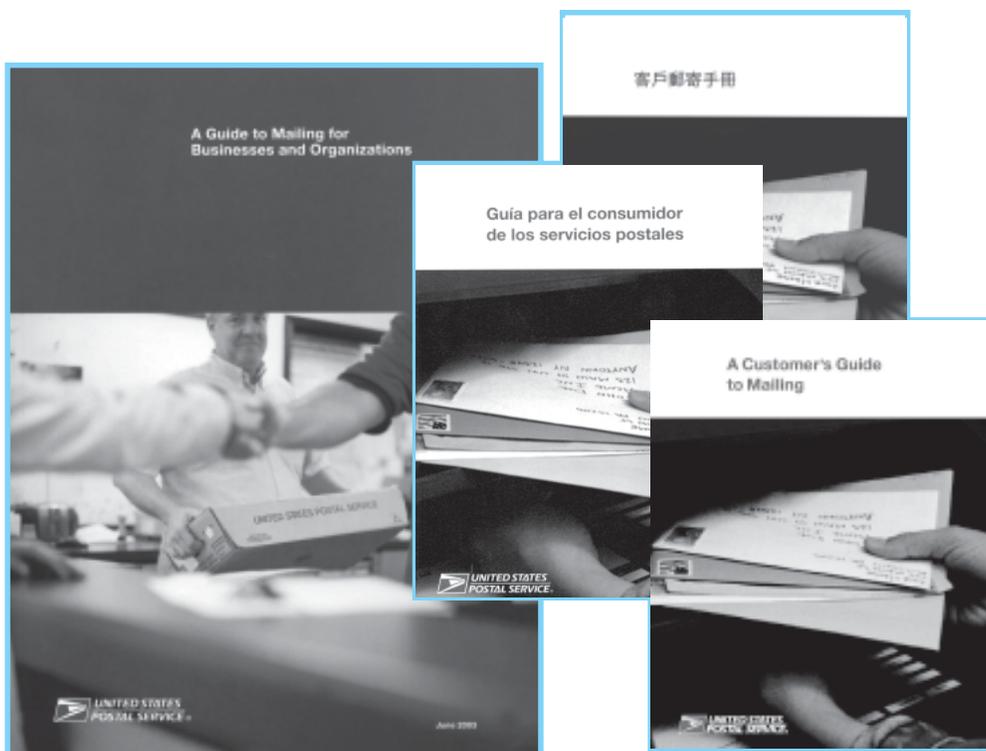


Mailers. Companion



JULY/AUGUST 2004

DMM Redesign: Making it Easier to Make the Mail Work for You



Sherry L. Freda is Manager of Mailing Standards at Postal Service Headquarters. Her staff writes the mailing standards in the Domestic Mail Manual (DMM) and International Mail Manual (IMM) and runs the Postal Explorer Web site for business mailers. We sat down with Ms. Freda to get an update on the DMM Redesign Project.

MC: Why redesign the DMM?

Freda: Virtually every product and activity has an instruction manual, a document that explains how to put the item together and how to get the most out of your investment.

For the U.S. Mail, that document is the *Domestic Mail Manual*. It contains all of our domestic mailing standards and serves many needs for many audiences. As a result, it's a very thorough and complex book.

Organized around policies, regulations, and procedures, the DMM can be challenging. And not all mailers need all of the information contained in the DMM all of the time.



To address these issues, we are working with Carnegie Mellon University to create a series of DMMs that focus on the needs of the end-users. They break down and reorganize relevant instructions for use by different customers: household and retail mailers, small and medium business mailers, nonprofit mailers, and large business mailers. The series simplifies the presentation of the mailing information, makes it more user friendly, and focuses on the key decisions customers must make to use the mail.

(Freda interview continued on page 6)

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*Where knowledge
and innovation connect.*

NATIONAL POSTAL FORUM

The National Postal Forum (NPF) — the premier education event and trade show for mailing industry

professionals — will be held at the Washington, DC, Convention Center, September 19-22. The NPF and Postal Service have partnered to develop new content, learning labs, and workshops with topics for Periodicals mailers, small businesses, and PCCs. Forums since 1990 have been held semiannually, but become annual starting this year. More information about the Forum is available online at www.npf.org.

THE ART OF THE DEAL

The Postal Service has filed two experimental mail classification cases with the Postal Rate Commission (PRC) proposing new Negotiated Service Agreements (NSAs) with BankOne and Discover Financial Services.

“We are committed to providing more pricing innovation to the marketplace,” said Chief Marketing



Mailers Companion

Volume 9, Issue 6 July/August 2004
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Mailers Companion is published by U.S. Postal Service Pricing and Classification. The USPS eagle and logotype are registered trademarks. **Send subscription requests and address changes with original mailing label to:**

MAILERS COMPANION
DATA ENTRY
UNITED STATES POSTAL SERVICE
6060 PRIMACY PKWY STE 201
MEMPHIS TN 38188-0001

Fax: 901-681-4542

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Printed on Recycled Paper

*A message from Chief Marketing
Officer Anita Bizzotto*

CMO corner

Planning and preparation. These are the keys to success for the Postal Service bike team and Lance Armstrong's historic sixth consecutive yellow jersey in the 2004 Tour de France. In May, Coach Chris Carmichael predicted “Not only does (Lance) plan on winning a sixth Tour de France, he's planning on doing it on his terms: by being so prepared and so powerful that no one can come close to challenging him again.” Lance delivered!

Planning and preparation are also keys to mailing success: the difference between keeping customer relationships current and thriving and throwing customers and money down the drain, between using the latest postal services and innovative marketing strategies and sitting back while your products and your message get lost in the clutter.

Business executives that want to beat their competition in today's marketplace will want to make sure to register for the 2004 National Postal Forum, scheduled for September 19-22 at the Washington, DC, Convention Center. Entitled “Knowledge Is Power,” the new, reenergized Forum features more than 100 updated workshops, some 60 of which are brand new; 13 specialty tracks designed to help executives become experts in their mailing fields; and the largest exhibit hall in the industry, with learning labs and more than 150 displays. Tim Russert, senior vice president and Washington bureau chief for NBC News and moderator of “Meet the Press,” will be the closing day luncheon speaker. And the final reception will be held at the Smithsonian's National Museum of Natural History, giving Forum attendees exclusive access to the many world-famous articles and exhibits on display.

