



# 2024 Postage Outlook:

Control your spend  
despite rate increases

December 13, 2023



# Agenda

- Postage Landscape
- January 2024 Rate Increase
- Mailing Promotions & Incentives
- More Opportunities to Save





# Postage Landscape



# Delivering for America



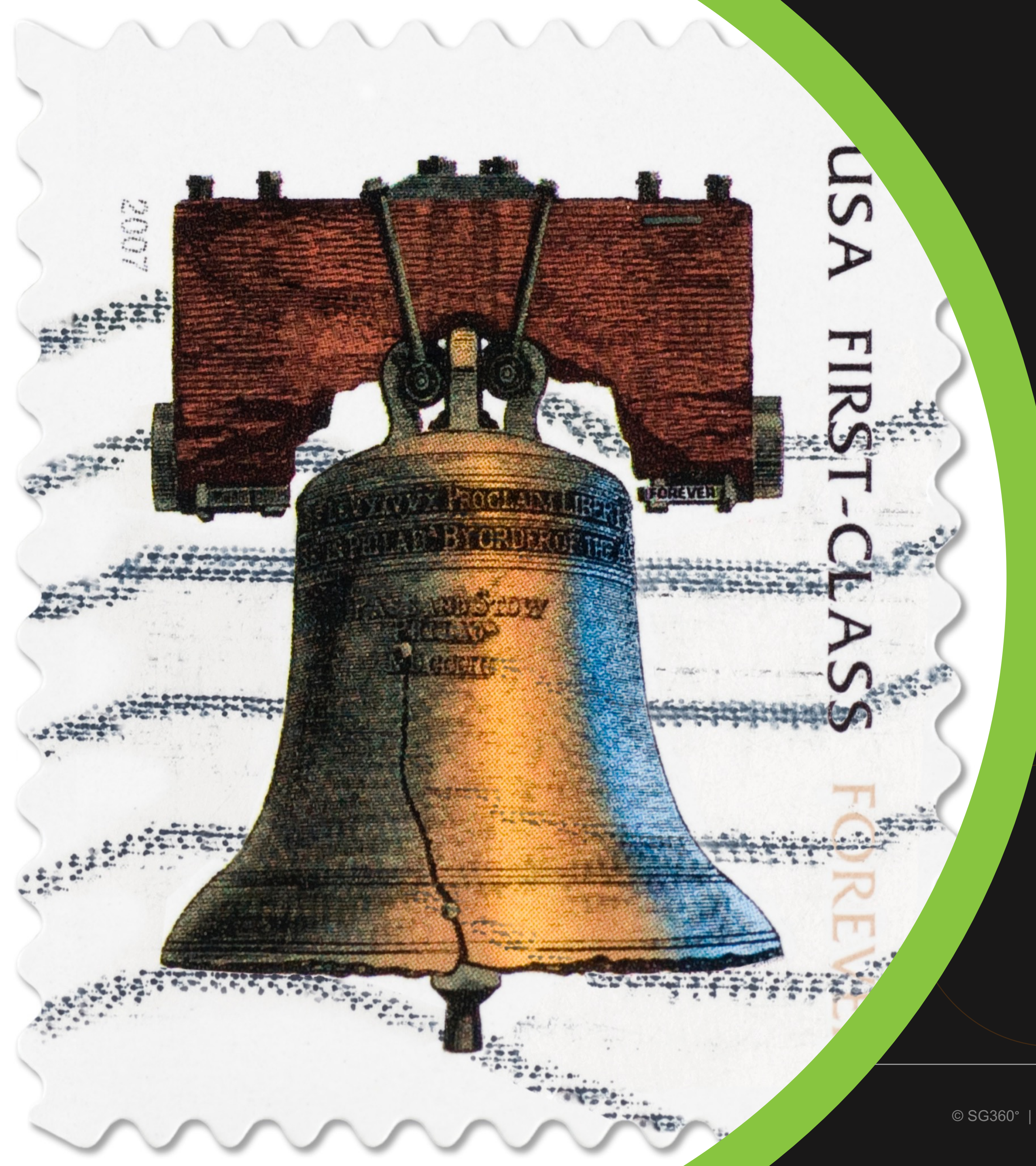
Service  
Reliability

Modernization & Infrastructure  
Investment



Financial  
Stability





# January 2024 Rate Increase



# January 2024 Postage Rate Increase

Proposed  
Average  
Increase

2.0%

- Marketing Mail Automation Letter **1.3%**
- Marketing Mail Automation Flats **4.07%**
- First-Class Automation Letters **1.8%**

*Actual increase percentage will vary by class of mail.*

# Marketing Mail

## Letter Automation Rates UNDER 3.5 OUNCES

	LOCAL ENTRY			DNDC			DSCF		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
5 DIGIT	.326	.330	1.23%	.299	.303	1.34%	.291	.295	1.37%
AADC	.361	.365	1.11%	.334	.338	1.2%	.326	.330	1.23%
MIXEDAADC	.381	.385	1.05%	.354	.358	1.13%			

# Marketing Mail

## Carrier Route Rates UNDER 3.5 OUNCES

	LOCAL ENTRY			DNDC			DSCF		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
Saturation	.228	.229	.44%	.201	.202	.50%	.193	.194	.52%
High Density Plus	.258	.264	2.33%	.231	.237	2.6%	.223	.229	2.69%
High Density	.317	.321	1.05%	.29	.294	1.38%	.282	.286	1.42%





# Marketing Mail

## Flat Size Automation Rates 4 OUNCES OR LESS

	LOCAL ENTRY			DNDC			DSCF		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
<b>5 DIGIT</b>	.609	.639	<b>4.93%</b>	.538	.568	<b>5.58%</b>	.518	.548	<b>5.79%</b>
<b>3 DIGIT</b>	.786	.816	<b>3.82%</b>	.715	.745	<b>4.20%</b>	.695	.725	<b>4.32%</b>
<b>AADC</b>	.893	.923	<b>3.36%</b>	.822	.852	<b>3.65%</b>	.802	.832	<b>3.74%</b>
<b>MIXED AADC</b>	.976	1.006	<b>3.07%</b>	.905	.935	<b>3.31%</b>			





