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Make Money, Save Money With 2nd Ounce Free *Five 'First-Class' Direct Mail Tips From the U.S. Postal Service*



WASHINGTON — In today's economy, companies are always searching for new ways to stretch their marketing dollars. This has created a receptive climate among many large businesses for the U.S. Postal Service's recently introduced 2nd Ounce Free pricing.

"Commercial mailers, knowing that they can now mail letters weighing up to 2 ounces at the 1-ounce postage rate, are leveraging 2nd Ounce Free pricing to make money and save money," said Gary Reblin, vice president, Domestic Products. "Some of our largest customers, who typically use First-Class Mail to send bills and statements to their customers, are using the extra free ounce for promotional inserts and other marketing materials."

The Postal Service's new pricing, coupled with the fact that consumers — including 18- to 34-year-olds — prefer direct mail for receiving brand communications,¹ are enticing companies to use the extra ounce to cross-sell and upsell products and services.

"Credit card companies are now able to market to their best customers — those with the heaviest statements — without having to pay additional postage," said Reblin. "And utility companies are using 2nd Ounce Free to educate their customers and reduce call center calls. 2nd Ounce Free is also a great way to measure mailing success by including a coupon with a seasonal sales announcement."

To "make money and save money" with 2nd Ounce Free, Reblin recommends these five tips:

1. Add a survey or reply piece to learn more about customers.
2. Include promotional inserts or special offers to already planned customer mailings.
3. Share company news or build awareness of a new or upgraded product by including a

¹ Epsilon Targeting 2011 Channel Preferences Study

quick announcement.

4. Include a newsletter or memo to clarify information and reduce call center calls.
5. Generate new revenue by selling the extra space to relevant business partners.

2nd Ounce Free is meant to stay. It is not a limited-time promotion, but a new price for First-Class Mail presort, automation letters. (It does not apply to single-piece letters mailed by consumers.)

For more information about 2nd Ounce Free, visit usps.com/2nd-ounce-free.

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

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Please Note: For broadcast quality video and audio, photo stills and other media resources, visit the USPS Newsroom at <http://about.usps.com/news/welcome.htm>.

A self-supporting government enterprise, the U.S. Postal Service is the only delivery service that reaches every address in the nation — 151 million residences, businesses and Post Office™ Boxes. The Postal Service™ receives no tax dollars for operating expenses, and relies on the sale of postage, products and services to fund its operations. With 32,000 retail locations and the most frequently visited website in the federal government, *usps.com*®, the Postal Service has annual revenue of more than \$65 billion and delivers nearly 40 percent of the world's mail. If it were a private sector company, the U.S. Postal Service would rank 35th in the 2011 Fortune 500. In 2011, Oxford Strategic Consulting ranked the U.S. Postal Service number one in overall service performance of the posts in the top 20 wealthiest nations in the world. *Black Enterprise* and *Hispanic Business* magazines ranked the Postal Service as a leader in workforce diversity. The Postal Service has been named the Most Trusted Government Agency for six years and the sixth Most Trusted Business in the nation by the Ponemon Institute.

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