If you want to enhance your planning and preparation and help your company achieve mailing success, go to www.npf.org or call (703) 218-5015 for more National Postal Forum information.

Anita

Officer Anita J. Bizzotto. "The proposed NSAs with BankOne and Discover Financial Services follow the successful model already in place as a result of negotiating a similar agreement with Capital One."

A Negotiated Service Agreement is a contractual agreement between the U.S. Postal Service and an individual company that provides pricing incentives or other arrangements customized for a company's unique mail operations. NSAs are intended to meet the needs of specific customers for whom mail is an integral part of their business strategy.

NSAs can specify the preparation, presentation, acceptance, processing, transportation, and delivery of mailings under particular rate, classification, and service conditions and restrictions that go beyond those required of other mailers. Under the terms of the separate agreements, BankOne and Discover Financial Services will receive pricing incentives on First-Class Mail that they send above a negotiated annual mail volume. The proposed NSAs as filed are functionally equivalent to the Capital One NSA.

BankOne and Discover Financial Services also agreed to convert to Address Change Service (ACS), a system that electronically updates forwarding orders and information on the deliverability of mailpieces.

In addition to the expected new First-Class Mail volume and net revenue, the Postal Service will avoid the costs of collecting, packaging, and delivering return pieces to BankOne and Discover.

USPS PROPOSES NEW FLAT RATE PRIORITY MAIL BOXES

Shipping customers want simplicity and convenience. The Postal Service is working to deliver.

On June 3, USPS filed a request with the Postal Rate Commission (PRC) to implement a two-year test of two new flat-rate Priority Mail boxes.

Much like the flat-rate Priority Mail envelope introduced in 1991, the new flat-rate boxes would offer a single postage rate — \$7.70 — regardless of the actual weight or destination of the parcel. The proposed rate is convenient because it is exactly twice the price of the flat rate Priority Mail envelope, and customers can affix two \$3.85 *Jefferson Memorial* Priority Mail stamps to cover postage.

The corrugated fiberboard boxes, which would be produced by the Postal Service and made available at no charge to postal customers in post offices and via www.usps.com, would come in two shapes: one similar to a clothing gift box (14 inches x 12 inches x 3.5 inches), and

one about the size of a shoe box (11.25 inches x 8.75 inches x 6 inches). Both boxes would provide the same capacity (.34 cubic feet).

Flat-rate shipping is particularly valuable to small and home-based businesses. Flat rates let companies know their shipping costs in advance and do not require scales, zone-based rate charts, or trips to the Post Office.

A decision from the PRC concerning the proposed two-year test is expected later this year.

POSTAL SERVICE RECOGNIZED FOR DIVERSITY

The Postal Service has been named one of the 50 Best Companies for Minorities for the fifth year in a row by leading business magazine *Fortune*. The Postal Service ranked sixth on the list this year.

"This is a great honor and I'm extremely proud of every employee of the Postal Service. Dedication to the values represented by diversity has helped us build an organization that is stronger because of it," commented Postmaster General John E. Potter.

According to the article, the top 50 are firms that "make an effort not only to hire minorities but also retain them and promote them through the ranks. They actively interact with outside minority communities and management accountable for diversity efforts."

Fortune gave the Postal Service high honors, noting that 59 percent of new hires were minorities. With 24 percent of its 50 top-paid positions held by minorities, *Fortune* noted that the Postal Service has one of the better records for making sure "diversity percolates to the top."

"All of our diversity programs are active and alive," says Diversity Development Vice President Murry Weatherall. "They're being used day-to-day to further our efforts in providing an inclusive environment." The Postal Service works hard to ensure that its workforce reflects the communities it serves.

The magazine contacted the nation's 1,000 largest corporations and 200 privately held companies to compile data for the rankings. Its model considered information like the number of minorities in the workforce and on the corporate boards, the rate at which minority employees are hired, and whether managers are made accountable for hiring, promotion, and retention.



Delivering results. That's what we do every day as we work to transform the Postal Service. And whenever you see the "Delivering Results" symbol, you'll know it's about how we're making the Transformation Plan a part of everything we do.

Ease of Use

Making it easier for customers to use the Postal Service

Flat Rate Envelopes

When mailing at the Priority Mail or Express Mail flat rate, the contents of the flat rate envelope must be confined within the envelope, with the adhesive provided on the flap as the primary means of closure. The flap must close and adhere to the envelope. Tape may be applied (to the flap and/or seams) to reinforce the envelope, provided the design of the envelope is not enlarged by any means (e.g., opening the side of the envelope and then taping or reconstructing the envelope). *Any amount of material that can be mailed in the flat rate envelope is subject to the flat rate postage, regardless of weight.*

A flat rate envelope does not have to remain flat to be eligible for the flat postage rate, and it is not limited to or

specifically intended for such items as books, booklets, and magazines. The term "flat rate" means there is one postage rate charged for the piece, regardless of weight or destination.

If the piece cannot be sealed using the glue flap folded at the folding indentation, the piece does not qualify for the flat rate of postage. For example:

- The envelope is so fat that the only way to seal it is using force to fold the flap over and tape to keep it closed.
- The sides of the envelope burst open from the contents, or they are split and then taped to accommodate the contents.

Going Away? Try Online Hold Mail Service

Put your mail on hold online. Whether you are on vacation or an unexpected business trip, you can rest easy knowing your mail is safely held for you at your local Post Office.

- This online service will electronically notify your local Post Office to hold your mail.
- For same-day service, online requests must be submitted by 2 a.m. CST Monday through Saturday.
- Mail can be held from 3 to 30 days.
- Delivery of your mail will resume on the date you specify.
- Online access to request this service is currently limited to certain ZIP Codes.

Visit www.usps.com for details.



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Post Office Boxes

Convenience and Value!

For convenience, flexibility, security and peace of mind, nothing beats a Post Office box at your local Post Office. Apply for one at your local Post Office.

Access – You can pick up your mail at your convenience — early, late, any time the Post Office lobby is open. Since most Post Offices are located near other businesses, you may want to get a jump on the day by receiving your mail at a Post Office box near where you work.

Anonymity – Post Office boxes let you receive important mail that is for your eyes only, or to keep your personal or business mail private. Only you have the key.