# Marketing Mail

## Flat Size Carrier Route Rates 4 OUNCES OR LESS

	LOCAL ENTRY			DNDC			DSCF			DDU ENTRY		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
<b>Saturation</b>	.30	.305	1.67%	.229	.234	2.18%	.209	.214	2.39%	.196	.201	2.55%
<b>EDDM Saturation</b>	.301	.306	1.66%	.230	.235	2.17%	.210	.215	2.38%	.197	.202	2.54%
<b>High Density Plus</b>	.329	.334	1.52%	.258	.263	1.94%	.238	.243	2.10%	.225	.23	2.22%
<b>High Density</b>	.389	.407	4.63%	.318	.336	5.66%	.298	.316	6.04%	.285	.303	6.32%





# Commercial First-Class

## Letters and Postcards Automation Rates

	5 DIGIT BARCODE			AADC			MIXED AADC		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
<b>Letters</b>	.498	.507	1.81%	.537	.547	1.86%	.561	.571	1.78%
<b>Postcard</b>	.355	.357	.56%	.376	.378	.53%	.388	.390	.52%





# Commercial First-Class

## Flat Size Automation Rates

Weight (oz)	5 DIGIT BARCODE			3 DIGIT BARCODE			AADC			MIXED AADC		
	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE	JULY 2023	JAN 2024	% CHANGE
1	0.831	0.841	1.2%	1.037	1.047	0.96%	1.098	1.108	0.91%	1.234	1.244	0.81%
2	1.071	1.081	.93%	1.277	1.287	0.78%	1.338	1.348	0.75%	1.474	1.484	0.68%
3	1.311	1.321	.76%	1.517	1.527	0.66%	1.578	1.588	0.63%	1.714	1.724	0.58%
4	1.551	1.561	.64%	1.757	1.767	0.57%	1.818	1.828	0.55%	1.954	1.964	0.51%
5	1.791	1.801	.56%	1.997	2.007	0.50%	2.058	2.068	0.49%	2.194	2.204	0.46%
6	2.031	2.041	.49%	2.237	2.247	0.45%	2.298	2.308	0.44%	2.434	2.444	0.41%
7	2.271	2.281	.44%	2.477	2.487	0.40%	2.538	2.548	0.39%	2.674	2.684	0.37%
8	2.511	2.521	.40%	2.717	2.727	0.37%	2.778	2.788	0.36%	2.914	2.924	0.34%
9	2.751	2.761	.36%	2.957	2.967	0.34%	3.018	3.028	0.33%	3.154	3.164	0.32%
10	2.991	3.001	.33%	3.197	3.207	0.31%	3.258	3.268	0.31%	3.394	3.404	0.29%
11	3.231	3.241	.31%	3.437	3.447	0.29%	3.498	3.508	0.29%	3.634	3.644	0.28%
12	3.471	3.481	.29%	3.677	3.687	0.27%	3.738	3.748	0.27%	3.874	3.884	0.26%
13	3.711	3.721	.27%	3.917	3.927	0.26%	3.978	3.988	0.25%	4.114	4.124	0.24%







# Discounts, Promotions & Incentives



# Automation Discounts

27%

of direct market mailers  
do NOT use  
Automation Discounts

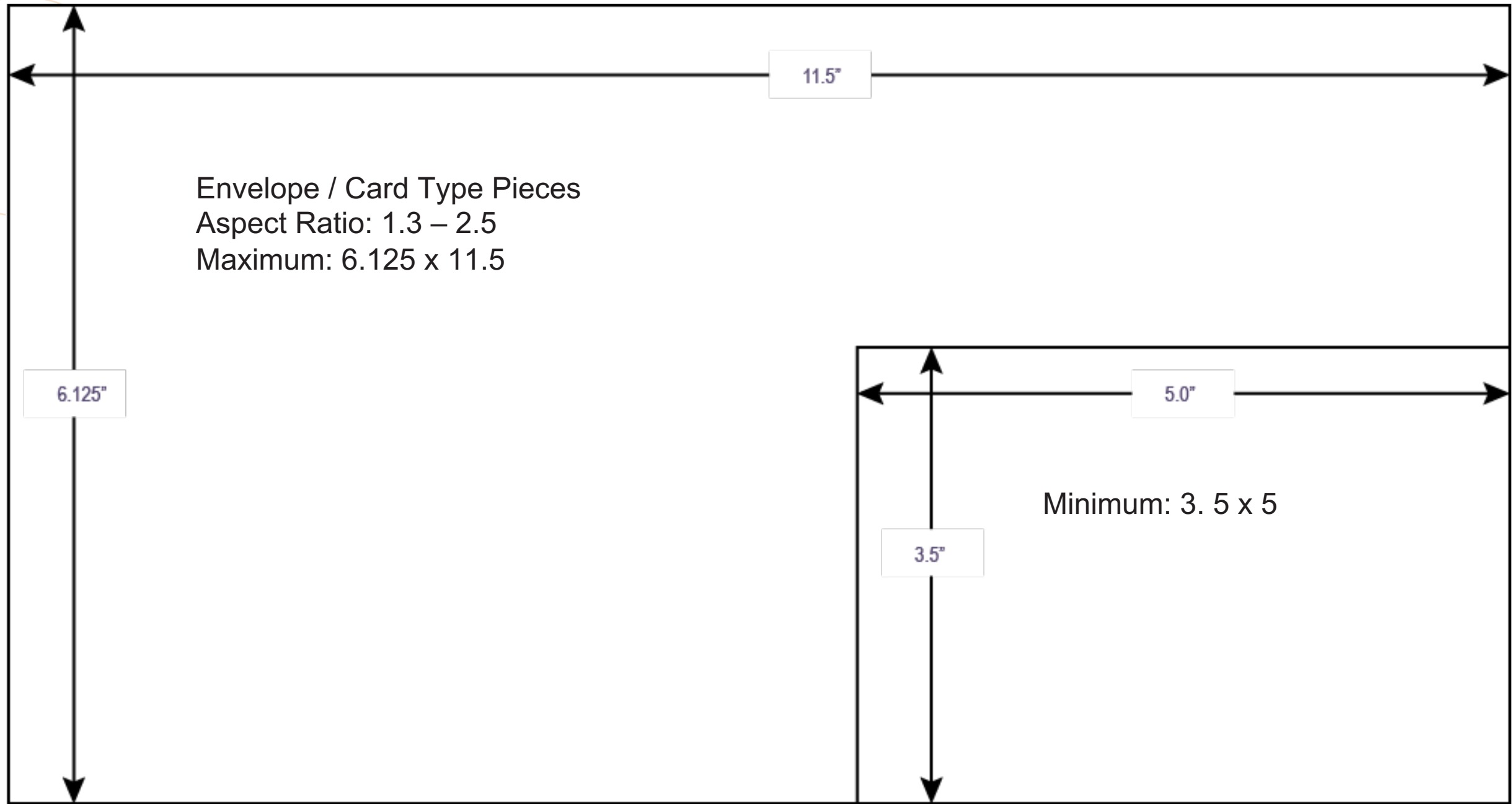
**Main reason for not using  
automation discounts:**

