



LISTEN • IMPRESS • DELIVER

FIRST CLASS RATES

**MINIMUM OF 500 PIECES TO PRESORT
LETTER SIZE MAIL**

Min. L/H Ratio=1.3
Max. L/H Ratio=2.5

SINGLE CARDS & ENVELOPES | **POSTCARDS**
Max. Weight=3.0 oz. Min. Thickness=.007"
Max. Height=6 1/8" Max. Thickness=.016"
Max. Length=11 1/2" Min. Size=3.5" x 5"
Max. Size=4.25"x6"

	Post Cards	Up to 1 oz. Letter	Up to 2 oz. Letter
NON AUTOMATED			
Single Piece	\$0.360	\$0.550	\$0.750
Presorted	\$0.293	\$0.460	\$0.460
AUTOMATED			
5-Digit	\$0.269	\$0.398	\$0.398
AADC	\$0.279	\$0.428	\$0.428
Mixed AADC	\$0.285	\$0.450	\$0.450

NON-LETTER SIZE MAIL

Max. Weight=13 oz. Up to 1 oz. Letter
Max. Height=12" Flat
Max. Length=15" Flat

Single Piece	\$1.000	\$1.200
Presorted	\$0.870	\$1.070
AUTOMATED		
5-Digit	\$0.460	\$0.660
3-Digit	\$0.618	\$0.818
ADC	\$0.666	\$0.866
Mixed ADC	\$0.774	\$0.974

320-251-7611
NAHAN.COM

7000 SAUKVIEW DRIVE
ST. CLOUD, MN 56303

**MARKETING MAIL
STANDARD (A) RATES**

**MINIMUM OF 200 PIECES TO PRESORT
LETTER SIZE MAIL**

Min. L/H Ratio=1.3
Max. L/H Ratio=2.5

SINGLE CARDS & ENVELOPES
Max. Weight=3.5 oz.
Max. Height=6 1/8"
Max. Length=11 1/2"

BOOKLETS & FOLDED SELF-MAILERS
Max. Weight=3.0 oz.
Max. Height=6"
Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
MACHINABLE			
AADC	\$0.302	\$0.282	\$0.278
Mixed AADC	\$0.311	\$0.291	N/A
AUTOMATED			
5-Digit	\$0.259	\$0.239	\$0.235
AADC	\$0.285	\$0.265	\$0.261
Mixed AADC	\$0.304	\$0.284	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.191	\$0.172	\$0.168
High Density Plus	\$0.201	\$0.182	\$0.178
High Density	\$0.219	\$0.200	\$0.196
Basic	\$0.296	\$0.275	\$0.272

STANDARD FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.
Max. Weight=16 oz.
Max. Height=12"
Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.538	\$0.469	\$0.460	N/A
3-Digit	\$0.640	\$0.571	\$0.562	N/A
ADC	\$0.691	\$0.662	\$0.613	N/A
Mixed ADC	\$0.748	\$0.679	N/A	N/A
AUTOMATED				
5-Digit	\$0.450	\$0.381	\$0.372	N/A
3-Digit	\$0.588	\$0.519	\$0.510	N/A
ADC	\$0.663	\$0.594	\$0.585	N/A
Mixed ADC	\$0.726	\$0.657	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.224	\$0.186	\$0.179	\$0.163
High Density Plus	\$0.232	\$0.194	\$0.187	\$0.171
High Density	\$0.258	\$0.220	\$0.213	\$0.197
Basic	\$0.320	\$0.285	\$0.274	\$0.267

**MARKETING MAIL NON-PROFIT
STANDARD (A) RATES**

LETTER SIZE MAIL
Min. L/H Ratio=1.3
Max. L/H Ratio=2.5

SINGLE CARDS & ENVELOPES
Max. Weight=3.50 oz.
Max. Height=6 1/8"
Max. Length=11 1/2"

BOOKLETS & FOLDED SELF-MAILERS
Max. Weight=3.0 oz.
Max. Height=6"
Max. Length=10 1/2"

	None	DNDC Entry	DSCF Entry
MACHINABLE			
AADC	\$0.181	\$0.161	\$0.157
Mixed AADC	\$0.190	\$0.170	N/A
AUTOMATED			
5-Digit	\$0.138	\$0.118	\$0.114
AADC	\$0.164	\$0.144	\$0.140
Mixed AADC	\$0.183	\$0.163	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.111	\$0.092	\$0.088
High Density Plus	\$0.116	\$0.097	\$0.093
High Density	\$0.133	\$0.114	\$0.110
Basic	\$0.210	\$0.189	\$0.186

NON-PROFIT FLAT SIZE MAIL - PIECE RATE

Mail pieces weighing less than 4.0 oz.
Max. Weight=16 oz.
Max. Height=12"
Max. Length=15"

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.344	\$0.275	\$0.266	N/A
3-Digit	\$0.446	\$0.377	\$0.368	N/A
ADC	\$0.497	\$0.428	\$0.419	N/A
Mixed ADC	\$0.554	\$0.485	N/A	N/A
AUTOMATED				
5-Digit	\$0.256	\$0.187	\$0.178	N/A
3-Digit	\$0.394	\$0.325	\$0.316	N/A
ADC	\$0.469	\$0.400	\$0.391	N/A
Mixed ADC	\$0.532	\$0.463	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.136	\$0.098	\$0.091	\$0.075
High Density Plus	\$0.144	\$0.106	\$0.099	\$0.083
High Density	\$0.168	\$0.130	\$0.123	\$0.107
Basic	\$0.230	\$0.195	\$0.184	\$0.177