Stability – If you move often, or travel a lot, and need to establish one place where you receive your mail, then a Post Office box is the answer. Your mail is there when you return.

Flexibility – Expand your company without opening new offices. Apply for Post Office boxes in cities where you do business, and pick up your mail as you travel. You don't have to live in a community to get a Post Office box there.

Value – Boxes come in five different sizes, from 3 inches by 5 1/2 inches to 22 1/2 inches by 12 inches. Check with your local Post Office to see what sizes are available. You'll find the prices to be reasonable, too. Based on a customer's eligibility for carrier delivery service, a no-fee Post Office box may be available. Otherwise, the semiannual fees range from \$9 to \$330, depending on the box size and the Post Office.

Security – Your mail is protected, under lock and key as well as by federal statute.

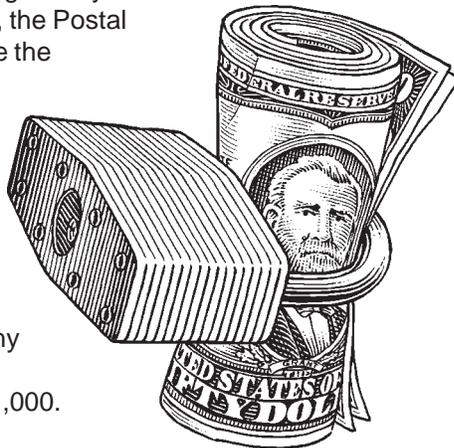
Visit www.usps.com for more information, or drop by your any Post Office.

Postal Money Orders

The Safe and Convenient Way to Send Money

Whether you are sending money to loved ones or paying a bill, the Postal Service can help you make the transaction fast, safe, convenient, and economical.

Postal Money Orders are a safe, easy alternative to sending cash through the mail. They can be purchased at any Post Office, or from any rural letter carrier, and are available in values up to \$1,000.



Some smaller communities have a Post Office but no bank, so money orders are convenient for the sender and represent instant cash for the recipient, since they can be cashed at any of 38,000 Post Offices nationwide. There is no expiration date. If your money order is lost or stolen, all you need to do is present your customer receipt to apply for a replacement.

International Money Orders are just as convenient, safe, and affordable. While the maximum value is set by the destinating country, generally they can be valued up to \$700.

For more information, stop by your local Post Office or www.usps.com and see "Send Money & Payments."

(Freda interview continued from cover)

The new DMM series does not change the rules themselves, just the way the information is presented. So far we have published DMM 100, *A Customer's Guide to Mailing*, and DMM 200, *A Guide to Mailing for Businesses and Organizations*. These publications have been received enthusiastically by customers. Now we are working on DMM 300, which will reorganize the official mailing standards in today's DMM 58 with larger mailers in mind.

they found the right information and all of the details they need. In usability tests, mailers said they find the new structure to be intuitive and they can easily find what they are looking for.

MC: How does the new DMM fit into the USPS Transformation Plan?

Freda: One of the goals of the Transformation Plan is to make it easier for customers to do business with the Postal Service. The new DMM will help customers better understand our products and services and make the right choices to get the best value from the mail. It's part of our commitment to provide the most reliable, universal, and convenient mail service in the world.

MC: When will DMM 300 be published?

Freda: We are planning to publish the new book in 2005. It will replace the current DMM 58 and will be available on the Internet and in print.



USPS DMM Redesign Team (clockwise from left): Bill Chatfield, Vicki Bosch, Carrie Witt, Sherry Freda, Joel Walker, Pat McCabe, and Rick Klutts.

MC: What will DMM 300 look like?

Freda: DMM 300 structures mailing standards around the ways businesses approach the mail. Information is organized according to the type of mailing (retail or discount), the shape of the mailpiece (letter, flat, or parcel), and what mailing tasks must be accomplished (like paying for postage or obtaining a permit).

Besides reorganizing the information to better serve mailers, readers will find new navigational aids, new charts and illustrations, a new numbering system, and an expanded index.

MC: How will the new DMM help customers with their mail?

Freda: The new DMM will help mailers find information quickly, understand it more readily, and feel confident that

MC: Where can employees and customers find the DMM series?

Freda: DMM 100 is available online at www.usps.com and in most Post Offices. DMM 100 is published in English, Spanish, and Chinese. For vision-impaired users, we are planning a large-print and an audio version as well. The DMM 200 is available on Postal Explorer at <http://pe.usps.gov> and in most business mail entry units and larger Post Offices. When DMM 300 is published, customers can find it online on Postal Explorer.

Editor's Note: The DMM redesign effort has been recognized in the world of business communication with six awards, including an "Award of Excellence" in the Society for Technical Communication's prestigious International Technical Publications Competition.

Correction

The article *Mailing Succeeding Issues of a Periodicals Publication* in the May/June 2004 *Mailers Companion* cited standards for Periodicals in DMM E211.2.1d, which state that: “The primary distribution of each issue [of a Periodicals publication] must be made before that of each succeeding issue.” That article is retracted and the standard is clarified below:

Mailing Succeeding Issues of a Periodicals Publication

In context, DMM E211.1d is among four criteria that define, for postal purposes, a “*Periodical*” or “*Periodical publication*,” which is one published at a stated frequency with the intent to continue indefinitely. Others include “continuity” from issue to issue; a primary purpose of the transmission of information; and “content” definition. (See DMM E211.1a through d for complete criteria.)

Periodicals publications meeting the definition in E211.2 must also meet basic criteria to be authorized Periodicals

that include “printed sheets,” “known office of publication,” and “regular issuance.” (See DMM E211.2 through E211.5 for complete definitions of all four basic requirements).

While it is expected that the “primary distribution” of an issue of a Periodical would precede that of a subsequent issue or issues, the combining of issues when mailing is not considered, in and of itself, evidence the material no longer meets the definition of a Periodical. All criteria cited above are relied upon in making such determinations.

Nor does an occurrence of a combined mailing, or more than one, require a change in authorized “frequency” of a Periodicals publication. It is expected, however, that whether a combined mailing of issues is made by the publisher or not, required “marked copies” of a Periodicals publication (serving, in part, as evidence of “publishing”) be submitted to the postmaster in a timely fashion as required by postal standards.

The manager, Business Mail Entry, may be consulted for more information concerning Periodicals mail.

