

eBay buyers and sellers alike," says eBay's President and CEO Meg Whitman. "We are very excited about this relationship because the Postal Service is committed to working with us to deliver more value to the eBay community."

The Postal Service's presence on eBay's Shipping Center features shipping options and online tools to help make shipping easier. eBay also plans to include Express Mail rates in the eBay shipping calculator later this fall.

"The U.S. Postal Service provides customers convenient access to postal products nationwide at Post Offices, grocery stores, ATMs and other locations," says Potter. "It only makes sense that we provide the same level of convenient access online."

Postal Service and eBay executives said they are continuing to explore ways of enhancing shipping on eBay, including making it easier to ship internationally.

Your bid? ■

DMM 200-A: Straight talk for business customers

If you use the mail to support your business, here's something you'll want to keep within easy reach — *A Guide to Mailing for Businesses and Organizations* (DMM 200-A) from the U.S. Postal Service.

This straight-talking guide provides information about mailing options, rules and regulations. Intended for small to medium volume mailers, the

guide includes instructions ranging from how to prepare a postage statement to working with address lists and mailing vendors. It's an easy read.

Some mailers are keeping the DMM 200-A in their shops next to the phonebook for quick reference.

■ How much are the mailing fees?

- Do we need to have a permit at more than one office?
- Can we really mail online?
- How do we set up a reply account at our local Post Office?

Answers to questions like these and many more are found in DMM 200-A.

Small business customers and postal employees alike are singing the praises of the new guide. It's available at local business mail entry units and larger Post Offices. It's also available online at www.usps.com or by calling 800-ASK-USPS. ■



INFO @ USPS

SMALL BUSINESS TOOLS

Get new customers.
Meet customer demands.
Around town or around the world.
www.usps.com

SIMPLE FORMULAS

Use the mail to grow your business.
Order a *Simple Formulas* kit.
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SHIPPING INFORMATION

Express Mail, Priority Mail and
package support line.
800-222-1811

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Your shipping label is just a
Click-N-Ship away.
www.usps.com/clicknship

BRINGING THE POST OFFICE TO YOU

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QUESTIONS?

We have the answers.
Rates and mailing information.
ZIP Codes. Post Office location.
Much, much more.
800-ASK-USPS

Broaden your mailing skills

The Postal Service's Business Mail Academy at the National Center for Employee Development has courses tailored to meet the unique training needs of our mailing customers.

Executive Mail Center Manager

The Executive Mail Center Manager course is a comprehensive training program designed for individuals who want to develop mail center management skills. The course provides training specifically designed for mailing industry professionals.

- Improve mail center safety and security
- Manage more effectively
- Boost productivity
- Cut costs

Here's what you'll learn:

- Total quality management
- People management
- Sales and marketing
- Managing mail center operations
- Finances
- Mail center safety and security
- Mail center technology
- Planning and policy making

1. Training is available through a five-day residency course at the National Center for Employee Development located in Norman, OK.
 - A. Tuition: \$1,500 (includes all meals and Marriott lodging)
 - B. Dates: Dec. 8-12, 2003
Feb. 9-13, 2004
May 10-14, 2004
2. Training may also be arranged in your city through sponsorship by your Postal Customer Council (PCC). We can deliver customized presentations at your local PCC meetings.

Content and preparation of Periodicals mailings

This course is for customers who mail Periodicals or would like to start mailing Periodicals. The course provides training in the administration, acceptance and verification of Periodicals mailings. Topics include basic elements and categories, advertising, statements of ownership, publisher records, mailpiece construction, preparation and sortation standards, and documentation.

- Training is available through a three-day residency course at the National Center for Employee Development located in Norman, OK.
- A. Tuition: \$1,050 (includes all meals and Marriott lodging)
 - B. Dates: Dec. 9-11, 2003
Feb. 3-5, 2004
May 4-6, 2004

MERLIN training for mailing customers

This course is for customers who have their mail verified by MERLIN, the "Mailing Evaluation Readability and Lookup INstrument." The course provides a comprehensive overview of MERLIN as it relates to business mail entry units and detached mail units. Students will receive training in use of MERLIN in the administration, acceptance and verification of First-Class Mail, Standard Mail and Periodicals mailings.

