

MailPro

NEWS FOR MAILING PROFESSIONALS

SAMPLE SUCCESS

PAGE 2



SAMPLING MADE SIMPLE

FYI

There are more than 42,000 5-digit ZIP codes in the country.

Want to get your products — and brand — in the hands of the consumers you really want to reach? Try Simple Samples.

This new option will be available from the Postal Service beginning Jan. 27. Simple Samples will reduce the cost to mail samples and make preparation easier. Mailers have the option of sending individual samples to every household on a route or targeted to select households.

By simplifying the preparation process and offering tier pricing, USPS is making it easier and more cost-effective for manufacturers of consumer goods to use direct mail to increase use of their products, attract new customers and boost brand awareness.

This new sampling effort builds on the current

Sample Showcase co-op boxes offered by the Postal Service. With these boxes, several marketers join efforts to include a variety of product samples in a single shipment. Sample Showcase continues to inspire businesses — including some of the nation's largest retailers — to try co-op boxes.

To further encourage companies to use the mail, USPS plans to run a Product Samples Promotion in August and September that will give mailers an upfront 5 percent postage discount on qualifying Standard Mail marketing parcels that contain product samples.

The Product Samples Promotion is part of the 2013 Promotions Calendar, which offers mailers a number of incentives for using the mail in their marketing campaigns. For more information on the calendar, see the article on page 13.

POSTNET TRANSITION TO IMb

The Postal Service is encouraging all mailers using a POSTNET barcode on their business mailings to transition to the Intelligent Mail barcode (IMb) by Jan. 28, 2013, to continue receiving automation prices.

“By starting the transition to the Intelligent Mail barcode now, mailers will continue to benefit from automation prices and will set the foundation to participate in the Full-Service Intelligent Mail option,” says Vice President for Mail Entry and Payment Technology Pritha Mehra. “The full-service option provides mailers with the lowest automation discount price, address correction for full-service

mailpieces and visibility into their mailings.”

For assistance transitioning to the IMb, mailers should contact their local business mail entry office or visit the RIBBS website at ribbs.usps.gov to learn more about the IMb. Click on Latest News under the Intelligent Mail Service tab to find the most current information on the IMb, POSTNET transition to IMb and the many resources to help mailers guide through the transition.

“We look forward to providing you the information and tools needed to make your transition to the Intelligent Mail barcode successful,” said Mehra.

THIS ISSUE

- 3 2013 PRICE CHANGE HIGHLIGHTS
- 4-5 2013 PRICE CHANGE FAQs
- 6-8 PRICING HIGHLIGHTS (continued)
- 9 IMb PLANNING TOOL
- IMb AND ACS
- 13 2013 PROMOTIONS CALENDAR
- 14-15 NEWS BRIEFS

This newsletter is published bimonthly at no charge for mailing professionals. It contains information on current Postal Service programs and services, pricing and classification, mailing success stories and industry news. To request *MailPro*, or to change your mailing address (include current mailing label), mail, fax or email your name, title, company name, delivery address and daytime phone number to:

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2013 PRICE CHANGE HIGHLIGHTS

DOMESTIC AND INTERNATIONAL MAILING SERVICES

The following Mailing Services prices and mailing standards will change for 2013, with prices to take effect Jan. 27:

- First-Class Mail
- First-Class Mail International
- Standard Mail
- Periodicals
- Package Services:
 - Bound Printed Matter
 - Media Mail/Library Mail
 - Alaska Bypass service (formerly part of Parcel Post)
- Extra Services and Fees.

Under the Postal Accountability and Enhancement Act of 2006, on average, Mailing Services prices can increase no more than the rate of inflation based on the Consumer Price Index (CPI). Mailing Services prices will increase by an average of 2.57 percent across each class of mail.

Individual prices within a mail class may have an increase that is higher or lower than 2.57 percent. When the prices for certain products are raised by less than the full CPI amount, the remainder can be used in future years. This year the Postal Service is using some of this remainder to adjust Extra Services prices.

Highlights of Changes

Single-piece, 1-ounce First-Class Mail letters will increase 1 cent to 46 cents (additional ounces remain at 20 cents). The price for mailing a First-Class Mail postcard will increase by 1 cent to 33 cents and the cost of a stamped postcard will increase by 2 cents to 37 cents.

New mailing standards consisting of classification changes to support the price adjustments will be implemented. Prices for other Mailing Services also will change, with price increases in the following categories.

Percentage Changes by Product Category

Product	Percent Change
First-Class Mail — overall	2.568
Single-piece letters and cards	2.283
Flats	2.674
Parcels	4.971
Presort letters and cards	2.467
First-Class Mail International	7.627
Standard Mail — overall	2.569
Letters	2.610
Flats ¹	--
Parcels	3.081
Carrier route letters, flats, and parcels	2.907
High density/saturation letters	2.059
High density/saturation flats and parcels	2.092
Periodicals — overall	2.560
Outside county	2.546
In-County	2.911
Package Services — overall	2.567
Bound Printed Matter (BPM) flats	0.002
BPM parcels	3.424
Media Mail/Library Mail	3.469
Extra Services — overall	2.850
Certified Mail	5.085
Registered Mail	3.064
Insurance	4.925
Return Receipt	7.523
Collect on Delivery (COD)	9.203
PO Box	6.002
All other	-3.058

¹The Postal Service has modified its proposed Standard Mail Flats prices for 2013 in response to a Postal Regulatory Commission (PRC) order. The revised prices are being reviewed by the PRC and a decision is expected in December. Details of the revisions can be found in Attachment A, pages 10-11, of the USPS response to the PRC order, on the PRC website: prc.gov/Docs/85/85720/Response%20to%20Order%201541.pdf.

DOMESTIC AND INTERNATIONAL SHIPPING SERVICES

The following domestic and international Shipping Services prices will change for 2013:

- Express Mail
- Priority Mail
- Parcel Select
- Parcel Return Service
- First-Class Package Service
- Standard Post
- Extra Services

- Global Express Guaranteed (GXG)
- Express Mail International (EMI)
- Priority Mail International (PMI)
- First-Class Package International Service
- Airmail M-Bags
- International Priority Airmail (IPA)
- International Surface Air Lift (ISAL).