Surcharge Decision Table

DMM standards specify surcharges for certain types of letters, flats, and parcels mailed at First-Class Mail, Standard Mail, and Package Services rates. A “nonmachinable surcharge” can apply to First-Class Mail letters, flats, and parcels, Standard Mail letters, and Package Services parcels when certain criteria are met. A “residual shape surcharge” applies only to a Standard Mail piece either prepared as a parcel or not defined in the DMM as a letter or a flat.

The Surcharge Decision Table on page 8 was designed with the Mailers’ Technical Advisory Work Group on Consistency. The table empowers customers to make decisions in the mailpiece planning phase and consider design and costs early in the process. It also makes it easy for employees to provide consistent and clear information, and it is part of the Postal Service’s commitment to clearly communicate mailing standards.

Surcharge FAQs

Q. What is considered “too rigid”?

A. DMM C050.2.2e states a piece is too rigid if it “does not bend easily when subjected to a transport belt tension of 40 pounds around an 11-inch diameter turn.”

Q. If the minimum machinable parcel weight is 6 ounces, why does the nonmachinable surcharge only apply to First-Class Mail parcels weighing less than one ounce and not to First-Class Mail parcels weighing less than 6 ounces?

A. First-Class Mail parcels are pieces that meet the length, height, and/or thickness criteria to be categorized as a parcel. First-Class Mail parcels are processed differently from Standard Mail and Package Services parcels, and are therefore not subject to the same nonmachinable surcharge weight restrictions.

Q. Are there standards for pieces “polybagged,” “polywrapped,” or “enclosed in plastic material”? What about window envelopes with wide windows?

A. The DMM gives specifications for polybagged items in C010.3.4. Polywrapped items are covered in C010.3.5 and C820.4.0, depending on whether the piece is a flat or parcel. Window envelope standards are in C840.2.4 and C820.7; wide windows are allowed.

Q. Why does the nonmachinable surcharge apply up to 3.3 ounces for Standard Mail and only up to 1 ounce for First-Class Mail?

A. Postage rates for First-Class Mail are by 1 ounce increments, whereas the per-piece rate for Standard Mail letters is the same for pieces weighing up to and including 3.3 ounces.

Surcharge Decision Table

The table below is provided as an easy reference to determine when a surcharge (nonmachinable, nonmachinable Parcel Post, or residual shape) should be assessed in addition to the postage, and which surcharge is applicable.

Note: The term “nonstandard surcharge” is no longer used.

LETTERS	NON-LETTER/FLATS	PARCELS												
<p>First-Class Mail</p> <p>The nonmachinable surcharge applies if the letter-size piece:</p> <ul style="list-style-type: none"> • Weighs one ounce or less; and • Meets any of the following characteristics (C050.2.2); <ul style="list-style-type: none"> - Aspect ratio (length/height) of less than 1.3 or more than 2.5. - Polybagged, polywrapped, or enclosed in any plastic material. - Has clasps, strings buttons, or similar closure devices. - Uneven thickness caused by items such as pens, pencils, loose keys, or coins. - Too rigid. - Thickness less than 0.009 inch when more than 4-1/4 inch high or 6 inches long. - Delivery address parallel to the shorter dimension of the piece. - Folded self-mailer or booklet (050.2.2h. & i. for restrictions). - OR is labeled by the mailer for manual processing (E130.3.4). <p>Note: Card rate pieces are not subject to a surcharge.</p> <p>Nonmachinable Surcharge (R100.12.0)</p> <table> <tr> <td>Single piece:</td> <td>\$0.12</td> </tr> <tr> <td>Presorted rate:</td> <td>\$0.055</td> </tr> </table>	Single piece:	\$0.12	Presorted rate:	\$0.055	<p>First-Class Mail</p> <p>The nonmachinable surcharge applies if the flat-size piece:</p> <ul style="list-style-type: none"> • Weighs one ounce or less; and • Meets any of the following (C100.4.0): <ul style="list-style-type: none"> - Greater than 1/4 inch thick. - Length more than 11-1/2 inch. - Height more than 6-1/8 inch. - Aspect ratio less than 1.3 or more than 2.5. <p>Nonmachinable Surcharge (R100.12.0)</p> <table> <tr> <td>Single piece:</td> <td>\$0.12</td> </tr> <tr> <td>Presorted and automation rate:</td> <td>\$0.055</td> </tr> </table>	Single piece:	\$0.12	Presorted and automation rate:	\$0.055	<p>First-Class Mail</p> <p>The nonmachinable surcharge applies if the parcel-size piece:</p> <ul style="list-style-type: none"> • Weighs one ounce or less; and • Meets any of the following (C100.4.0): <ul style="list-style-type: none"> - Greater than 1/4 inch thick. - Length more than 11-1/2 inch. - Height more than 6-1/8 inch. - Aspect ratio less than 1.3 or more than 2.5. <p>Nonmachinable Surcharge (R100.12.0)</p> <table> <tr> <td>Single piece:</td> <td>\$0.12</td> </tr> <tr> <td>Presorted rate:</td> <td>\$0.055</td> </tr> </table>	Single piece:	\$0.12	Presorted rate:	\$0.055
Single piece:	\$0.12													
Presorted rate:	\$0.055													
Single piece:	\$0.12													
Presorted and automation rate:	\$0.055													
Single piece:	\$0.12													
Presorted rate:	\$0.055													
<p>Standard Mail</p> <p>The nonmachinable surcharge applies if the letter-size piece:</p> <ul style="list-style-type: none"> • Is mailed at the Presorted rates. • Weighs 3.3 ounces or less; and • Meets any of the characteristics in C050.2.2 (see First-Class Mail letters); or is labeled by the mailer for manual processing only (E620.4). <p>Note: Pieces mailed at an automation rate, Enhanced Carrier Route rate, or prepared and entered as CMM are not subject to the nonmachinable surcharge.</p> <p>Nonmachinable Surcharge (R600.5.0)</p> <table> <tr> <td>Regular rate:</td> <td>\$0.04</td> </tr> <tr> <td>Nonprofit rate:</td> <td>\$0.02</td> </tr> </table>	Regular rate:	\$0.04	Nonprofit rate:	\$0.02	<p>Standard Mail</p> <p>No surcharge applies.</p>	<p>Standard Mail</p> <p>The nonmachinable surcharge does not apply (C600.4.2).</p> <p>The residual shape surcharge applies for all Standard Mail pieces that are prepared as parcels or are not letters or flats as defined in C050/C820 (C600.3.0, E610.5.5, E620.3.0, and E630.5.0).</p> <p>Residual Shape Surcharge (R600.6.0)</p> <table> <tr> <td>Presorted regular & nonprofit:</td> <td>\$0.23</td> </tr> <tr> <td>Enhanced Carrier Route regular & nonprofit:</td> <td>\$0.20</td> </tr> </table> <p>Note: The residual shape surcharge is factored into the Customized MarketMail (CMM) rate.</p>	Presorted regular & nonprofit:	\$0.23	Enhanced Carrier Route regular & nonprofit:	\$0.20				
Regular rate:	\$0.04													
Nonprofit rate:	\$0.02													
Presorted regular & nonprofit:	\$0.23													
Enhanced Carrier Route regular & nonprofit:	\$0.20													
<p>Package Services</p> <p>N/A</p>	<p>Package Services</p> <p>N/A</p>	<p>Package Services</p> <p>The Parcel Post nonmachinable surcharge applies if the parcel is:</p> <ul style="list-style-type: none"> • Mailed at the Inter-BMC/ASF, Intra-BMC/ASF, DBMC, Parcel Select, or DSCF Parcel Select rate; and • No special handling fee is paid; • Not oversized (C700.1.0c); • Meets any of the following characteristics (C700.2.0): <ul style="list-style-type: none"> - More than 34 inches long, 17 inches wide, or 17 inches high. - Less than 6 inches long, 1/4 inch thick, or 3 inches high. - Weighs less than 6 ounces or more than 35 pounds. - Contains more than 24 ounces of liquid in glass containers, or 1 gallon or more of liquid in metal or plastic containers. - Is insecurely wrapped or metal-banded. - Is a can, roll, tube, or wooden or metal box. - Contains books, printed matter, or business forms weighing more than 25 pounds. <p>Parcel Post Nonmachinable surcharge (R700)</p> <table> <tr> <td>DBMC Parcel Select:</td> <td>\$1.45</td> </tr> <tr> <td>DSCF Parcel Select:</td> <td>\$1.09</td> </tr> </table> <p>Note: The nonmachinable surcharge is factored into the rate charts for pieces mailed at the Inter-BMC/ASF and Intra-BMC/ASF rates.</p>	DBMC Parcel Select:	\$1.45	DSCF Parcel Select:	\$1.09								
DBMC Parcel Select:	\$1.45													
DSCF Parcel Select:	\$1.09													

