

**nahan**  
WHITEPAPER

# POSTAL OPTIMIZATION GUIDE





# Introduction

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## Overview of the Current Postal Landscape

The postal landscape has undergone significant changes in recent years, driven by evolving customer expectations and fluctuating postal prices. Although the United States Postal Service (USPS) has been utilizing its full rate authority for each rate increase, future postal rate increases may be in flux. This scenario necessitates a proactive approach to direct mail planning to harness available USPS promotions and discounts effectively.

In recent years, the USPS has offered several key promotions such as Tactile Sensory and Interactive (TSI), Informed Delivery, and Emerging and Advanced Technology (EAT), which provide substantial discounts for mailers who meet specific criteria. These promotions are designed to help businesses mitigate the impact of rising postal rates and encourage innovative and engaging mail pieces.

Additionally, advancements in technology and postal services continue to offer new avenues for reaching customers more effectively. For instance, the integration of advanced logistics solutions such as freight consolidation, CoMailing, and Comingling can significantly reduce mailing costs by improving mailing sortation and ensuring cost-efficient distribution.

## Importance of Postal Optimization for Businesses

Postal optimization is crucial for direct marketers aiming to enhance efficiency, reduce expenses, and improve overall delivery performance. With the rising costs of postage, marketers must explore cost-effective solutions to manage expenses while maintaining efficient and effective postal processes.

Optimizing mail designs for cost-effectiveness remains a fundamental strategy. By crafting mail pieces that are impactful in their messaging and structured to maximize postal discounts with minimal adjustments, businesses can achieve significant savings. For example, incorporating a QR code or adding interactive elements can qualify a mail piece for the Emerging and Advanced Technology promotion, providing a slightly lower discount but offering flexibility.

Effective logistics planning is also essential in direct mail campaigns. Advanced distribution methods such as freight consolidation, CoMailing, and Comingling ensure cost-efficient distribution and transportation that align with the specific needs of each campaign. By consolidating shipments, businesses can leverage USPS drop ship discounts while reducing the cost of transportation carried by any one client.

In conclusion, postal optimization is a critical strategy for businesses to navigate the current postal landscape. By leveraging USPS promotions, optimizing mail designs, and integrating advanced logistics solutions, businesses can turn postal challenges into opportunities for significant savings and greater campaign success.

# Challenges in Postal Services

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## **Rising Postal Prices and Their Impact on Businesses**

One of the foremost challenges businesses face in the realm of postal services is the continual rise in postal prices. The United States Postal Service (USPS) has been quite forthcoming about utilizing its full rate authority for each rate increase, leading to a continual rise in postal costs. This scenario necessitates a proactive approach to direct mail planning to harness available USPS promotions and discounts effectively.

The impact of rising postal prices on businesses is significant. Higher postal costs can strain budgets, reduce profit margins, and necessitate cuts in other areas. For businesses that rely heavily on direct mail for marketing and customer engagement, these rising costs can be particularly burdensome. It becomes essential for businesses to explore cost-effective solutions to manage expenses while maintaining efficient and effective postal processes.

## **Common Pitfalls in Applying for USPS Promotions**

USPS promotions offer valuable opportunities for businesses to reduce their mailing costs through discounts and incentives. However, successfully applying for these promotions can be fraught with difficulties. Common pitfalls include misunderstanding the eligibility criteria, failing to meet the specific requirements for each promotion, and missing application deadlines.

One of the most recurrent issues observed is when customers attempt to set up their own USPS promotional campaigns without expert guidance, leading to complications and missed benefits. For example, many mailers might not realize the range of materials that qualify for certain promotions, such as the Tactile Sensory and Interactive (TSI) promotion, which even includes specific paper types used in printing.

To avoid these challenges, businesses need to stay well-informed about the latest USPS promotions and their respective guidelines. Detailed guidelines and careful planning are essential to ensure that applications are complete and meet all necessary criteria. By meticulously navigating these promotions, businesses can capitalize on available discounts and enhance their postal optimization efforts.

# Strategic Recommendations for Postal Optimization

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## Leverage USPS Promotions and Discounts

### Importance of Utilizing USPS Promotions

Leveraging USPS promotions is a crucial strategy for businesses aiming to mitigate the impact of rising postal rates. These promotions offer substantial discounts and incentives, making it possible for businesses to reduce mailing expenses while enhancing the effectiveness of their direct mail campaigns. By taking advantage of these opportunities, businesses can achieve significant cost savings and improve their overall postal optimization efforts.