Express Mail

On average, Express Mail prices increase by 5.8 percent. Express Mail Flat Rate pricing is one flat rate regardless of the actual weight (up to 70 pounds) for

— continued on page 6

FYI

There's a Post Office in your phone. Some of the most popular functions available on *usps.com* — Track and Confirm, Post Office Locator and ZIP Code Lookup — are available on cell phones and other mobile devices.

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FYI

Environmentally friendly Priority Mail Flat Rate Boxes are available at no cost at any Post Office, or can be ordered online at usps.com/shop.

GENERAL**Q: When are Postal Service Mailing Services prices changing?**

A: Jan. 27, 2013. This includes new prices for First-Class Mail, Standard Mail, Periodicals, Package Services (Bound Printed Matter and Media Mail/Library Mail), First-Class Mail International and Extra Services — a broad category including many products such as Money Orders and Return Receipt and services such as insurance, Certified Mail and Collect on Delivery (COD).

Q: Where are the new Mailing Services prices listed?

A: The January 2013 new prices are available on Postal Explorer at <http://pe.usps.com>.

Q: How much are Mailing Services prices changing?

A: Mailing Services prices will increase by 2.6 percent, on average, across each class of mail.

Q: How did the Postal Service come up with 2.6 percent for the Mailing Services price change?

By law, Mailing Services prices can increase by no more than the rate of inflation based on the Consumer Price Index.

Q: Are Shipping Services prices also changing in January?

A: Yes, new Shipping Services prices also will take effect Jan. 27, 2013.

Q: Why is the Postal Service raising prices in January?

A: We are implementing this price change in January so that Mailing Services adjustments coincide with the price changes for Shipping Services.

FIRST-CLASS MAIL**Q: Are First-Class Mail prices changing in January 2013?**

A: Yes.

Q: What will be the new price for a First-Class Mail stamp for letters?

A: The price of a single-piece, 1-ounce First-Class Mail stamp will increase 1 cent to 46 cents, only the second increase in this price since May 2009.

Q: Will Forever stamps still be available?

A: Yes. Forever stamps don't have a denomination and will be valid whenever they are used. After the Jan. 27, 2013, price change, the price of a Forever stamp will be 46 cents.

Q: Will there be an increase to the price for additional ounces?

A: No. The additional ounce price for single First-Class Mail letters will remain 20 cents.

Q: Is the nonmachinable surcharge increasing?

A: No, the nonmachinable surcharge (typically paid by customers who mail square or rigid letter-size pieces) will not change; it will remain 20 cents.

Q: Will the price for postcards increase?

A: Yes, the price for mailing a single-piece First-Class Mail postcard is going up 1 cent to 33 cents. Stamped postcards will increase to 37 cents.

Q: Is the price for single-piece large envelopes (flats) changing?

A: Yes, the price for single-piece large envelopes (flats) will increase by 2 cents to 92 cents, maintaining a 2-to-1 ratio with single-piece letters and preserving the convenience to consumers of using two letter-price stamps as postage.

Q: How are prices changing for First-Class Mail presort letters?

A: For First-Class Mail presort letters and cards, most 1-ounce letter price changes will be less

than 1 cent per piece. Presorted and automation letters weighing up to 2 ounces will remain the same, continuing the "Second Ounce Free" incentive program.

In the January 2012 price change, the Postal Service proposed a uniform price for all Presort and Automation letters weighing up to 2 ounces. However, this wasn't fully achieved because residual pieces still had different prices for 1-ounce and 2-ounce pieces. Separating the pieces by weight was expensive and time-consuming for mailers. With the January 2013 price change, there will be a uniform price of 48 cents for these residual pieces, making it easier for customers to do business with the Postal Service.

FIRST-CLASS MAIL INTERNATIONAL**Q: Are First-Class Mail International prices changing?**

A: Yes, this includes First-Class Mail International letters, cards and flats. There is one price for 1-ounce letters and postcards anywhere in the world (\$1.10).

Q: Is it true that there's now a Forever stamp for international use?

A: Yes, the Postal Service is introducing a Global Forever stamp, with a single price for any First-Class Mail International 1-ounce letter or card to any country in the world. The Global Forever stamp will ease the transition during price changes and will always be sold at the price of a single-piece First-Class Mail International 1-ounce machinable letter, with the postage value equivalent to the price of a single piece First-Class Mail International 1-ounce machinable letter in effect at the time of mailing.

To help distinguish between the domestic and international Forever stamps, the international version

will be round and will bear the words "Global Forever."

For the January 2013 price change, 1-ounce and 2-ounce letter-size mailpieces to Canada will be charged the same price. This means the Global Forever stamp also may be used to mail a 2-ounce letter-size mailpiece to Canada.

Q. How are prices changing for International Mail?

A: The prices for single-piece First-Class Mail International letters increase approximately 13.8 percent and postcards increase approximately 8.7 percent. The Extra Services that are part of Mailing Services increase approximately 11.3 percent.

STANDARD MAIL

Q: Are there any changes for Detached Address Labels (DALs)?

A: Yes, DALs will increase to \$0.031 from the current \$0.030.

Q. Is there any change in Carrier Route pricing? I've heard there's a new price tier called High Density Plus?

A: Yes, the new High Density Plus price tier falls between High Density and Saturation Mail. High Density is used by customers who want to target advertising geographically. It is similar to advertising sent using Saturation Mail, except that while Saturation Mail is usually distributed solely through the mail, High Density advertising often consists of ads mailed by newspapers to nonsubscribers. A newspaper can provide total market coverage to an advertiser — getting the same message to all households in a geographic area — by including an insert for its subscribers in the privately delivered newspaper and then mailing the same insert as part of a package of ads to newspaper nonsubscribers.

The new High Density Plus price tier requires a minimum of 300 pieces per carrier route (compared to 125 pieces per carrier route to qualify for High Density prices). The price range for High Density Plus letters is from 15.6 cents to 19.9 cents and for High Density Plus flats is from 17.2 cents to 22.4 cents, depending on where it's entered.