**MARKETING MAIL FLAT SIZE
PIECE + POUND RATE**

Mail pieces weighing more than 4.0 oz.
**Each piece is subject to a piece AND pound rate

POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED	\$1.000	\$0.724	\$0.689	N/A
AUTOMATED	\$1.000	\$0.724	\$0.689	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.609	\$0.454	\$0.426	\$0.365
High Density Plus	\$0.609	\$0.454	\$0.426	\$0.365
High Density	\$0.609	\$0.454	\$0.426	\$0.365
Basic	\$0.752	\$0.612	\$0.569	\$0.541

PIECE RATE (add to Pound Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.288	\$0.288	\$0.288	N/A
3-Digit	\$0.390	\$0.390	\$0.390	N/A
ADC	\$0.441	\$0.441	\$0.441	N/A
Mixed ADC	\$0.498	\$0.498	N/A	N/A
AUTOMATION				
5-Digit	\$0.200	\$0.200	\$0.200	N/A
3-Digit	\$0.338	\$0.338	\$0.338	N/A
ADC	\$0.413	\$0.413	\$0.413	N/A
Mixed ADC	\$0.476	\$0.476	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.072	\$0.072	\$0.072	\$0.072
High Density Plus	\$0.080	\$0.080	\$0.080	\$0.080
High Density	\$0.106	\$0.106	\$0.106	\$0.106
Basic	\$0.132	\$0.132	\$0.132	\$0.132

**NON-PROFIT FLAT SIZE MAIL
PIECE + POUND RATE**

Mail pieces weighing more than 4.0 oz.
**Each piece is subject to a piece AND pound rate

POUND RATE (add to Piece Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED	\$0.866	\$0.590	\$0.555	N/A
AUTOMATED	\$0.866	\$0.590	\$0.555	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.437	\$0.282	\$0.254	\$0.193
High Density Plus	\$0.437	\$0.282	\$0.254	\$0.193
High Density	\$0.437	\$0.282	\$0.254	\$0.193
Basic	\$0.576	\$0.436	\$0.393	\$0.365

PIECE RATE (add to Pound Rate)

	None	DNDC Entry	DSCF Entry	DDU Entry
NON AUTOMATED				
5-Digit	\$0.127	\$0.127	\$0.127	N/A
3-Digit	\$0.229	\$0.229	\$0.229	N/A
ADC	\$0.280	\$0.280	\$0.280	N/A
Mixed ADC	\$0.337	\$0.337	N/A	N/A
AUTOMATION				
5-Digit	\$0.039	\$0.039	\$0.039	N/A
3-Digit	\$0.177	\$0.177	\$0.177	N/A
ADC	\$0.252	\$0.252	\$0.252	N/A
Mixed ADC	\$0.315	\$0.315	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.027	\$0.027	\$0.027	\$0.027
High Density Plus	\$0.035	\$0.035	\$0.035	\$0.035
High Density	\$0.059	\$0.059	\$0.059	\$0.059
Basic	\$0.086	\$0.086	\$0.086	\$0.086



2021 MAILING PROMOTIONS CALENDAR

JAN - FEB - MARCH

APRIL - MAY - JUNE

JULY - AUG - SEPT

OCT - NOV - DEC

FIRST-CLASS MAIL®



*Registration closes Mar 31, 2021



MARKETING MAIL® AND FIRST-CLASS MAIL



MARKETING MAIL



2021 MAILING PROMOTIONS CALENDAR

Tactile, Sensory and Interactive Mailpiece Engagement Promotion:

Encourages mailers to enhance customer engagement with the mail through the use of advanced print innovations in paper and stock, substrates, inks, interactive elements, and finishing techniques. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

Emerging and Advanced Technology Promotion:

Encourages mailers to incorporate emerging technologies such as AR, VR/MR, NFC, Video in Print, multichannel mail integration with digital assistants/smart speakers into their direct mailpieces. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

Earned Value Reply Mail Promotion:

Encourages mailers to continue to distribute Business Reply Mail (BRM), Courtesy Reply Mail (CRM) and Share Mail envelopes and cards by providing a financial benefit when their customer puts those pieces back into the mailstream. All participants will earn a \$0.02 credit per counted reply and Share mail pieces between April-June of 2021. Credits may be applied to postage for First-Class and Marketing Mail letters & flats, and must be used by December 31, 2021.

Personalized Color Transpromo Promotion:

Enhances the value of First-Class Mail by encouraging mailers of bills and statements to incorporate color marketing messaging in order to foster a better connection and response from their customers. First-Class Mail presort and automation letters—bills and statements—that meet the updated dynamic print and personalization requirements will be eligible for an upfront 2% postage discount during the promotion period. First-time participants must meet only the dynamic color print messaging requirements.

Mobile Shopping Promotion:

Encourages mailers to integrate their direct mail pieces with mobile technologies that facilitate a convenient online shopping experience for consumers during the holiday season. There are many new mobile technologies that can be leveraged to qualify for this promotion to facilitate a seamless shopping and purchasing experience. Regular and nonprofit Marketing Mail letters and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion period.

Informed Delivery Promotion:

Encourages mailers to continue to adopt use of the USPS' omni-channel feature, Informed Delivery. Participants may create Informed Delivery campaigns through the Portal or submit elements through their eDoc submission, and develop campaigns that meet best-practice requirements. Regular and nonprofit Marketing Mail letters and flats, and First-Class Mail presort or automation letters, cards, and flats that meet the promotion requirements will be eligible for an upfront 2% postage discount during the promotion.