### Key Promotions for 2025: Tactile Sensory and Interactive (TSI), Informed Delivery, and Continuous Contact

In 2025, the USPS has introduced several key promotions designed to encourage innovative and engaging mail pieces. These include:

#### **Continuous Contact:**

Participants in the Continuous Contact promotion receive a 3% discount on follow-up mailings that build upon initial USPS Marketing Mail® letters and flats, fostering ongoing, targeted conversations and potentially increasing conversion rates.

#### **Integrated Technology Promotion:**

Offers a 3% discount for mailers incorporating advanced technologies like Voice Assistant, Augmented Reality, and Artificial Intelligence, running for up to six consecutive months in 2025.

#### **Tactile, Sensory & Interactive Promotion:**

Provides a 4% discount for mail pieces with special finishing technologies that engage the senses, such as tactile coatings, sound, scent, and interactive elements.

#### **Reply Mail IMBA:**

Offers a 3% or 6% discount for adopting the IMbA system for Business Reply Mail, depending on whether a static or serialized barcode is used.

#### **First Class Mail Advertising Promotion:**

This program runs from September 1, 2025, to December 31, 2025, offering a 3% discount for standalone advertisements or marketing messages on First-Class Mail pieces. It provides an excellent opportunity to captivate recipients' attention and drive engagement, but "mail diversion" messages will make the mailing ineligible for the discount.

In 2025, Informed Delivery will move to an add-on promo along with Sustainability.

#### **Informed Delivery:**

This promotion provides a 1% discount for mailers who set up their campaigns for Informed Delivery, which allows consumers to see a digital preview of their mail before it arrives.

#### **Sustainability:**

Mailers will receive an additional 1% discount when using recycled paper that with an FSC mark, or equivalent.

### **Steps to Qualify for the 30% Volume Discount**

The USPS offers a substantial 30% discount for mailers who exceed their previous year's mailing volumes or send over 1 million pieces in 2025. To qualify for this discount, businesses need to:

- 1 Understand and Meet Volume Thresholds:** Ensure that your mailing volumes exceed the previous year's levels or meet the 1 million pieces requirement.
- 2 Register Early:** Start the registration process early to avoid any last-minute complications.
- 3 Consult Experts:** Work with postal experts to ensure that all steps from registration to taking full advantage of the rebate schedule are handled efficiently

### **Registering and Maximizing the Rebate Schedule**

Registering for USPS promotions can seem daunting, but with the right approach, it can be streamlined and highly beneficial. Here are some tips to maximize the rebate schedule:

- 1 Start Early:** Begin the registration process as soon as possible to ensure all necessary steps are completed on time.
- 2 Seek Expert Guidance:** Allow postal experts to guide you through the process, ensuring that all aspects of the USPS promotion application are managed correctly.
- 3 Monitor Rebate Schedule:** Keep track of the rebate schedule to ensure that you receive all eligible credits. Credits will be issued in July 2024, October 2024, and January-February 2025.

## Utilizing Specific Promotions and Avoiding Common Pitfalls

To effectively utilize USPS promotions and avoid common pitfalls, businesses should:

- 1 Stay Informed:** Keep up-to-date with the latest USPS promotions and their respective guidelines.
- 2 Assess Eligibility:** Consult with postal experts to assess your mail's eligibility for specific promotions.
- 3 Make Minor Adjustments:** In cases where a mail piece does not initially qualify for a promotion, consider making minor adjustments to bring it into compliance. For example, incorporating a QR code or adding interactive elements can qualify a mail piece for the Integrated Technology promotion.
- 4 Avoid DIY Pitfalls:** Avoid setting up USPS promotional campaigns without expert guidance, as this can lead to complications and missed benefits.

By following these strategic recommendations, businesses can leverage USPS promotions and discounts to optimize their postal operations, reduce costs, and enhance the effectiveness of their direct mail campaigns.

# Optimize Mail Designs for Cost-Effectiveness

## Importance of Optimizing Mail Designs

Optimizing mail designs for cost-effectiveness is a fundamental strategy for businesses aiming to reduce mailing expenses while maintaining impactful messaging. By crafting mail pieces that are structured to maximize postal discounts with minimal adjustments, businesses can achieve significant savings. Effective mail design not only enhances the visual appeal and engagement of the mail piece but also ensures compliance with postal regulations, thereby qualifying for various USPS discounts.