Topics include: the purpose and basic operation of MERLIN, acceptable mail characteristics for size and readability, safety, machine overview, machine operation, MERLIN acceptance procedures, reports, flow of mail through MERLIN, and using the diagnostics screen.

- Training is available through a four-day residency course at the National Center for Employee Development located in Norman, OK.
- A. Tuition: \$950 (includes all meals and Marriott lodging)
 - B. Dates: Dec. 9-12, 2003
Feb. 3-6, 2004
May 4-7, 2004

Business customer? Interested in any of these courses? You should contact the National Center for Employee Development at 405-366-4639 for more information.

Holiday mailing? Put up your feet and fire up the computer

After you've shopped 'til you dropped and you're back home, ready to move on to the next step — mailing those presents — go online and visit the Post Office that never closes — www.usps.com.

You can select a mailing service that's right for any mailing need. You can calculate postage, get information and forms, buy stamps, track and confirm mailings, print mailing labels and postage online — and even purchase greeting cards.

Whatever your shipping needs, USPS delivers.

PACKAGING TIPS

- Select a box that's strong enough to protect the contents.
- Leave space for cushioning inside the carton.
- Cushion package contents with shredded or rolled newspaper, bubble wrap or Styrofoam peanuts. Plain air-popped popcorn is also good for cushioning; it's inexpensive and environmentally friendly. Pack tightly to avoid shifting.
- Always use tape designed for shipping, such as pressure-

sensitive tape, nylon-reinforced craft paper tape or glass-reinforced pressure-sensitive tape.

- Do not use wrapping paper, string, masking tape or cellophane tape.
- Put the delivery and return addresses on only one side of the package.
- Place a return address label inside the package.
- Stuff glass and fragile hollow items, like vases, with newspaper or packing material to avoid damage. When mailing framed photographs, take the glass out of the frame and wrap it separately.
- Remove batteries from toys. Wrap and place them next to the toys in the mailing box.
- You can buy packaging products, including tape, envelopes, padded bags, corrugated boxes, mailing tubes, and cushioning material at your Post Office. Some locations offer decorative boxes and expander packs that are great for mailing gifts. ■

OVERSEAS HOLIDAY MAIL DATES

To ensure delivery of holiday greeting cards and packages, the Postal Service recommends mailing by the following dates. Items for delivery by Hanukkah should be mailed five days prior to the dates noted below.

Military Mail Addressed To	First Class Mail Letters/Cards	Priority Mail	Parcel Airlift Mail (PAL) ^{1/}	Space Available Mail (SAM) ^{2/}	Parcel Post
APO/FPO AE ZIPs 090-099	Dec 11	Dec 11	Dec 4	Nov 28	Nov 13
APO/FPO AA ZIPs 340	Dec 11	Dec 11	Dec 4	Nov 28	Nov 13
APO/FPO AP ZIPs 962-966	Dec 11	Dec 11	Dec 4	Nov 28	Nov 13

^{1/} PAL: A special service that provides air transportation for parcels on a space-available basis. PAL is available for Parcel Post not exceeding 30 lbs. in weight or 60 inches in length and girth combined. The applicable PAL fee must be paid in addition to the regular surface rate of postage for each addressed piece sent by PAL service.

^{2/} SAM: Parcels paid at Parcel Post postage rates are first transported domestically by surface and then to overseas destinations by air on a space-available basis. The maximum weight and size limits are 15 lbs. and 60 inches in length and girth combined.

International Mail Addressed To	Global Airmail Letters & Cards	Global Airmail Parcel Post	Global Economy (Surface)
Africa	Dec 8	Dec 8	—
Asia / Pacific Rim	Dec 15	Dec 15	Oct 30
Australia / New Zealand	Dec 15	Dec 15	Oct 30
Canada	Dec 15	Dec 15	Nov 21
Caribbean	Dec 15	Dec 15	Nov 7
Central & South America	Dec 8	Dec 8	Nov 1
Mexico	Dec 15	Dec 15	Nov 7
Europe	Dec 15	Dec 12	Nov 7
Middle East	Dec 15	Dec 15	—

INTERNATIONAL ADDRESSING TIPS

- Place the city or town name and the province or state name on the next line after the street address information.
- Put foreign postal codes, if known, in front of the city or town name and on the same line.
- Write the name of the foreign country in capital letters on the last line of the address.