Q. What is the new price for Repositionable Notes (RPNs)?

A: Effective with the January 2013 price change, there will be no charge for RPNs.

PERIODICALS

Q: Are Periodicals prices changing?

A: Yes, outside county Periodicals are increasing an average of 2.5 percent and inside county Periodicals are increasing an average of 2.9 percent. The Postal Service is continuing to encourage more efficient mail preparation and encouraging entry closer to destination by increasing the price for pallets entered close to origin which must then be transported through its network. In addition, the prices encourage entry at plants that sort Periodicals on automation equipment rather than at delivery units where these pieces must be sorted manually.

PACKAGE SERVICES

Q: Are Package Services prices changing?

A: Yes, there is a 2.6 percent overall average increase.

Q: What is happening to Parcel Post, which used to be part of Package Services, and Alaska Bypass?

A: With this Jan. 27, 2013, price change, single-piece Parcel Post has been renamed to Standard-Post, and has been transferred to the competitive price list (Shipping Services). Alaska Bypass mail

remains on the market dominant price list (Mailing Services) and now stands alone as a Package Services product. In years past, Alaska Bypass prices were linked to the 70-pound single-piece Parcel Post prices; with Standard Post, separate prices have been established for Alaska Bypass mail.

Q: Are Media Mail, Library Mail, and Bound Printed Matter (BPM) prices changing?

A: The prices of Media Mail and Library Mail are linked by law. The prices for Media Mail are increasing an average 3.5 percent while the prices for Library Mail are increasing an average 3.2 percent.

Within BPM there are two shape groupings: flats, which are primarily heavy catalogs, and parcels, which are primarily product order fulfillment. The average price for BPM flats will be unchanged while BPM parcels will increase 3.4 percent.

Q: I've heard there's something new called Simple Samples. What's that?

A: Product Samples, also known as Simple Samples, is a reconfiguration of what is currently Marketing Parcels Carrier Route. Samples are available at targeted address prices (similar to current basic Carrier Route prices) or at saturation prices (Every Door Direct Mail prices). Simplified preparation standards enable mailers to induct samples into the mail in cartons or sacks without requiring outer packaging. Under the simplified pricing structure, samples will be priced between 26 cents and 40 cents a piece, up to 200,000 pieces, with lower prices for higher volume.

For more details on Simple Samples, see the article on page 2.

FYI

The five most common street names are Main, Maple, 2nd, Oak and Park.

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– continued from page 3

FYI

Clinton is the most common Post Office name. Madison is second, and Franklin and Washington are tied for third.

domestic destinations. The Sunday/holiday premium remains at \$12.50 for the fourth year in a row. The price of Express Mail Flat Rate Boxes, introduced last year, remains unchanged for January 2013 at \$39.95 for all customers.

Express Mail Retail Prices

Retail prices increase on average 6.5 percent. Express Mail retail prices begin at \$14.10. The new Express Mail Flat Rate Envelope retail prices are all \$19.95.

Express Mail Commercial Base Prices

Commercial base prices will increase 2 percent on average. The Express Mail Flat Rate Envelope, Legal Flat Rate Envelope and Padded Flat Rate Envelope will be priced at \$18.11.

Express Mail Commercial Plus Prices

Commercial Plus will increase 1 percent on average. The Express Mail Flat Rate Envelope, Legal Flat Rate Envelope and Padded Flat Rate Envelope will be priced at \$12.85.

PRIORITY MAIL

On average, Priority Mail prices increase by 6.3 percent. At retail, all Flat Rate Envelopes measuring 12 ½ inches x 9 ½ inches or smaller, including the Priority Mail Gift Card Flat Rate Envelope, Priority Mail Small Flat Rate Envelope and Priority Mail Window Flat Rate Envelope will be priced at \$5.60, while the Priority Mail Legal Flat Rate Envelope will be priced at \$5.75 and the Priority Mail Padded Flat Rate Envelope will be priced at \$5.95.

Priority Mail Retail Prices

Retail prices will increase an average of 9 percent. Other than flat-rate priced items, Priority Mail retail prices, starting at \$5.60, will continue to be priced based on distance (zone) and weight. USPS Tracking/Delivery Confirmation will be available at no extra charge. The Postal Service will continue to offer the Priority Mail Large Flat Rate Box to APO/FPO/DPO destination addresses at \$2 less than the retail price.

Priority Mail Commercial Base Prices

Commercial base prices, on average, will be 11.3 percent lower than retail prices. All flat-rate envelopes measuring 12 ½ inches x 9 ½ inches or smaller, including the Priority Mail Gift Card Flat Rate Envelope, Priority Mail Small Flat Rate Envelope and Priority Mail Window Flat Rate Envelope, will be priced at \$5.05, with the Priority Mail Legal Flat Rate Envelope priced at \$5.25 and the Priority Mail Padded Flat Rate Envelope at \$5.70. Flat-rate box prices will start at \$5.15.

Domestic Flat Rate Products

	Retail	Commercial Base	Commercial Plus
Express Mail			
Envelope	\$19.95	\$18.11	\$12.85
Legal envelope	\$19.95	\$18.11	\$12.85
Padded envelope	\$19.95	\$18.11	\$12.85
Box	\$39.95	\$39.95	\$39.95
Priority Mail			
Envelope ¹	\$5.60	\$5.05	\$4.95
Legal envelope ²	\$5.75	\$5.25	\$4.99
Padded envelope ²	\$5.95	\$5.70	\$5.35
Small box	\$5.80	\$5.15	\$5.10
Medium box	\$12.35	\$11.30	\$10.65
Large box	\$16.85	\$15.30	\$14.80
Large box (APO/FPO/DPO)	\$14.85	\$13.30	\$12.80

¹Includes all flat-rate envelopes 12 ½ inches x 9 ½ inches or smaller, including the Priority Mail Gift Card Flat Rate Envelope, Priority Mail Small Flat Rate Envelope and Priority Mail Window Flat Rate Envelope.