## Design Adjustments for USPS Discounts

To qualify for USPS discounts, businesses can make specific design adjustments to their mail pieces. For example, incorporating a QR code or adding interactive elements like “Hey Alexa” prompts can qualify a mail piece for the Integrated Technology Promotion. These small tweaks are simple yet effective ways to enhance engagement while taking advantage of postal savings. Additionally, using specific paper types and embossed envelopes can make mail pieces eligible for the Tactile Sensory and Interactive (TSI) promotion.

## Trends in Mail Design: Mini-Catalogs

One important trend in mail design is the rise of mini-catalogs. Retail marketers are increasingly converting traditional catalogs into mini-catalogs to benefit from lower postage rates by shifting from flat rates to the more economical letter rates. This change allows businesses to reduce mailing costs while still delivering impactful content.

Mini-catalogs are particularly useful for targeting specific customer segments with tailored messages, making them a cost-effective option for direct mail campaigns.

### **Collaborative Design Optimization at Nahan**

At Nahan, optimizing mail designs is a collaborative effort involving both the Postal Team and Technical Service Representatives (TSRs). This dual-focus approach ensures that mail designs meet both marketing and postal requirements. The Postal Team routinely checks pieces as part of their standard process, providing an additional layer of assurance that every mail piece aligns with postal guidelines and client marketing objectives. By working closely with clients, Nahan helps businesses craft mail pieces that are not only visually appealing and engaging but also cost-effective and compliant with postal regulations.

## **Integrate Advanced Logistics Solutions**

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### **Importance of Advanced Logistics Planning**

Effective logistics planning is crucial in direct mail campaigns, especially as postal rates and operational costs continue to rise. Advanced logistics solutions ensure cost-efficient distribution and transportation that align with the specific needs of each campaign. By optimizing logistics, businesses can reduce mailing costs, improve delivery times, and enhance overall campaign performance.

### **Advanced Distribution Methods: Freight Consolidation, CoMailing, and Comingling**

Several advanced distribution methods can significantly reduce mailing costs and improve efficiency:

#### **Freight Consolidation:**

This method involves combining shipments from multiple clients to build full truckloads to like destinations. By consolidating shipments, businesses can leverage USPS drop ship discounts while reducing the cost of transportation carried by any one client[1]. This approach also minimizes handling and the potential for delays, ensuring that mail pieces reach their destinations more efficiently.

#### **CoMailing:**

CoMailing combines flat-sized mail pieces from different clients into a single mail stream, enhancing the sortation process and securing carrier route discounts. This method improves qualification levels and lowers postage for all participants. CoMailing is particularly beneficial for businesses with smaller mailing volumes, as it allows them to achieve the same postal savings as larger mailers.

#### **Comingling:**

Comingling involves combining multiple letter-sized jobs to improve data sortation and qualify mail pieces for better drop ship incentives. This process reduces the number of times a mail piece is exposed to USPS sorting equipment, ensuring higher quality delivered pieces and reduced postage rates. Comingling is an effective strategy for businesses looking to optimize their postal operations and achieve significant cost savings.



## **Ensuring On-Time Delivery Through a Robust Logistics Network**

Ensuring on-time delivery is always a top priority in direct mail campaigns. A robust logistics network is essential to achieving this goal. At Nahan, we work with multiple logistics partners to create a comprehensive network that supports our distribution strategies. By having redundancies in place, we can swiftly react to and recover from any emergencies that may arise. This proactive approach minimizes disruptions and ensures that direct mail campaigns are delivered on schedule.

By leveraging advanced logistics solutions, businesses can enhance their postal optimization efforts, reduce costs, and improve overall campaign success.

# **Case Studies and Success Stories**

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## **Examples of Successful Postal Optimization Strategies**

### **Insurance Company**

An insurance company faced rising postal costs and sought to optimize their direct mail campaigns. By leveraging USPS promotions such as the Tactile Sensory and Interactive (TSI) and Informed Delivery, they were able to reduce their mailing expenses significantly. The company incorporated tactile elements into their mail pieces and set up Informed Delivery campaigns, which allowed customers to see a digital preview of their mail before it arrived. These strategies not only qualified them for substantial discounts but also enhanced customer engagement and response rates.

### **Telecom Company**

A telecom company aimed to improve the efficiency of their direct mail campaigns while reducing costs. They adopted advanced logistics solutions such as freight consolidation and commingling. By consolidating shipments from multiple clients into a single freight load, they leveraged USPS drop ship discounts and reduced transportation costs. Additionally, commingling allowed them to combine mail pieces from different clients into a single mail stream, securing lower postage rates. These strategies resulted in significant cost savings.