“ My mail package requirements  
exceed automated letter size. ”



# Automation Discounts

Design  
is key



Sample A. Sample  
123 Any Street  
Anytown, US 12345-6789





# Commingling

45%

of direct market mailers  
do NOT use  
Commingling

**Main reason for not using  
commingling:**

“ It increases  
my costs. ”



# Commingling

SAVE UP TO

**15**

ON POSTAGE



## POTENTIAL COMMINGLE SAVINGS

COMMINGLE SAVINGS **\$.07** PER PIECE

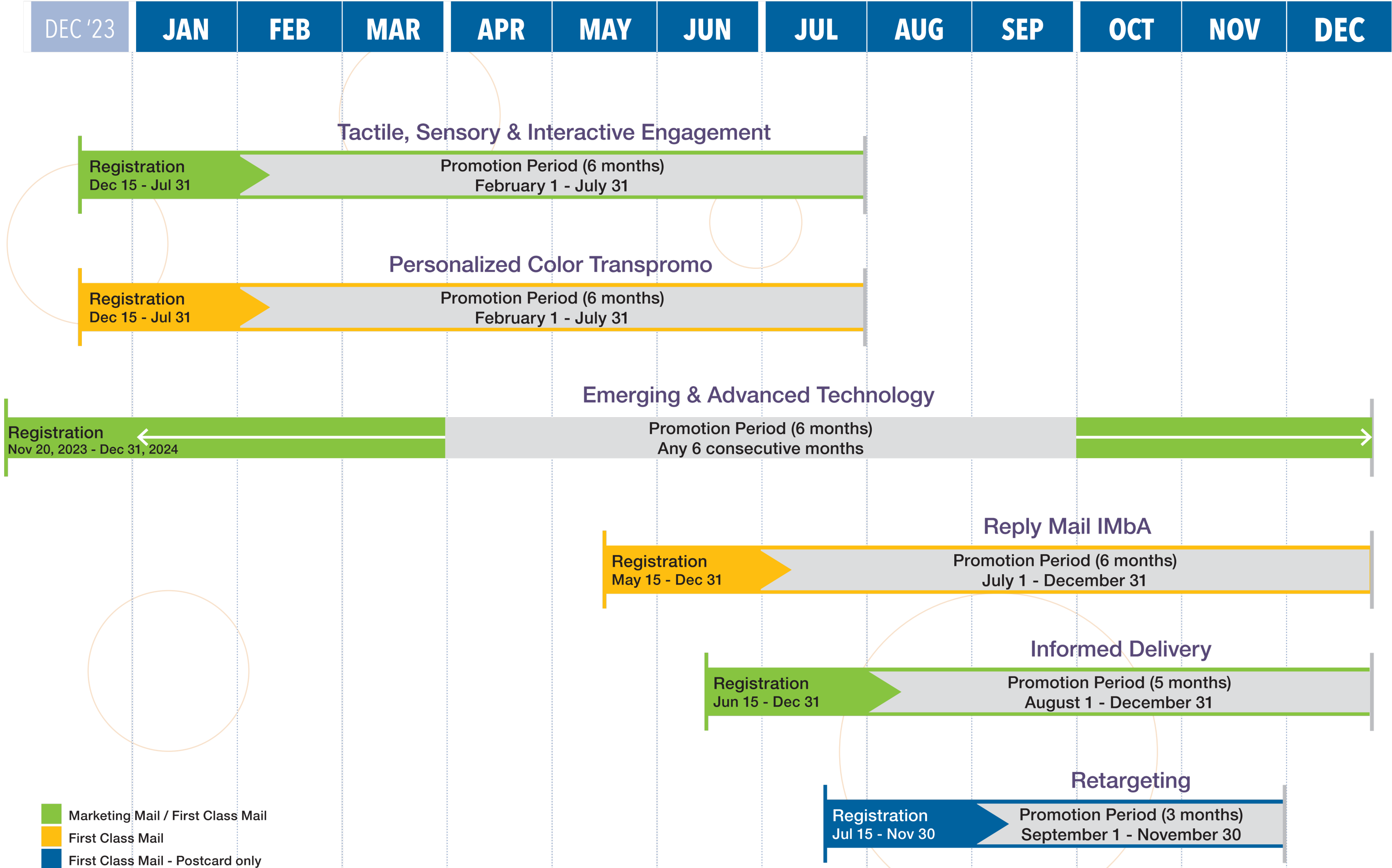
COMMINGLE COST **\$.015-.02** PER PIECE

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NET SAVINGS **\$.05-.055** PER PIECE



# 2024 Promotions



- Marketing Mail / First Class Mail
- First Class Mail
- First Class Mail - Postcard only

Get your free copy!



Scan me!