²Packaging for USPS-produced Priority Mail Padded Flat Rate Envelopes and Legal Flat Rate Envelopes is not available at retail but may be ordered online at usps.com/shop.

Priority Mail Commercial Plus Prices

Commercial Plus prices on average will be 16.2 percent lower than retail prices, starting at \$4.58. New for January 2013, customers shipping Critical Mail letters and flats will have the option of receiving a signature upon delivery included in the price.

Priority Mail Commercial Plus Cubic Pricing

Priority Mail commercial plus cubic pricing starts at \$4.58 and customers must use approved payment methods. Cubic mailers will continue to be able to use soft packaging as well as traditional boxes.

Priority Mail Regional Rate Box

Priority Mail Regional Rate Boxes are available for Priority Mail commercial parcels and Merchandise Return Service (MRS) parcels returned at Priority Mail prices. Mailers must use USPS-produced Regional Rate Boxes to qualify for Regional Rate prices. There are three options: Box A has a 15-pound maximum weight limit and starts at \$5.32, Box B has 20-pound maximum weight limit and starts at \$6.16, and Box C has a 25-pound weight limit and starts at \$15.11. If Regional Rate Boxes are deposited at retail Post Office locations, the price will be 75 cents higher than the commercial base price.

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2013 PRICE CHANGE HIGHLIGHTS

PARCEL SELECT

On average, Parcel Select prices will increase by 9 percent. Parcel Select is the Postal Service's bulk ground shipping product primarily for destination-entered parcels. UPS and FedEx are the largest users of Parcel Select, typically bringing packages sent by large retailers to Postal Service destination delivery units (DDUs) for USPS to deliver to residential addresses.

The average price increase for Parcel Select is:

	Average Percent Change
Destination Entry	
Destination Delivery Unit (DDU)	8
Destination Sectional Center Facility (DSCF)	4.9
Destination Network Distribution Center (DNDC)	4.8
Regional Ground	Discontinued
Parcel Select Nonpresort	4.2
Entered at Origin Network Distribution Center (ONDC)	5.7
Network Distribution Center (NDC) Presort	4.3
Parcel Select Lightweight	9.8

Parcel Select Regional Ground, a product added in April 2011, is being discontinued.

PARCEL RETURN SERVICE

Parcel Return Service is a companion product for Parcel Select and a convenient way for merchants who receive large return volumes to provide labels to their customers to return merchandise. The merchant guarantees the return postage of these items. On average, Parcel Return Service prices increase 4.8 percent as follows:

- Return Network Distribution Center: 1 percent
- Return Sectional Center Facility: less than 1 percent
- Return Delivery Unit: 8.5 percent.

The Postal Service also is introducing a full network return solution, PRS-Full Network. It is available to high-volume mailers with at least 50,000 pieces annually. PRS-Full Network is expected to be especially attractive to e-commerce shippers with significant returns volume.

FIRST-CLASS PACKAGE SERVICE

First-Class Package Service is a lightweight (less than 1 pound) offering used by businesses for fulfillment purposes — the majority of the volume for this competitive product is made up of parcels in

the 1- to 5-ounce weight range. The average overall increase is 3 percent.

PARCEL POST (NOW RENAMED STANDARD POST)

The Postal Service has transferred Parcel Post to the competitive product list and renamed it Standard Post. It is no longer part of the Package Services product category. The overall average price change will be 21 percent. These parcels will receive USPS Tracking/Delivery Confirmation at no additional charge as other Shipping Services parcels currently do. Standard Post will not be on mailing statements as it is designed as a retail product to be deposited at the retail counter or picked up by Package Pickup, and with payment by stamps or meter.

INTERNATIONAL MAIL

Published prices for the retail international Shipping Services — Global Express Guaranteed (GXG), Express Mail International (EMI), Priority Mail International (PMI) and Airmail M-Bags, increase an average of 14.5 percent. Prices for the commercial international Shipping Services (International Priority Airmail (IPA) and International Surface Air Lift (ISAL)) — will increase an average of 3 percent.

GLOBAL EXPRESS GUARANTEED

GXG is the Postal Service's premier international expedited product with delivery provided by FedEx Express. GXG provides date-certain delivery in 1-3 business days (average) with a money-back guarantee to more than 190 countries. Retail prices start at \$49.95. On average, GXG prices will increase 9.6 percent.

EXPRESS MAIL INTERNATIONAL

EMI provides reliable, high-speed service in 3-5 (average) business delivery days to more than 190 countries with a money-back guarantee to select destinations. Prices will increase an average of 13.2 percent.

The 20-pound maximum weight that formerly applied to EMI Flat Rate Envelopes will change to 4 pounds, while the maximum for the EMI Flat Rate Box will remain 20 pounds.

PRIORITY MAIL INTERNATIONAL

On average, PMI prices will increase 15.1 percent. New for January 2013, free electronic USPS Delivery Confirmation International will offer scan events for customers using select software or online tools. E-USPS DELCON INTL is optionally provided for certain PMI Flat Rate Envelopes and Small Flat Rate Boxes to select destinations. Beginning in January, it

— continued on page 8

FYI

USPS delivers mail to 151 million delivery points in the U.S.

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FYI

Up-to-date information about migrating to the Intelligent Mail barcode (IMb) is on RIBBS at ribbs.usps.gov.

— continued from page 7

will be available to Canada.

For PMI Flat Rate Envelopes and Small Flat Rate Boxes, the Postal Service is including Mexico in the “All Other Countries” price tier. Previously, Mexico and Canada were combined in a tier. Only Canada will have a unique price for PMI Flat Rate Envelopes and Small Flat Rate Boxes.

FIRST-CLASS PACKAGE INTERNATIONAL SERVICE

The Postal Service is transferring First-Class Mail International packages and rolls from Mailing Services to Shipping Services and renaming it First-Class Package International Service.

The pricing structure will be simplified with one price of \$6.55 for 1-2 ounces to anywhere in the world; 3-4 ounces within each country price group will have identical prices; and 5-8 ounces within each country group will have identical prices.