What's New in the Domestic Mail Manual?

The online DMM is updated monthly on Postal Explorer at <http://pe.usps.gov>.



DMM Revisions

New Terminology for Presorted Destination Mail

Effective July 8, 2004, the DMM is revised to change terminology from “package(s)” to “bundle(s)” and from “packaging” to “bundling” when referring to all classes of individual presorted destination pieces secured together for workshare mailings. As examples, “5-digit packages” becomes “5-digit bundles,” and “firm packages” becomes “firm bundles.” This change in terminology will alleviate the confusion that occurs when “packages” and “packaging standards” are used to mean both presorted pieces secured together and individual parcels. This change affects terminology only and does not represent any change to mail preparation standards or Postal Service policy.

The revised terminology will ensure that both employees and mailers understand that any official references to “packages” and “packaging” refer to parcels prepared as individually addressed pieces, and any references to “bundles” and “bundling” refer to presorted destination letters, flats, and irregular parcels in workshare mailings. The term “bundle” often is used already by both mailers and Postal Service personnel when referring to presort destination mail.

We recognize that the use of the term “packages” when referring to bundles will likely continue, just as packages are sometimes called “bundles” today. However, all official Postal Service communication must use the new terminology for clarity. All official publications, such as posters and training materials, will be updated as they are reprinted or revised to incorporate the new terminology.

General Mailability — Minimum and Maximum Size, Rectangular Shape

Effective August 5, 2004, DMM C010.1.0 is revised to clarify and reorganize the minimum size standards for general mailability, particularly those standards governing Customized MarketMail (CMM) and keys and identification devices.

Although CMM pieces are exempt from the general mailability standards that require a rectangular shape for pieces 1/4 inch thick or less, CMM pieces 1/4 inch thick or less are not exempt from the minimum height and length requirements of 3-1/2 inches high and 5 inches long.

This revision clarifies that the minimum height and length requirements apply to mailpieces 1/4 inch thick or less, except for keys and identification devices. The minimum thickness of 0.007 inch applies to all mailpieces, including CMM pieces and keys and identification devices. Therefore, C010.1.5 is deleted and Exhibit 1.1 is revised to assert that all mailpieces are subject to the minimum thickness. C010.1.4 also is deleted, since restrictions referred to in 1.4 are mentioned previously.

C010.1.2 also is clarified to state that the definition of “length” as the longest dimension pertains to parcels.

DMM Reminders

Administration of the Private Express Statutes

The Private Express Statutes (PES) are a group of federal civil and criminal laws that, for the most part, make it unlawful for any entity other than the Postal Service to send or carry letters over post routes for compensation, unless appropriate postage is paid in an amount equaling what would have been paid had the letters been sent through the Postal Service. There are certain suspensions and exceptions under which letters can be privately carried without paying postage. Information on the PES and their applicability is published in Publication 542, *Understanding the Private Express Statutes*. Publication 542 (6/1998) is available online at www.usps.com.

The Chicago Rates and Classification Service Center (RCSC) is responsible for the national administration of the PES, and the district manager of Business Mail Entry is the district coordinator for administration of the PES.

If you have questions concerning the administration of the PES, please contact the manager of Business Mail Entry at your district office, or the Chicago RCSC.

Contact information for the Chicago RCSC specialist responsible for the administration of the PES is as follows:

CHUCK STEINAU
RATES AND CLASSIFICATION SERVICE CENTER
US POSTAL SERVICE
3900 GABRIELLE LN RM 111
FOX VALLEY IL 60597-9599
E-mail: chuck.s.steinau@usps.gov
Phone: 630-978-4312
Fax: 630-978-4295

(DMM continued on page 10)

Addressing and Mailpiece Design Information

Publication 221, *Addressing for Success*, is now obsolete. Consumers and retail customers can find addressing information in DMM 100, *A Customer's Guide to Mailing*. Business mailers and mailpiece designers needing more advanced information can consult the following documents:

- DMM 200-A, *A Guide to Mailing for Businesses and Organizations*.
- Publication 25, *Designing Letter and Reply Mail*.
- Publication 28, *Postal Addressing Standards*.