# Tactile, Sensory, and Interactive

Discount

**5%**

Regular / Non-profit  
First-Class & Marketing Mail

Registration Begins

DECEMBER  
**15**

2023

Promotion Active

FEBRUARY  
**1**

thru

JULY  
**31**



# Tactile, Sensory, and Interactive

## SPECIALTY INKS



Create visible, distinguishable effects

## SENSORY TREATMENTS



Trigger the 5 senses

## INTERACTIVE FEATURES



Encourage physical interaction



# Personalized Color Transpromo

Discount

**3-4%**

First-Class Mail

Registration Begins



**2023**

Promotion Active



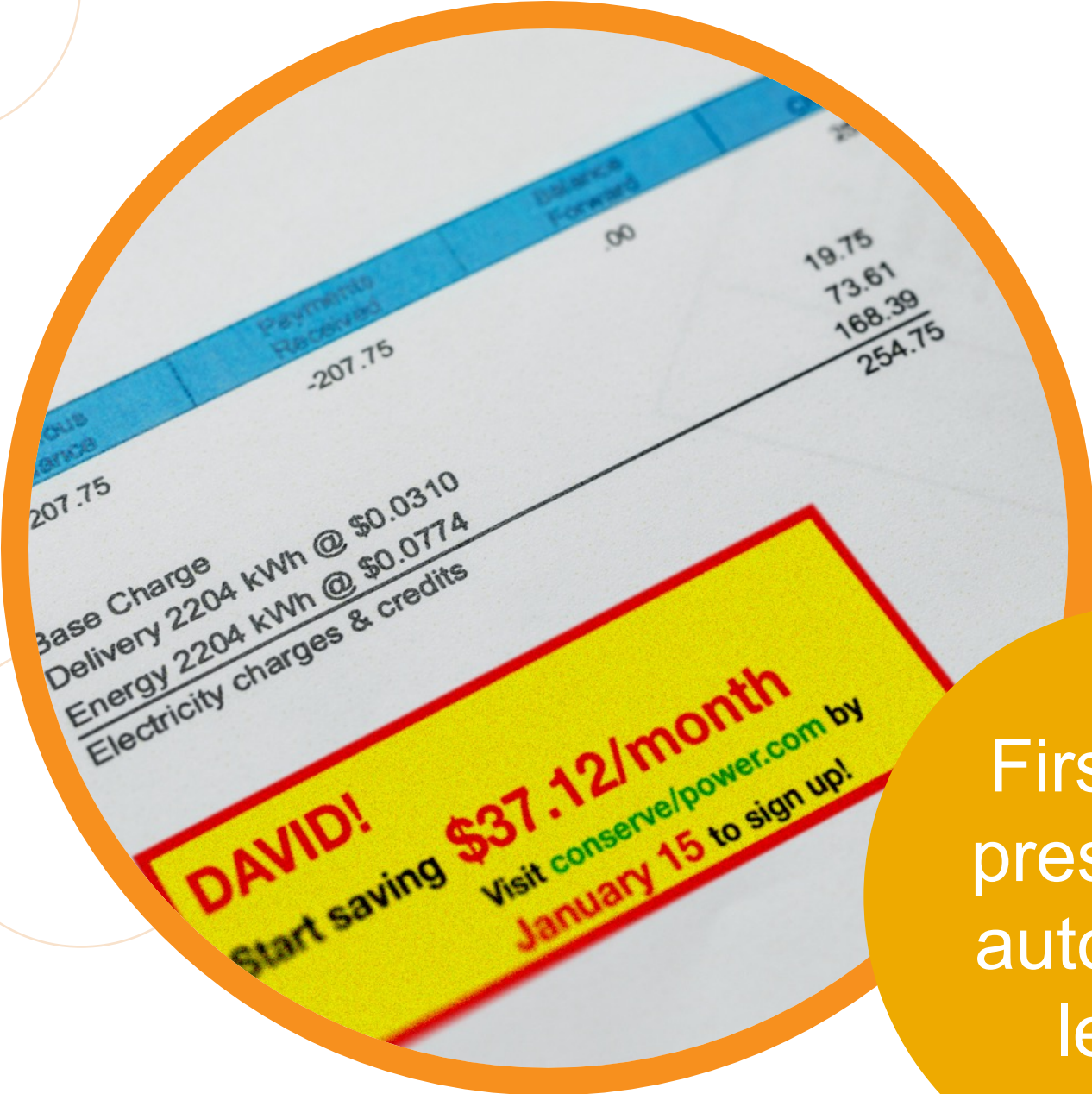
thru





# Personalized Color Transpromo

3% DISCOUNT



First-class presort and automation letters

4% DISCOUNT



Inclusion of CRM or BRM



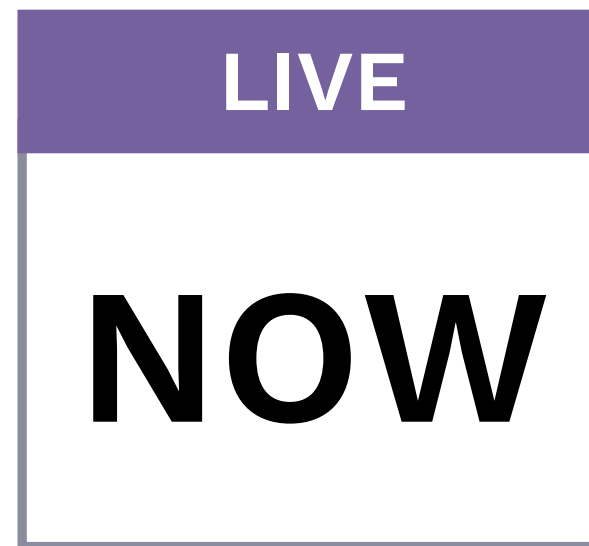
# Emerging Technology

Discount

**3-4%**

Regular / Non-profit  
First-Class & Marketing Mail

Registration Begins



Promotion Active



You choose



# Emerging Technology

3% DISCOUNT



Emerging and advanced technologies

4% DISCOUNT



Enhanced emerging technologies



2024 USPS Promotions