Success story: Repositionable Notes

The Medical Management Institute (MMI) markets educational material to the U.S. medical industry.

OBJECTIVE

Having successfully used direct mail in the past to promote sales of its products, MMI wanted to increase response rates for its next direct mail campaign while lowering production costs.

STRATEGY

Every medical practice and hospital is required to purchase medical coding books annually. The Medical Management Institute

addressed the challenge of a saturated marketplace by developing a high-impact, attention-getting direct mail campaign to make its product stand out by using Repositionable Notes.

TACTICS

The Medical Management Institute's previous direct mail efforts relied on large, four-color pieces to grab the reader's attention. To reduce costs, MMI selected a standard size envelope and printed in black and white only — utilizing a Repositionable Note as the main



attention-getting device. This new format was more cost-effective, allowing the company to send the mailing by

First-Class Mail, improving the open-and-read rate.

RESULTS

By calling attention to its offer with a Repositionable Note, MMI's response rate jumped by over 45 percent.

"The Repositionable Note drew special attention to our offer, and many of our customers said they placed it on their computer as a

reminder to call us. The program was a bigger success than ever imagined, and the orders keep coming. The Repositionable Note seems to have extended the life of the campaign," says Bobby Keene, department supervisor of marketing for the Medical Management Institute. "And we saved money in the process. The campaign cost \$7,000 less than last year. We will definitely continue to use this method with future mailings."

Need more information? Go to www.usps.com/repositionablenotes. ■

Keeping **POSTED**

News from and for Postal Customer Councils
www.usps.com/nationalpcc

SMILE! PCC RECEPTION PHOTOS AVAILABLE

Did you get your photo taken during the Postal Customer Council (PCC) reception at the National Postal Forum (NPF) in Kansas City, MO? They're available for ordering. To purchase photos, go to the NPF website at www.npf.org and click on "Kansas City 2003 Photos." You'll find

photos from other NPF receptions and events as well.

DEPUTY POSTMASTER GENERAL IS COMING

The Milwaukee PCC invites you to attend its general membership meeting Nov. 10. After the meeting, you can network, have lunch and spend time with Deputy Postmaster General John Nolan. Nolan will talk about what's going

on in the Postal Service and be available to answer questions. The meeting will be held at the Radisson Hotel Milwaukee Airport. For information, contact Gina Shaw at 414-270-2404.

ILLINOIS SEMINAR ON MOVE UPDATE

The Rock River Valley PCC is scheduled to hold an educational seminar on "Move Update"

and conduct a plant tour of the Rockford, IL, Processing and Distribution Center Nov. 20. Charles Hunt from the National Support Service Center, Memphis TN, will lead the seminar, to be held at the Rockford Post Office. To register or learn more about the seminar, contact Michelle Zyvert, customer relations coordinator, at 815-229-4761 or mzyvert@

FYI

Need stamps? In addition to www.usps.com or the nation's 38,000 Post Offices, there are now 60,000 more locations to purchase stamps. Just look for the "Buy Stamps Here" signs at 17,000 ATMs and more than 40,000 supermarkets, drug stores and banks. Talk about easy access! ■

Congratulations!

National Postal Forum, Kansas City, MO, Sept. 21-23 Fall 2003 Award Winners

<p>Partnership for Progress Judy F. Marks President Lockheed Martin Distribution Technology</p> <p>Vicki E. Spira Vice President Automation and Information Systems Northrop Grumman Corp.</p> <p>Heribert Stumpf President and Chief Executive Officer Siemens Dematic Postal Automation, L.P.</p> <p>Best in Class for Mail Effectiveness ACE Marketing Services</p>	<p>American Spirit Graphics & Mailing, Inc.</p> <p>General Motors Corp.</p> <p>Hewlett-Packard</p> <p>HSBC Bank USA</p> <p>Mailmark Enterprises</p> <p>MarketShare</p> <p>Newgistics, Inc.</p> <p>Best in Class for Mail Efficiency Ancora</p> <p>American Express Global Mail Solutions</p>	<p>Bank of America</p> <p>Bernard C. Harris Publishing</p> <p>Blue Cross/Blue Shield of Florida</p> <p>Consolidated Mailing Corp.</p> <p>Limited Brands Logistics Services, Inc./ Victoria's Secret Direct</p> <p>R. R. Donnelley & Sons Co.</p> <p>TSYS</p> <p>Special Recognition Bass Pro Shops</p> <p>DST Output</p>	<p>Hallmark Cards</p> <p>Sprint</p> 
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Click-N-Ship.™ It's everything you need to ship your packages online. You can calculate rates, print labels, pay postage and even get free Delivery Confirmation™ service for your Priority Mail® packages. Then just hand the package to your mail carrier. It's that easy. To get started, visit usps.com/clicknship and you're on your way.