DMM 100

DMM 100, *A Customer's Guide to Mailing*, is a useful and easy-to-understand reference for consumers, retail customers, and Postal Service employees. This guide is available in English, Spanish, and Chinese versions.

DMM 200

DMM 200-A, *A Guide to Mailing for Businesses and Organizations*, presents more comprehensive information on preparing and addressing mail for small- and medium-volume mailers. It provides details on addressing and barcoding mail for discounted rates; using ancillary service endorsements for the return or forwarding of mail; maintaining address lists; and verifying ZIP Codes, address-barcode matching, and carrier route codes.

Publication 25

Publication 25, *Designing Letter and Reply Mail*, contains information on optimal design formats for letter mail and detailed addressing specifications for automation, including placement of address elements, address printing guidelines, reflectance, and print contrast. It describes the benefits of POSTNET barcodes and has detailed descriptions and illustrations of their format, location, and printing. Publication 25 also includes information on ink and

Permit Indicia

DMM P040 describes indicia preparation, content, format, and specifications for mailing. P040 also includes indicia examples in Exhibit 4.1b.

The table below is provided as an easy reference to determine the required and optional indicia items by class of mail.

Marking	First-Class Mail and Priority Mail	Standard Mail	Package Services
Class of Mail ¹	Required	Required	Required
"U.S. Postage Paid"	Required	Required	Required
City and State ^{2,3}	Required	Required	Required
Permit Number ³	Required	Required	Required
ZIP Code	Optional	Optional	Optional
Rate Markings	Optional	Optional	Optional
Mailing Date	Optional	Prohibited (P040.3.2)	Prohibited (P040.3.2)
Amount of Postage Paid	Optional	Optional	Optional
Weight of Mailpiece	Optional	Optional	Optional

¹ When not in the indicia, the class of mail must appear directly below or to the left of the indicia.

² Instead of printing the city and state of mailing in the indicia, the mailer may print "Mailed from ZIP Code," followed by the 5-digit ZIP Code assigned to the postmaster of the mailing office.

³ A company name may be used in lieu of a permit number and the city and state of mailing if the customer meets the requirements for a company permit imprint in P040.3.4.

paper definitions and measurement, a list of the appropriate *Quick Service Guides*, and the use of ancillary service endorsements.

Publication 28

Publication 28, *Postal Addressing Standards*, provides the most comprehensive information on Postal Service addressing standards, formats, and elements that form proper addresses, including standardized delivery address lines, secondary address unit designators, attention lines, and dual addresses. Publication 28 includes detailed information for business addresses, military addresses, Puerto Rico addresses, and various nonaddress elements such as the use of mailer keylines.

Availability

Customers can obtain printed copies of all four documents at no cost from Post Office facilities or online at www.usps.com.

Company Permit Imprints

A company permit imprint allows an authorized mailer (or agent) to send mail without affixing postage. Postage is paid through an advance deposit account established with the Postal Service or through the Centralized Account Processing System (CAPS). A company permit imprint provides mailers with an alternative to stamps and postage meters.

CAPS provides business mailers with a centralized, convenient, and cost-effective way to make postage payments. The system provides electronic payment alternatives for customers rather than using traditional checks or cash to pay for their mailings and eliminates the need to pay in person at each local post office. In addition, the customer's national CAPS account can be used to pay for mailings at multiple locations, thereby eliminating the

need to maintain trust accounts at numerous local Post Offices. This is a significant convenience for customers with multiple offices nationwide.

Mailers and the Postal Service share responsibility for using a company permit imprint. By following the standards below, the Postal Service can quickly identify a mailer should questions arise. See DMM P040.3.4 for complete details.

When mailing with a company permit imprint, the mailer (or its agent) must:

- Show the exact name of the company or individual holding the permit in the indicia, instead of the city, state, and permit number.
- Maintain mailing records for one year from the date of mailing, and make these records available for Postal Service review. Records must include:
 - A complete sample mailpiece.
 - The weight of a single piece in a mailing.
 - The total number of pieces mailed.
 - The total postage.
 - The date(s) and Post Office(s) of mailing.
 - Other records required for the postage rate claimed or the payment method.
- Include a complete domestic return address on each mailpiece. However, if the return address is not the address where the mailing records are available for Postal Service review, the mailer (or agent) must do *both* of the following:
 - Include in the indicia the 5-digit ZIP Code of the physical location where the records are kept or can be available for review.
 - Provide the postmaster of that Post Office with a complete sample mailpiece and the name and local address where the records can be reviewed.The Post Office of entry will:
- Review the company permit imprint format to ensure the correct elements are present, including a complete domestic return address.

(DMM continued on page 12)

Postal Explorer

View and search the *Domestic Mail Manual*, *Quick Service Guides*, *International Mail Manual*, and related publications from one location. Link to the domestic, business, and international postage rate calculators. Click on "Business Mail 101" for a step-by-step guide to making a mailing. Click on "Postage Statement Wizard" for interactive mailing forms.

<http://pe.usps.gov>

The screenshot shows the 'Postal Explorer' website. At the top, it says 'UNITED STATES POSTAL SERVICE' and 'Home'. Below that is the title 'Postal Explorer' in a large, bold font. There is a search bar with a 'Verify' button and a 'Search Help' link. The main content area is divided into several sections: 'What's New' with links to 'Postal Labels', 'Postal Explorer PDF Updates', 'Rate Calculators', 'Household / Single Piece', 'International Calculator', 'Business Rates and Fees', 'Household / Serialized', and 'Business / Complete'; 'Address Quality' with links to 'Business Errors', 'Business Mail 101', 'Daily Mail', 'MGI Program', 'Postage Statement Wizard', 'Data Case Information', and 'ZIP Code Lookup'; 'Domestic Mail' with links to 'Domestic Mail Manual (DMM)', 'Ratefold (Notice 123)', 'DMV Subject Index', 'Daily Summary of Changes', 'Quick Service Guides', and 'A Guide to Mailing for Business and Organizations'; 'Additional Publications' with links to 'International Mail Manual (IMM)', 'International Country Listings', 'DMV Subject Index', and 'Pub. 51 International Rates and Fees'; and 'About Postal Explorer' with a link to 'Domestic Address Reader'. There is also a 'Who's New' link and a 'Search Help' link.