# Reply Mail IMbA<sup>®</sup>

Discount

**3-6%**

First-Class Qualified  
Business Reply Mail

Registration Begins



Promotion Active



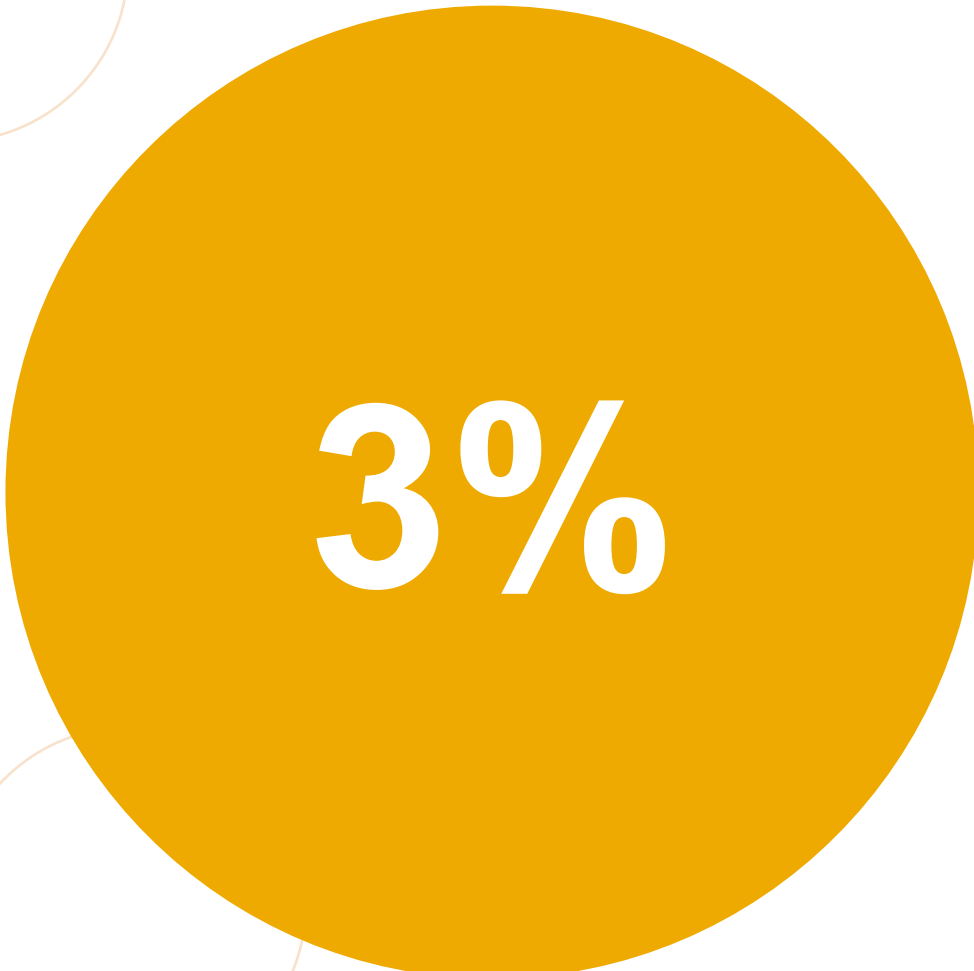
thru



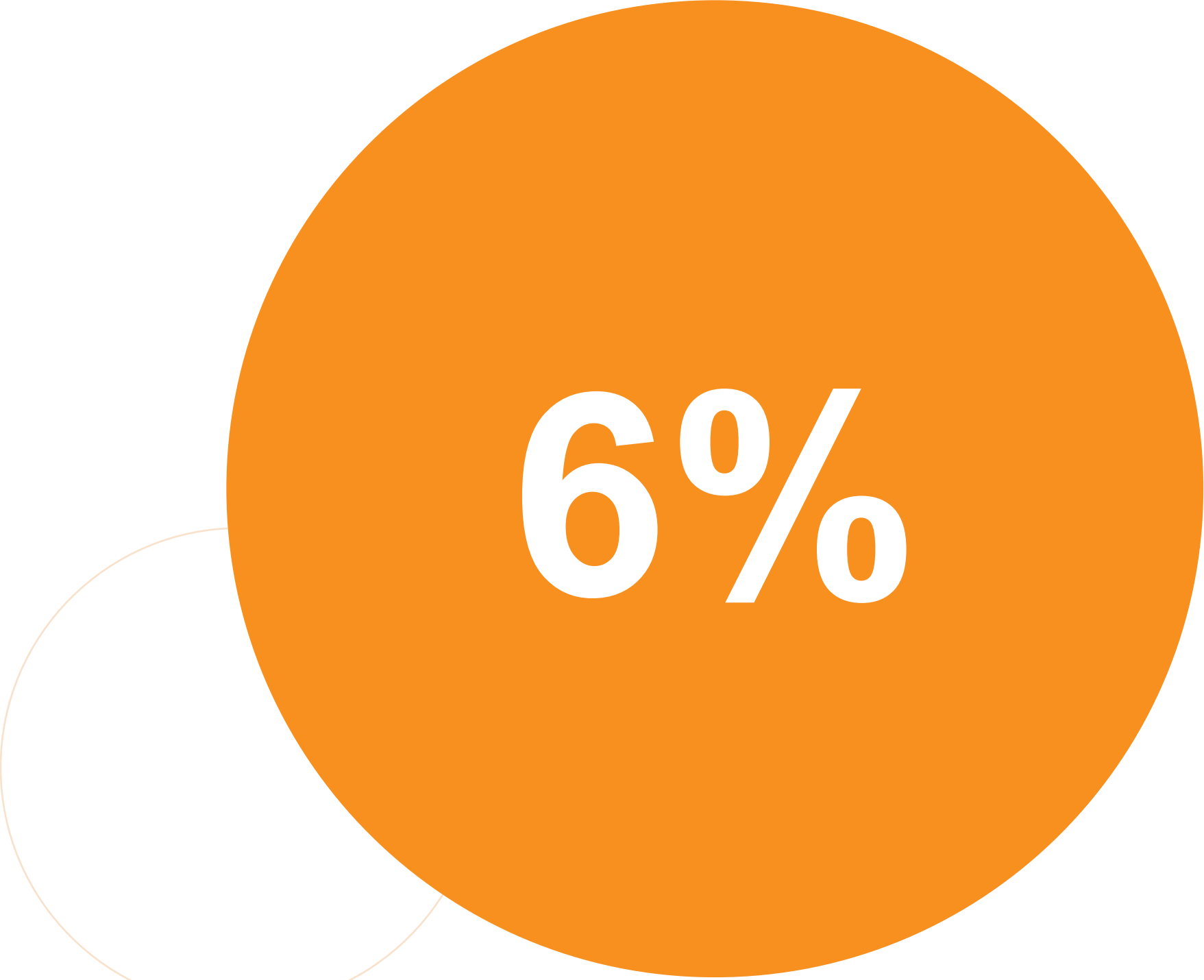


# Reply Mail IMbA<sup>®</sup>

Static  
Barcodes



Serialized  
Barcodes



# Retargeting

Discount

**5%**

First-Class Postcard

Registration Begins

JULY  
**15**

Promotion Active

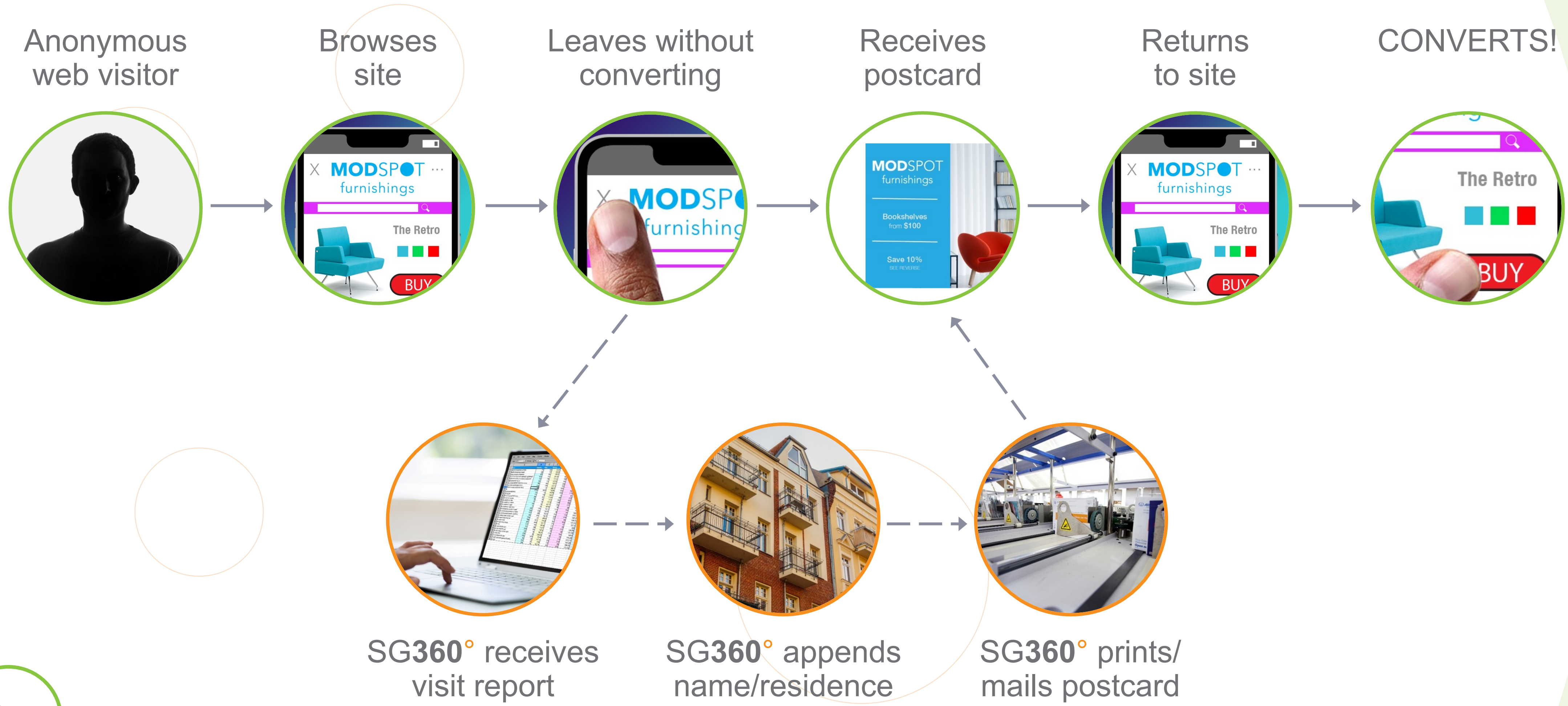
SEPTEMBER  
**1**

thru

NOVEMBER  
**30**



# Retargeting



2024 USPS Promotions

# Informed Delivery<sup>®</sup>

Discount

**4%**

Regular / Non-profit  
First-Class & Marketing Mail

Registration Begins

JUNE  
**15**

Promotion Active

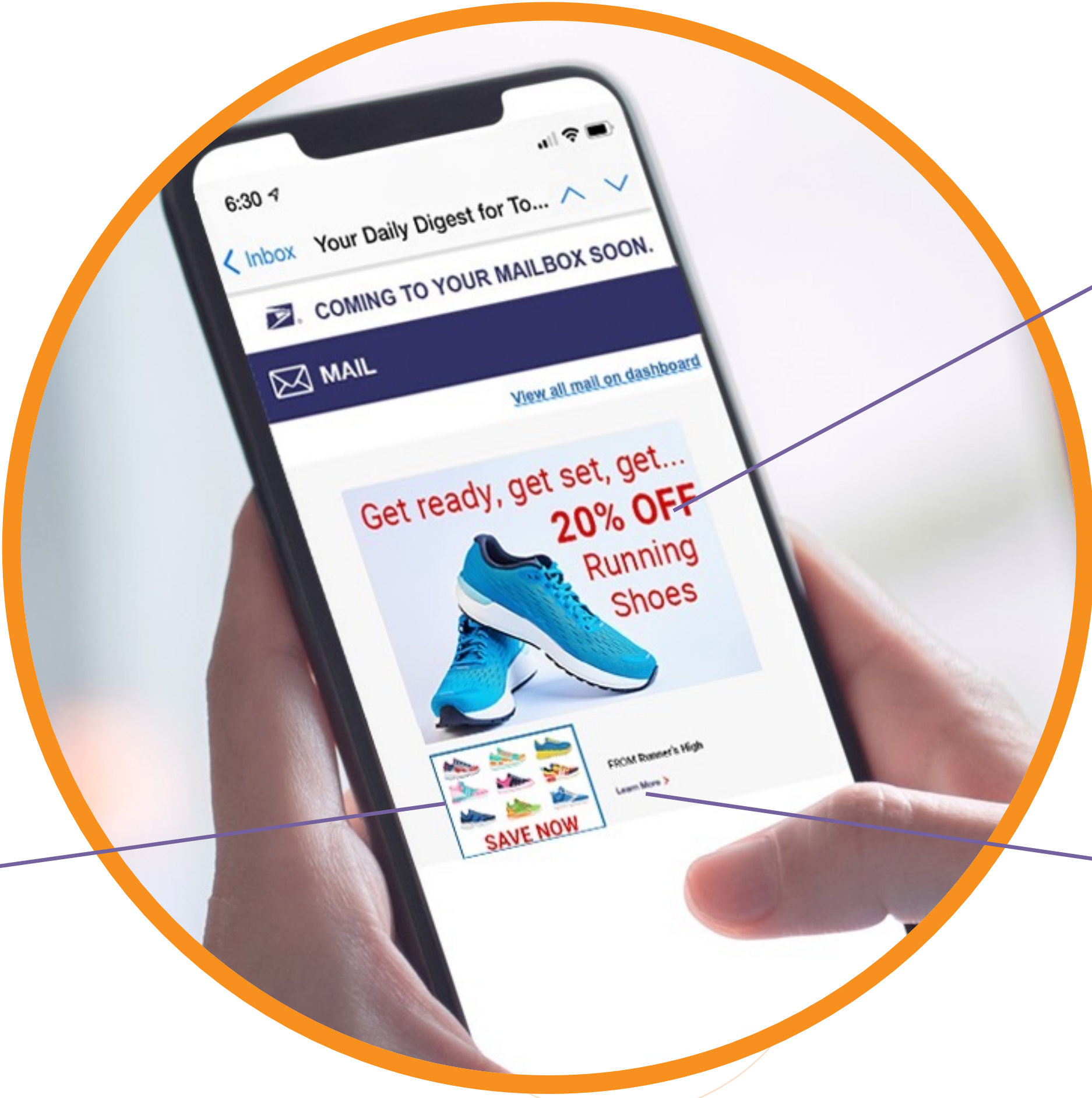
AUGUST  
**1**

thru

DECEMBER  
**31**



# Informed Delivery<sup>®</sup>



Representative image

Ride-along image

URL



# 2024 Mail Growth Incentives

**5MM**

FY 2023  
Baseline

**6MM**

Q2 YTD  
Total

**\$.35**

Average  
Postage pp

×

**30%**

Credit %  
on 1MM

=

**\$116K**

Credit  
Received