New for January 2013, Electronic USPS Delivery Confirmation International (E-USPS DELCON INT) will be offered optionally at no extra charge for First-Class Package International Service (beginning with Canada only). E-USPS DELCON INT will offer scan events to customers using select software or online tools for shipments to select destinations.

International Flat Rate Products

Express Mail International (Retail)		
	Canada	All Other Countries
Envelope ¹	\$34.95	\$44.95
Boxes ²	\$64.95	\$79.95
Priority Mail International (Retail)		
	Canada	All Other Countries
Envelopes ³	\$19.95	\$23.95
Small ⁴	\$19.95	\$23.95
Medium boxes ⁵	\$40.95	\$59.95
Large boxes ⁶	\$53.95	\$77.95

¹ 4-pound weight limit.

² One of the two USPS-produced EMI Flat Rate Boxes, (Item EM-FRB1), is nonmailable when paid at the retail price using shipping Label 11-B, Express Mail Post Office to Addressee, due to size constraints and to ensure compliance with customs requirements. However, it is mailable when payment is made using a permit imprint or online postage.

³ PMI Flat Rate Envelopes are no smaller than 5 x 10 inches and no larger than 9.5 x 15 inches, as defined in the International Mail Manual (IMM); 4-pound weight limit.

⁴ PMI Small Flat Rate Boxes are various sizes, as defined in the IMM, not to exceed 1/20 cubic ft.; 4-pound weight limit.

⁵ PMI Medium Flat Rate Boxes are various sizes, as defined in the IMM, not to exceed 1/3 cubic ft.; 20-pound weight limit.

⁶ PMI Large Flat Rate Boxes are various sizes, as defined in the IMM, not to exceed 1/2 cubic ft.; 20-pound weight limit.

ADDITIONAL INFORMATION

Mailing Standards of the United States Postal Service, Domestic Mail Manual, and Mailing Standards of the United States Postal Service, International Mail Manual updates can be found in the Dec. 13, 2012 issue of the *Postal Bulletin*, available at: about.usps.com/postal-bulletin.

Price calculators, new price tables and prices in downloadable format, domestic and international postage statements, quick service guides and *Federal Register* notices are available on the Postal Explorer website, at pe.usps.com. Look for the listing “*NEW* January 27, 2013, Price Change Info” in the left-hand navigation box, to find price tables.

NEW ADDRESS FOR NCSC

The Postal Service’s National Customer Support Center (NCSC) has moved. The new address is:

NATIONAL CUSTOMER SUPPORT CENTER
UNITED STATES POSTAL SERVICE
225 N HUMPHREYS BLVD STE 501
MEMPHIS TN 38188-1001

Telephone numbers for all NCSC employees and groups remain the same. The NCSC works closely with mailers, vendors and postal groups to improve address quality across the mailing industry.



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DID YOU KNOW ?

More than 1.3 million customers visit usps.com each day.



IMb PLANNING TOOL

HOW'S IT FLOWING?

Get a bird's eye view of how mail is moving through the postal system.

The Intelligent Mail barcode (IMb) Planning Tool uses Full-Service IMb data to provide mailers with information on service performance and mail processing cycle time at USPS facilities. Mailers can use this information to manage customer expectation on when the mail should be delivered.

The IMb Planning Tool is available on RIBBS at: http://ribbs.usps.gov/imb_planning_tool

This tool presents information by induction facility for:

- Days to Delivery – to show how many days it is taking to accept, process and deliver mailings.
- Service Variance – to explain early delivery and “tail of the mail,” which describes mail arriving after expected delivery date (named for the appearance of a “tail” in the line chart's curve).
- Service Performance and Cycle Time (Mail

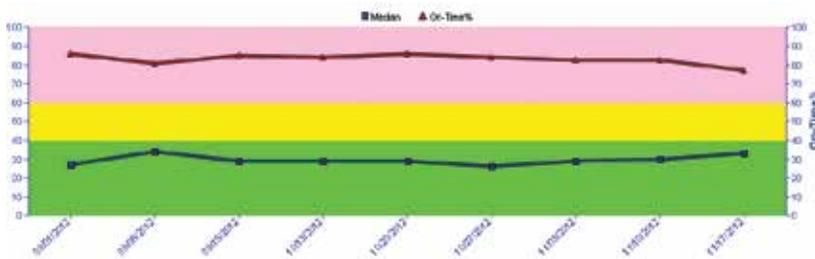
Processing-Work in Process or MP-WIP) – to track on-time delivery performance and the elapsed hours between entry time and first automation scan.

With this information mailers can:

- Better understand current and historical trends of induction facility mail conditions
- Analyze the number of days to delivery
- Understand and manage delivery expectations for their customers.

USPS continues to invest in mail visibility to provide mailers with information that can help streamline processes, manage costs and increase revenues. The IMb Planning Tool is one of many ways that USPS is using Full-Service IMb data to help mailers better understand mail flow.

For more information about the IMb and how the USPS is increasing visibility, refer to the RIBBS “Intelligent Mail Services” section: ribbs.usps.gov/imb_planning_tool/.

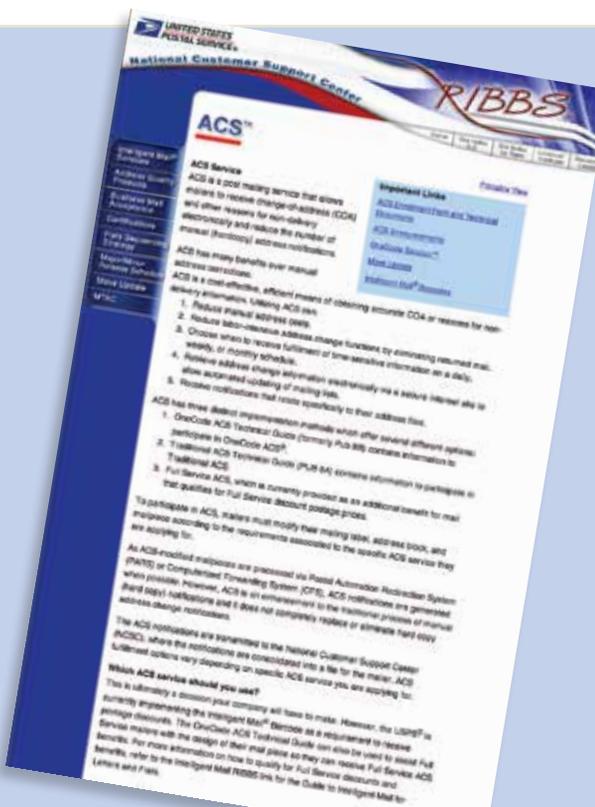


The “National – Median Hours Trend” chart is one of many useful IMb Planning Tool reports available for mailers to help plan their mailings.