- Remind the mailer (or agent) to maintain the required records for one year.
- If the return address is not the physical location of the records, make sure that the indicia bears the 5-digit ZIP Code for the Post Office that serves the location where the records are kept, and that the mailer provided a complete mailpiece and contact information to the postmaster of that office.

Tabs in the Barcode Clear Zone

Customers are reminded that tabs or wafer seals placed in the barcode clear zone on automation rate letter-size mailpieces must contain a paper face meeting the standards for background reflectance. If the barcode is not preprinted, tabs and seals must also contain a paper face meeting the standards for acceptance of water-based ink, as specified in DMM C810.4.0.

Standard Mail Low-Weight Flats: 15-Piece Minimum for 5-Digit and 5-Digit Scheme Packages

Customers are reminded that effective August 1, 2004, the DMM is revised to raise the required minimum number of pieces from 10 to 15 at which 5-digit and optional 5-digit scheme presort destination bundles are prepared in a Standard Mail job consisting of flat-size pieces each weighing no more than 5 ounces (0.3125 pound) and measuring no more than 3/4 inch thick.

When presenting mailings of such pieces (5 ounces or less and not more than 3/4 inch thick), mailers will be required to prepare 5-digit bundles whenever there are 15 or more pieces to a destination and will not be permitted to prepare bundles containing fewer than 15 pieces to a 5-digit ZIP Code or optional 5-digit scheme destination.

For Standard Mail mailings that contain any pieces that weigh more than 5 ounces, and for mailings of upgraded flat sorting machine (UFSM) 1000 automation rate flats

Upcoming Mail Preparation Changes

Upcoming mail preparation changes are summarized in the table below. All of these changes will be incorporated into the DMM or the *International Mail Manual* (IMM), as appropriate.

As a reminder, the DMM and IMM are available for customers and employees on the Postal Explorer Web site at <http://pe.usps.gov>. The DMM is updated monthly; the IMM is updated every two weeks.

Effective Date	Type of Mail	Mail Preparation Change	Reference
6-5-04	International	Mailers must use the updated (January 2004) editions of three customs forms: PS Form 2976, PS Form 2976-A, and PS Form 2976-E.	PB 22126 (4-15-04)
7-31-04	Automation flats	MERLIN barcode read rate is raised to 90 percent.	www.usps.com/merlin
8-1-04	Standard Mail flats weighing no more than 5 ounces and measuring no more than 3/4 inch thick	The required minimum number of pieces is raised from 10 to 15 at which 5-digit and certain optional 5-digit scheme presort destination bundles are prepared in a mailing job.	DMM E620, E640, M610, M820, and M950 PB 22125 (4-1-04)
9-1-04	Presorted mail	Mailers must use the new, barcoded format for pressure-sensitive presort destination bundle labels (stickers). This requirement does not affect mailers using optional endorsement lines.	DMM M020 PB 22124 (3-18-04)
1-31-05	Delivery Confirmation Signature Confirmation	Discontinue use of USS Code 128, USS Code I 2/5, and USS Code 39 barcode symbologies. After January 31, 2005, only the UCC/EAN Code 128 barcode symbology may be used.	DMM S918 and S919 PB 22125 (4-1-04)

measuring more than 3/4 inch thick, regardless of weight, mailers will be required to prepare 5-digit bundles whenever there are 10 or more pieces to a destination. Mailers must also use the 10-piece 5-digit bundle minimum for mailings of nonidentical-weight pieces if any pieces in the mailing weigh more than 5 ounces.

Also effective August 1, 2004, mailers will no longer be permitted to use the current optional 5-digit bundle minimum from 10 to 17 pieces.

Standard Mail flats entered for verification and acceptance beginning Sunday, August 1, 2004, must meet the new standards.

Complete details can be found in the April 1, 2004, *Postal Bulletin*. The *Postal Bulletin* is available online at www.usps.com/cpim/ftp/bulletin/pb.htm.

Federal Agency Cost Codes

Each Congressional Member is assigned a specific 5-digit Federal Agency Cost Code to correctly attribute postage costs to their G-300 penalty mail (official mail) account. Vendors and mailing agents, when mailing G-300 penalty mail, please be sure to include the correct 5-digit Federal Agency Cost Code on the postage statement.

Customs Forms, Web Tools Available Online

Customers now can put a wide range of Internet-based postal tools to work for their businesses.

Shippers can complete and print customs forms conveniently online using the Postal Service Web site, www.usps.com. PS Forms 2976, *Customs Declaration CN22 – Sender's Declaration* and 2976-A, *Customs Declaration and Dispatch Note – CP 72*, can be accessed at <http://webapps.usps.com/customsforms>.

Businesses also can integrate a variety of USPS Web Tools into their own Web sites, shipping operations, or customer service centers at no charge. The Application Program Interfaces (APIs) provide postage rates, shipping labels, and address and delivery information for integrating into commercial Web sites, so a company's customers never have to leave their Web site to get shipping-related information.

For more about Web Tools, go to www.usps.com/webtools.



**Mailers.
Companion**
available online at
www.usps.com/

Business Mailer Online Resource Guide

Rates, Zone Charts, and Postage Statements

Information	Description	Site
Domestic Mail Rates and Fees	Domestic rates available in PDF (read-only), HTML, and tab-delimited downloadable files.	Postal Explorer at http://pe.usps.gov
International Mail Rates and Fees	General mailing information and international rates for most international services are available in PDF (read-only) and HTML files.	Postal Explorer at http://pe.usps.gov
Rate Calculators	Interactive domestic and international rate calculators are available for modeling or estimating postage costs. The Business Rate Calculator computes rates for all Periodicals mail and includes a printable rate log.	Postal Explorer at http://pe.usps.gov
Postal Zone Charts	Interactive zone charts are available for computing postage on zoned mail such as Periodicals.	Postal Explorer at http://pe.usps.gov
Postage Statement Wizard	Automatically computes and prints postage statements.	Postal Explorer at http://pe.usps.gov