**7MM**

Q3 YTD  
Total

**\$.35**

Average  
Postage pp

×

**30%**

Credit %  
on next  
1MM

=

**\$116K**


Credit  
Received



# 2024 Mail Growth Incentives

How to sign up

## Mailing Services

 Mailing services help you deliver letters and flat mail pieces. Mailing online services will help you manage day-to-day activities from design and preparation of your mail to tracking your mailings in the mail stream. The services currently available are listed below. You may access services directly from here that you have been approved for and request access to those you do not.



### Your Locations:

All Locations

<a href="#">Automated Business Reply Mail</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Balance &amp; Fees (PostalOne!)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Commercial Mail Receiving Agency</a> <a href="#">more info &gt;</a>	<a href="#">Get Access</a>
<a href="#">Customer Label Distribution System (CLDS)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Customer/Supplier Agreements (CSAs)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Dashboard (PostalOne!)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Electronic Data Exchange (PostalOne!)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Every Door Direct Mail</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Incentive Programs</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Informed Visibility</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Intelligent Mail Small Business (IMsb) Tool</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Mailer ID</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Mailing Promotions Portal</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>
<a href="#">Mailing Reports (PostalOne!)</a> <a href="#">more info &gt;</a>	<a href="#">Go to Service</a>

**NOT HERE!**



**HERE!**



Access our blog!



Scan me!





# *More* Opportunities to Save



# Mailing Tip #1: Address Accuracy

Every Mailing...



Run list  
against  
NCOA



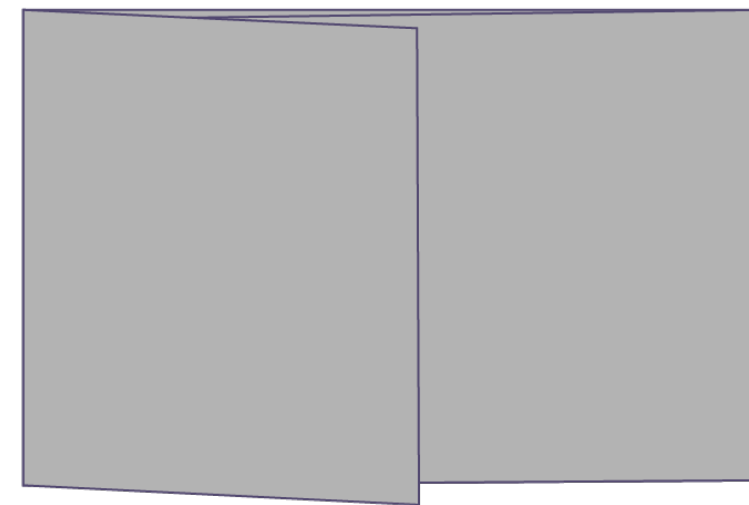
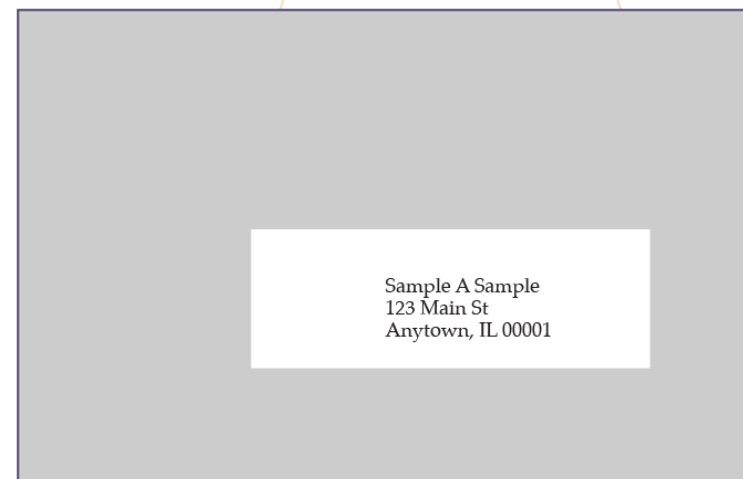
Eliminate  
duplicates