IMb AND TRADITIONAL ACS

Mailers and mail service providers who use the Intelligent Mail barcode (IMb) and prefer to use the “traditional” version of Address Change Service (Traditional ACS) – for example, #BWXYZZZ – have been notified of the new IMb Service Type ID assignments for 2013. For more details, go to RIBBS at ribbs.usps.gov/acs, click on “Announcements” and select “2012 Announcements.”

Additional documentation has been developed for Traditional ACS mailers who use the IMb to help them understand what to do and what to expect during the transitional period of Jan. 27 through March 1, 2013. These documents can be found at the RIBBS ACS Announcements page listed above, and include a transition period explanation, questions and answers, and a listing of changes effective Jan. 27, 2013.



FYI

The Postal Service moves mail using planes, trains, trucks, cars, boats, ferries, helicopters, subways, float planes, hovercrafts, T-3s, street cars, mules, bicycles and feet.

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Delivering Solutions

At the National Postal Forum in San Francisco

March 17-20, 2013
Moscone Center West



Attend NPF 2013,
the Mailing Industry's
Premier Conference Event
and come away with
innovative solutions and
actionable insights that
will propel your business.

For more information
and registration details
visit www.NPF.org.



National Postal Forum Registration Form

San Francisco, CA | March 17-20, 2013

Department 946, McLean, VA 22109-0946
Phone: 703-218-5015 Fax: 703-218-5020

For NPF Use Only

Batch	_____
Ck. No.	_____
Amount	_____

Name: _____ Email: _____
 Company: _____ Title: _____
 Address: _____
 City: _____ State: _____ Zip Code: _____
 Telephone: _____ Ext: _____ Fax Number: _____

The above information may be shared with the USPS in order to keep you informed of Postal products and services.

SELECT ONE OF THE FOLLOWING REGISTRATION OPTIONS:

	Early Bird Rate Through Jan. 11	Regular Rate Jan. 12-Feb. 15	On-site Rate After Feb. 15	
<input type="checkbox"/> Full Registration: _____	\$900	\$950	\$995	\$

(Includes Workshops, General Sessions, Exhibits, Industry & Exhibit Hall Receptions, PCC Event, Continental Breakfasts, Lunches, Wednesday Evening Event)

<input type="checkbox"/> Three-day Registration (select one): _____	\$800	\$850	\$900	\$
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(Includes Workshops, General Sessions, Exhibits, Continental Breakfasts, Lunch and Social Events only on the days chosen)

Sun/Mon/Tues Mon/Tues/Wed

<input type="checkbox"/> Two-day Registration (select one): _____	\$750	\$800	\$850	\$
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(Includes Workshops, General Sessions, Exhibits, Continental Breakfasts, Lunch and Social Events only on the days chosen)

Sun/Mon Mon/Tues Tues/Wed

<input type="checkbox"/> Education Only: _____	\$750	\$800	\$850	\$
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Includes Workshops and General Sessions only - No Food or Beverage Functions included.
Hotel reservation at a preferred NPF Hotel is required - see back of form for details.

AFFILIATION DISCOUNTS (Does not apply to Education Only and Spouse/Guest Registration):

If a member of a PCC or MTAC sponsored association, please indicate PCC or MTAC affiliation.
Discount: \$50 off Full Registration; \$25 off Three-Day and Two-Day Registration.

(\$ _____)

MULTIPLE EMPLOYEE DISCOUNTS (Does not apply to Education Only and Spouse/Guest Registration):

All additional employees from the same company receive an additional \$25 discount.
Please indicate names:

(\$ _____)

OPTIONAL FEES:

<input type="checkbox"/> Spouse/Guest (Food and social functions only) _____	\$300	\$300	\$300	\$
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Guest Name Required: _____

NPF Golf Tournament – Saturday March 16, 2013

Includes a 1:00 PM shotgun start, greens fees, cart, lunch, reception and prizes. Reservations are accepted on a first-come/first-served basis.
To register, please fill out the golf registration form found at www.NPF.org and fax it to 703-218-5020 or email to info@npf.org.
The fee is \$125 and the deadline to register is Feb. 15, 2013.

PAYMENT OPTIONS

Total Registration Fees Due: \$ _____

Check (Make checks payable to **NPF**) VISA MasterCard American Express Discover

Card Number: _____ Expiration Date: _____ / _____

Card Holder Name: _____ Signature: _____

Save & Win with NPF! See our special Preferred Hotel options on the back!

Save & Win with NPF

Stay with an NPF preferred Hotel and you're automatically entered for a chance to win a Wine Country Vacation get-a-way!

The NPF has partnered with top Hotels within walking distance of Moscone Center West. Make your selection and the NPF will make the assignments. Hotel assignments are subject to availability. First night deposit or credit card guarantee is required. **DO NOT SEND HOTEL PAYMENT TO THE NATIONAL POSTAL FORUM.** All suites will be assigned by the NPF. For further information on rates and availability of suites only, call 703-293-2317. Cancellation policies for hotels vary. Hotels will send confirmations.

NPF PREFERRED HOTELS

HOTEL ASSIGNMENT WILL NOT BE MADE WITHOUT A PAID AND COMPLETED FORUM REGISTRATION. Hotel assignment is subject to availability.