(ONLINE RESOURCES continued on page 14)

Mailing Standards

Information	Description	Site
Mail Classification and Preparation: <i>Domestic Mail Manual</i> <i>International Mail Manual</i>	The <i>Postal Explorer</i> Web site provides up-to-the minute domestic and international mailing information. You can access DMM 200-A, <i>A Guide to Mailing for Businesses and Organizations</i> ; the <i>Domestic Mail Manual</i> (updated monthly); the <i>International Mail Manual</i> (updated biweekly); <i>Quick Service Guides</i> ; zone charts; and many other publications on mailpiece design, addressing standards, and nonprofit eligibility.	<i>Postal Explorer</i> at http://pe.usps.gov
Customer Support Rulings	Customer Support Rulings clarify certain standards in the <i>Domestic Mail Manual</i> .	<i>Postal Explorer</i> at http://pe.usps.gov

Addressing Products, Certified Vendors, and Polywrap

Information	Description	Site
Address Change Service (ACS)	This site provides information on ACS, a system that meets the needs of business mailers with a cost-effective and efficient means of obtaining accurate change-of-address (COA) information electronically.	Rapid Information Bulletin Board System (RIBBS) at http://ribbs.usps.gov
Computerized Delivery Sequence (CDS)	This site provides information on the CDS File, a 5-digit ZIP Code-based electronic product that provides and updates delivery sequence address information by carrier route for qualified mailers.	RIBBS at http://ribbs.usps.gov
Labeling Lists	This site provides information and order forms to subscribe to updated electronic versions of the <i>Domestic Mail Manual</i> labeling lists used for the sortation of mail.	RIBBS at http://ribbs.usps.gov
Mailpiece Quality Control (MQC)	This site provides information on MQC, a Postal Service certification program for mailpiece design for mailers and their employees. The course incorporates a self-study guide and a final exam.	<i>Postal Explorer</i> at http://pe.usps.gov
Manifest Analysis and Certification (MAC)	This site provides publications on MAC, list of certified MAC vendors, and a list of certified MAC Gold mailers.	RIBBS at http://ribbs.usps.gov
Polywrap	This site presents a current list of approved polywrap and polywrap manufacturers.	RIBBS at http://ribbs.usps.gov
Presort Accuracy Validation and Evaluation (PAVE)	This site provides information about the PAVE program, publications, and electronic files, as well as PAVE conferences.	RIBBS at http://ribbs.usps.gov
Vendor Information	This site provides extensive lists of various types of vendors offering certified products and services for mail preparation including CASS/MASS products, MAC products, NCOA, and PAVE.	RIBBS at http://ribbs.usps.gov

Publications

Information	Description	Site
Federal Register	Proposed and final rules published by the Postal Service are posted on RIBBS. These documents provide notice of proposed and final changes to mail preparation standards, public meetings, and other official announcements.	RIBBS at http://ribbs.usps.gov
Postal Bulletin	The <i>Postal Bulletin</i> is the official source of updates to Postal Service policies and procedures. This biweekly publication is available online and in print. It includes advance notices of updates, time-sensitive instructions, and other business information. The <i>Postal Bulletin</i> also includes revisions to the standards in the <i>Domestic Mail Manual</i> and the <i>International Mail Manual</i> . The online version is fully searchable.	www.usps.com/cpim/ftp/bulletin/pb.htm
Mailers Companion	The <i>Mailers Companion</i> is a free monthly newsletter for business mailers and Postal Service personnel. This newsletter presents information on <i>Domestic Mail Manual</i> revisions, classification changes, mail processing, address management, and other mailing topics. It is available online and in print. To subscribe, mail or fax your name, title, company name, completed delivery address, and daytime telephone number to: MAILERS COMPANION US POSTAL SERVICE 6060 PRIMACY PKWY STE 201 MEMPHIS TN 38188-0001 Fax: (901) 681-4582	www.usps.com/mailerscompanion

Postal Facilities and Networks

Information	Description	Site
Business Mail Entry (BME) Offices	These offices can answer questions on rates, mail preparation, mailpiece design, and mail classification. A locator lookup tool provides the address, telephone number, and fax number of each district BME office by ZIP Code.	www.usps.com/ncsc/locators/find-bme.htm
Rates and Classification Service Centers (RCSCs)	These centers provide additional guidance on rates, mail preparation, and mail classification. <i>Domestic Mail Manual</i> G042 provides the address, telephone number, and fax number of each RCSC.	<i>Postal Explorer</i> at http://pe.usps.gov
Business Service Network (BSN)	This national network provides help and support with mailing needs and resolves mailer issues concerning mail processing, transportation, and delivery. A locator lookup provides the address, telephone number, and fax number of each BSN by ZIP Code.	www.usps.com/ncsc/locators/find-pbc.htm
Post Offices	Post Offices and stations and branches provide various levels of service and customer support. A locator lookup tool provides the address and telephone number of post offices and postal facilities near a specific address.	www.mapsonus.com/db/USPS
Bulk Mail Center (BMC) Network	The bulk mail center page provides information about the national bulk mail center network, transportation, and drop shipment scheduling, critical entry times, and the address and telephone number of each BMC and each auxiliary service facility (ASF).	www.usps.com/bulkmailcenters

Dr. Barcode

Q When you first apply for Periodicals authorization, does the number of copies distributed or the number printed determine if the circulation is more than 50 percent?

A It is based on the number of copies circulated. If I printed 100 copies and distributed 70, it would depend on how the 70 copies were distributed. However, I would also need to specify what happened to the other 30 copies. If destroyed, for example, they would not count among the copies distributed.

Q Must Periodicals be "mailed" or "published" four times a year?

A To qualify at the Periodicals rates, a publication must be *published* a minimum of four times a year, not mailed. This is an important distinction.

Q Are in-county rates based on the location of the known office of publication, or the Post Office of original entry?

A First, the known office of publication must be within the service area of the original entry Post Office. In-county rates are available for copies entered within the county in which the Post Office of original entry is located, for delivery to addresses within that county.



Send questions regarding mail preparation, standards, or regulations to
"Ask Dr. Barcode"
via e-mail to drbar@usps.gov or fax to 202-268-4954. The good doctor will select one or two of the most challenging questions for publication.

Subscription Form

You can subscribe, change address information, or cancel a subscription one of three ways:

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