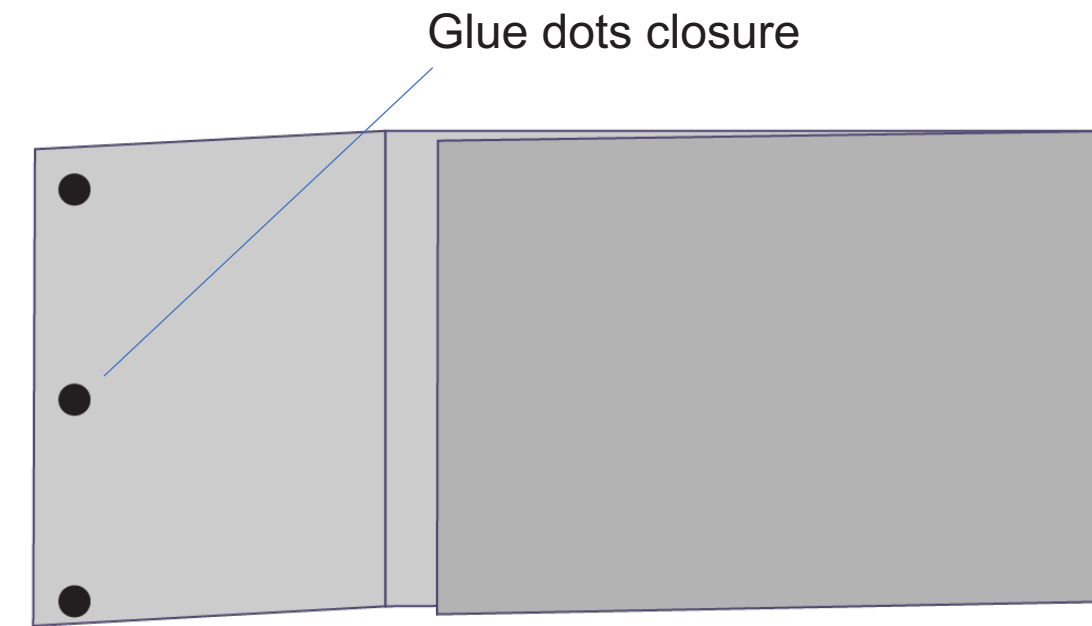
# Mailing Tip #2: Design

SELF-MAILER SAVINGS

10 x 6 Folded Self-Mailer



5" Minimum Closure Flap

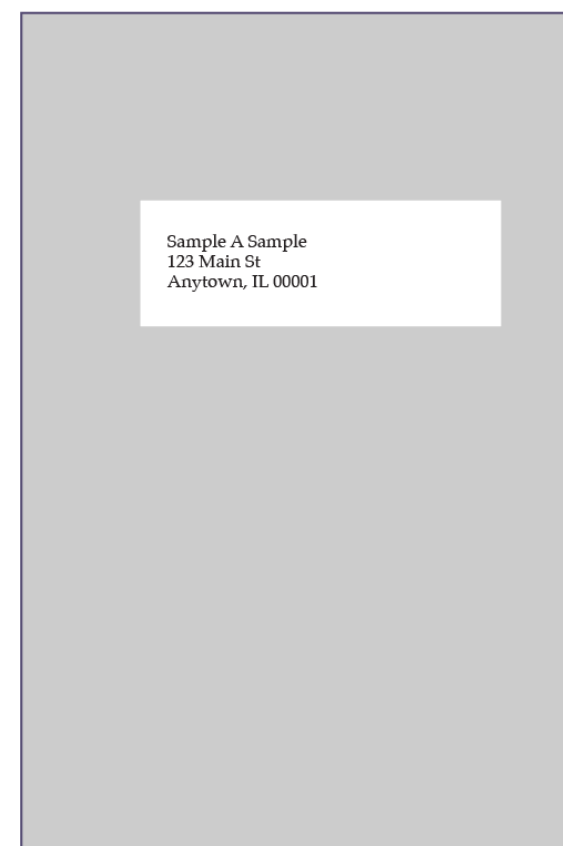


Must overlap a full-size panel

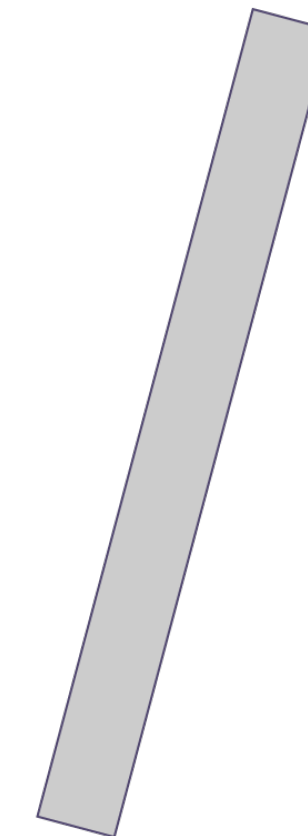
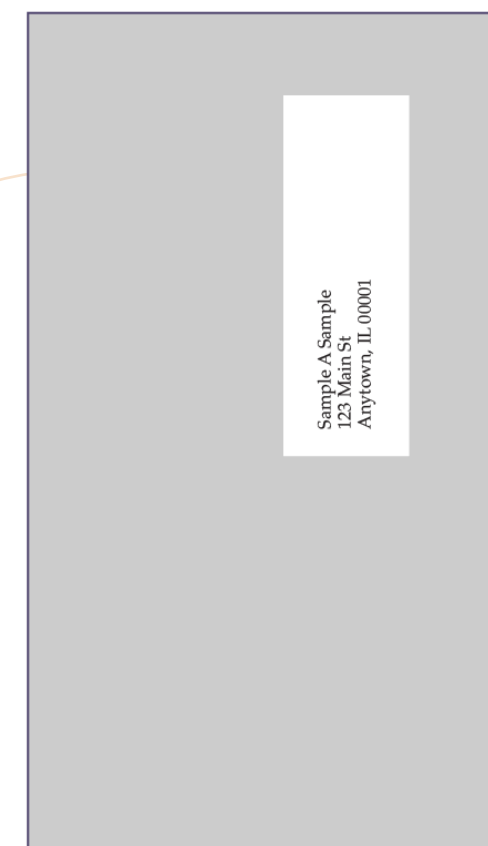
**Eliminates extra cost of tab closures.**  
Meets postal compliance!

LETTER-SIZE AUTOMATION

7 x 10.5 Envelope



6 x 10.5 Envelope



Lose 1" -  
**save 46% on postage!**



# Mailing Tip #3: Postcard

Postcard Rate offers quick-to-market cost effective solution

Exact same cost to mail!



4.25" x 6"



6" x 9"

In-home in  
**2-4**  
**days**  
nationwide  
from any one  
entry point



# Thank you!



**Melanie De Caprio**

melaniedc@sg360.com



**William Anderson**

w.anderson@sg360.com

**“Send me everything!”**