	Single	Double
Marriott Marquis	\$274	\$274
Intercontinental	\$269	\$269
Hilton San Francisco Union Square	\$269	\$289
Grand Hyatt	\$249	\$249
Courtyard by Marriott	\$239	\$239
Palace Hotel (Starwood)	\$239	\$239



Arrival Date: _____

Departure Date: _____

Hotel Guarantee

VISA MasterCard American Express Discover Diners

Card Number: _____ Expiration Date: _____

Special Requests: (Handicapped, nonsmoking, crib, king, 2-doubles, etc...)

A limited number of government-rate rooms are available and will be assigned on a first-come/first-served basis. Please write "government rate room" above, under Special Request.

For OFFICIAL RULES of the Wine Country Vacation please go to www.NPF.org

AIRLINE INFORMATION: American Airlines is offering special discounted rates for travel to the National Postal Forum in San Francisco, Ca. Call American at 1-800-433-1790 or visit www.aa.com. Use promo code: 7833DF

REGISTER NOW!

Registration forms and fees must be received by **February 15, 2013**. For Registration Forms and Fees **after February 15, 2013**, DO NOT MAIL, bring your forms and fees to register on-site.

CANCELLATIONS

Cancellations received by the National Postal Forum prior to January 15, 2013, are subject to a \$25 processing fee. Cancellations received between January 16 and February 15, are subject to a \$100 processing fee. No refunds, full or partial, will be issued for cancellations received by the National Postal Forum after February 16, 2013. All cancellations must be received in writing to the National Postal Forum. Cancellation of NPF registration will also cancel your hotel accommodations.

SEND COMPLETED REGISTRATION FORM AS FOLLOWS:

Paying Registration **by Check**, send to: National Postal Forum
Department 946
McLean, VA 22109-0946

Overnight must be mailed via U.S. Postal Service Express Mail® service.

Paying Registration **by credit card**, mail to the above address or fax to: 703-218-5020. **DO NOT FAX if paying by check**

QUESTIONS? Call: 703-218-5015

2013 PROMOTIONS PLANNED

To help marketers prepare earlier for upcoming mail promotions, the Postal Service for the first time is publishing a yearly promotions calendar.

The 2013 Mailing Services Promotions Calendar includes six promotions designed to showcase the benefits of mobile barcodes in direct mail – as well as provide opportunities for marketers to be more successful with traditional integrated marketing campaigns.

MARCH 1 – APRIL 30, 2013:

- **Mobile Coupon/Click-to-Call:** This promotion provides an upfront postage discount on the integration of mail with mobile technology and will promote the value of direct mail in two ways. First, it will encourage customers to integrate hard-copy coupons in the mail with mobile platforms for redemption. Second, it will drive consumer awareness to increase the use of mail with mobile barcodes that provide click-to-call functionality. Customer registration begins Jan. 15, 2013.

APRIL 1 – JUNE 30, 2013:

- **Earned Value Reply Mail Promotion:** Customers who include First-Class Mail Business Reply and Courtesy Reply envelopes will receive postage credit for each returned piece that is scanned in the postal network. This promotion is designed to encourage using First-Class Mail as a primary reply mechanism and to keep the Business Reply Mail (BRM) and Courtesy Reply Mail (CRM) envelopes in outgoing mailpieces. Customer registration begins Jan. 1, 2013.

AUG. 1 – SEPT. 30, 2013:

- **Emerging Technologies:** Building on the successes of past mobile barcode promotions, this promotion provides an upfront postage

discount for customers who integrate specific emerging technologies into their mail campaigns. The planned innovations to be highlighted are near-field communication, augmented reality and mobile-enabled authentication technologies. This promotion is designed to elevate awareness of how innovative technologies can be integrated with a direct mail strategy. Customer registration begins June 15, 2013.

- **Picture Permit:** The Picture Permit promotion is designed to promote the use of Picture Permit imprint indicia, which can improve a mailpiece's visibility and impact as a marketing tool. During this promotion, the Picture Permit fee will be waived for eligible customers mailing First-Class Mail letters and cards and Standard Mail letters and cards. Customer registration begins June 15, 2013.

- **Product Samples:** Designed to re-invigorate product sampling via the mail, the Product Samples promotion will provide mailers with an upfront postage discount on qualifying mail that contains product samples. The promotion will raise awareness of the effectiveness of having samples delivered to the home and highlight the new proposed "Simple Samples" pricing in Standard Mail, effective Jan. 27, 2013. Customer registration begins May 1, 2013.

NOV. 1 – DEC. 31, 2013:

- **Mobile Buy-it-Now:** This promotion provides mailers with an upfront postage discount for adopting technologies that enhance how consumers interact and engage with mail, demonstrating how direct mail combined with mobile technology can be a convenient method for consumers to do their holiday shopping. Customer registration begins Sept. 15, 2013.

FYI

The Postal Service delivered 168 billion pieces of mail in 2011 — facilitating \$10 trillion in commerce.

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Business Reply Mail and Courtesy Reply Mail envelopes are part of the Earned Value Reply Mail promotion that will run April 1 to June 30, 2013.

POSTAL NEWS BRIEFS

\$15.9 BILLION NET LOSS IN FISCAL 2012

FYI

usps.com is one of the most frequently visited government sites with more than 423 million visits in 2011 — averaging more than 1.2 million visitors each day.

The Postal Service ended the 2012 fiscal year (Oct. 1, 2011 to Sept. 30, 2012) with a record net loss of \$15.9 billion, compared to a net loss of \$5.1 billion last year. The loss included expenses of \$11.1 billion related to two payments to prefund retiree health benefits. The Postal Service, which is uniquely required by law to prefund these obligations, was forced to default on these payments.

Resolving the prefunding requirement, which made up 70 percent of the net loss, and providing more commercial flexibility to allow the Postal Service to manage its business, are among legislative changes needed for USPS to fully implement its business plan to return to financial stability.

“It’s critical that Congress do its part and pass comprehensive legislation before they adjourn this year, to move the Postal Service further down the path toward financial health,” said Postmaster General Patrick Donahoe. “We continue to do our part to grow revenue and reduce expenses by making our operations more efficient and by providing our customers with new and expanded services to meet their mailing and shipping needs. Additionally, through the expanded use of technology, including better use of digital tools and mobile technology, we are providing business mailers with new opportunities to connect with customers in a more individualized way.”