POSTAL NEWS BRIEFS



Postmaster General John E. Potter (left) accepts award from PostCom Board of Directors Chairman James O'Brien of Time, Inc.

POSTAL COMMUNITY HONORS POTTER

Postmaster General John E. Potter has been honored with the J. Edward Day Award from the Association for Postal Commerce (PostCom) in recognition of "outstanding service rendered on behalf of the postal community and the nation."

The J. Edward Day award is named after the former Postmaster General and Cabinet officer and is only presented to an individual in the postal community who has earned significant recognition.

"During some of the most demanding times in the history of the United States and the Postal Service, Postmaster General Pot-

ter has performed uncommonly well," said PostCom President Gene Del Polito. "His commitment and dedication to the men and women of the Postal Service, as well as the universal service every American has come to rely upon and trust, is unsurpassed."

Potter said, "This award is exceptional because it represents the partnership among the Association for Postal Commerce, the Postal Service and the entire mailing community. I am delighted to be chosen for this honor and pleased to join the ranks of the remarkable people who have received the award before me."

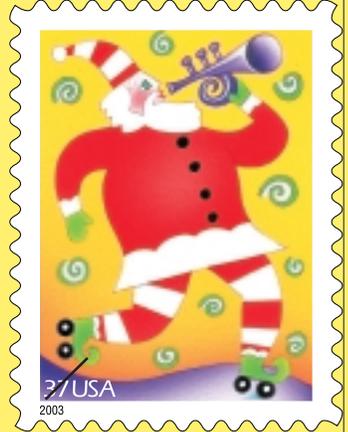


GET CREATIVE WITH CMM

Customized MarketMail (CMM) is a solution for companies that want to stand out in the advertising marketplace. CMM allows businesses to use different-shaped mailpieces to grab customers' attention.

TDS MetroCom, based in Madison, WI, used a flag-shaped mailer to sell additional telecommunications services to existing customers. And the orders are still coming in for TDS MetroCom's bundled service plans.

Want to catch the eye of your customers? Unleash your creativity with CMM. For more information, go to www.usps.com/customizedmarketmail.



Holiday stamps from the Postal Service are now available. Buy them online or at your local Post Office.

MEMO to MAILERS

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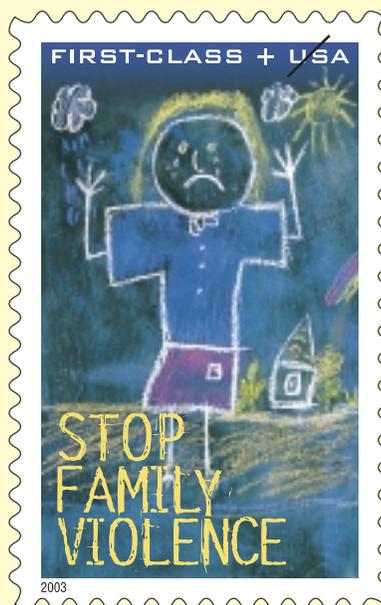


Stop Family Violence stamp:

Proceeds benefit victims of domestic violence

The Stop Family Violence semipostal stamp allows every American to contribute to a nationwide campaign against domestic violence.

Selling for 45 cents, the semipostal is valid for postage at the First-Class Mail first-ounce letter rate in effect at the time of purchase. The difference between the sales price of the stamp and the postage is a tax-deductible contribution that will be transferred to the Department of Health and Human Services.



Change Service Requested

Priority Mail® bundles

1

with
**Delivery
Confirmation™
service**



from
\$4.30

2

with
Insurance*



from
\$5.15

3

with
**Delivery
Confirmation
service &
Insurance***



from
\$5.60

*Prices reflect Insurance for packages up to 1 lb. and \$50 of coverage