Besides resolving the accelerated schedule to prefund retiree health benefits and allowing the Postal Service the flexibility to sponsor its own health care program for employees and retirees, the Postal Service Business Plan includes these other actions that require legislative action:

- Allowing the Postal Service to determine delivery frequency
- Allowing the Postal Service to offer non-postal products and services
- Developing a more streamlined governance model for the Postal Service that would allow for quicker pricing and product decisions
- Instructing arbitrators that, during labor negotiations, they must take into account the financial condition of the Postal Service when rendering decisions
- Resolving the overfunding of the Postal Service’s obligation to the Federal Employees’ Retirement System (FERS).

OPERATIONAL RESULTS

The Postal Service continues to grow its Package Services business. Revenue from Postal Service package business increased by \$926 million, or 8.7 percent, on a volume increase of 244 million pieces compared to last year. Higher consumer spending, higher e-commerce retail sales plus increased marketing efforts drove much of the growth in this segment.

The encouraging growth trend in the package business is not, by itself, enough to offset the declines in First-Class Mail and Standard Mail. First-Class Mail revenue, which peaked in 2007, dropped \$1,163 million, or 3.9 percent, while Standard Mail decreased \$747 million, or 4.3 percent, compared to last year. However, the rate of decline in the First-Class Mail category did slow in 2012.

The Postal Service receives no tax dollars for operating expenses and relies on the sale of postage, products and services to fund its operations.

Complete 2012 results are in the USPS Form 10-K, available at about.usps.com/who-we-are/financials.

WAVES OF COLOR

New higher denomination stamps of \$1, \$2, \$5 and \$10 are available to lend a contemporary appearance to packages, large envelopes and other mailings.

The Waves of Color stamps were printed using offset lithography and intaglio processes, with the denominations embossed. As the denominations increase, the stamp sizes grow larger.

Each stamp is available in sheets of 10 and can be ordered by phoning 800-STAMP24 (800-782-6724) or by going online 24/7 to The Postal Store at usps.com/shop.



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LITHIUM BATTERY UPDATE

The Postal Service is once again accepting packages containing certain quantities of lithium batteries installed in electronic devices bound for many international destinations, and to Army Post Office (APO), Fleet Post Office (FPO) and Diplomatic Post Office (DPO) locations.

There had been a prohibition on shipping lithium batteries internationally since mid-May of 2012, due to requirements of international organizations, including the International Civil Aviation Organization and the Universal Postal Union.

The prohibition was lifted in

November, in time for 2013 holiday shipping. Specific quantities of lithium batteries are allowed to be mailed only when installed in the equipment they are intended to operate.

Some individual countries may prohibit acceptance of shipments containing the batteries. For example, the postal operator of Germany advised the Postal Service that it will continue to prohibit the inbound shipment of these items and will not accept packages containing lithium metal or lithium-ion batteries destined to addresses in Germany. This does not apply to shipments to and from APO, FPO and DPO locations in Germany.

USPS WINS SUSTAINABILITY AWARD

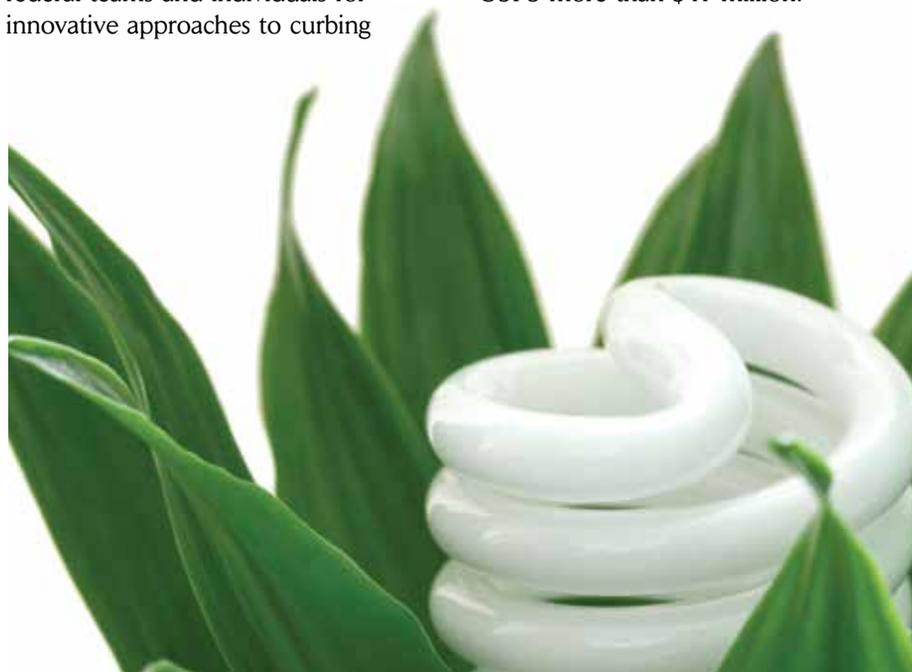
Postal Service sustainability specialist has won a 2012 GreenGov Presidential Award.

Sustainability Project Integration Specialist Dianne Shoaf was awarded a 2012 GreenGov Presidential Award for leading the USPS Lean Green Team initiative.

The GreenGov awards honor federal teams and individuals for innovative approaches to curbing

waste, reducing energy use and saving money in operations.

Shoaf engaged postal employees to implement low- and no-cost green projects across the country. Under her leadership, the postal headquarters Lean Green Team in Washington, DC, saved \$500,000 in 2010. In 2011, Lean Green Teams nationwide saved USPS more than \$41 million.



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FYI

Since launching in October 2009, the Postal Service iPhone application has been repeatedly ranked in the top 19 free business applications.

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Your complete resource for
Price Change Information
Postal Explorer
pe.usps.com

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- Domestic and international postage statements
- Federal Register notices

In addition to providing information on new prices, Postal Explorer lets you view the *Domestic Mail Manual*, Quick Service Guides, *International Mail Manual* and other related publications.