### **Retailer**

A retailer sought to optimize their mail designs to maximize postal discounts. They transitioned from traditional catalogs to mini-catalogs, benefiting from lower postage rates by shifting from flat rates to the more economical letter rates. This change allowed them to reduce mailing costs while still delivering impactful content. The retailer also worked closely with postal experts to ensure their mail pieces met all USPS guidelines, qualifying for various promotions and discounts. As a result, they achieved substantial savings and enhanced the effectiveness of their campaigns.



## Impact on Cost Savings and Campaign Success

The successful implementation of postal optimization strategies had a profound impact on cost savings and campaign success for these businesses. By leveraging USPS promotions, optimizing mail designs, and adopting advanced logistics solutions, they were able to:

### **Reduce Mailing Expenses:**

The insurance company, telecom company, and retailer all achieved significant cost savings by qualifying for USPS discounts and optimizing their logistics and mail designs.

### **Enhance Customer Engagement:**

The insurance company's use of tactile elements and Informed Delivery campaigns resulted in higher customer engagement and response rates.

### **Improve Delivery Times:**

The telecom company's adoption of freight consolidation and commingling ensured timely delivery of their mail pieces, enhancing overall campaign performance.

### **Achieve Greater Campaign Success:**

The retailer's transition to mini-catalogs and collaboration with postal experts led to more effective direct mail campaigns, resulting in higher customer satisfaction and increased sales.

These case studies demonstrate the importance of postal optimization in achieving cost savings and enhancing the success of direct mail campaigns. By adopting innovative strategies and leveraging available USPS promotions, businesses can navigate the challenges of the current postal landscape and turn them into opportunities for growth and success.

# Conclusion

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## Recap of Key Strategies for Postal Optimization

In this white paper, we have explored several key strategies for optimizing postal operations to enhance efficiency, reduce costs, and improve overall campaign success. These strategies include:

- 1 Leveraging USPS Promotions and Discounts:**  
By taking advantage of USPS promotions such as Tactile Sensory and Interactive (TSI), Informed Delivery, and Integrated Technology, businesses can significantly reduce mailing expenses while enhancing the effectiveness of their direct mail campaigns.
- 2 Optimizing Mail Designs for Cost-Effectiveness:**  
Crafting mail pieces that are structured to maximize postal discounts with minimal adjustments can lead to substantial savings. Trends such as mini-catalogs and collaborative design optimization at Nahan have proven to be effective in achieving cost-effective mail designs.
- 3 Integrating Advanced Logistics Solutions:**  
Advanced distribution methods like freight consolidation, CoMailing, and Comingling ensure cost-efficient distribution and transportation. These methods help businesses reduce mailing costs, improve delivery times, and enhance overall campaign performance.

### Call to Action for Businesses to Implement These Strategies

Businesses are encouraged to implement these postal optimization strategies to navigate the challenges of the current postal landscape. By leveraging USPS promotions, optimizing mail designs, and adopting advanced logistics solutions, businesses can turn postal challenges into opportunities for significant savings and greater campaign success. It is essential to stay informed about the latest USPS promotions and guidelines, consult with postal experts, and continuously evaluate and adjust strategies to achieve the best results.

# Appendix

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Included in the appendix are the **2025 USPS Promotions** and **Postal Rate Chart**—your quick-reference guides to current discounts, eligibility requirements, and rate structures. These tools are designed to help you plan smarter, optimize costs, and take full advantage of available postal incentives.



# 2025 USPS Promotions Calendar

PROMOTIONS		DEC	JAN	FEB	MAR	APR	MAY	JUN	JUL	AUG	SEP	OCT	NOV	DEC
<div><div></div><div>INTEGRATED TECHNOLOGY</div><div>3% Discount</div></div>			PICK YOUR START DATE FOR 6 CONSECUTIVE MONTHS											
<div><div></div><div>TACTILE, SENSORY &amp; INTERACTIVE</div><div>4% Discount</div></div>			DECEMBER 15 TO JULY 31											
				FEBRUARY 1 TO JULY 31										
<div><div></div><div>CONTINUOUS CONTACT</div><div>3% Discount</div></div>					FEBRUARY 15 TO DECEMBER 31									
						APRIL 1 TO DECEMBER 31								
<div><div></div><div>REPLY MAIL IMbA</div><div>3% or 6% Discount</div></div>								MAY 15 TO DECEMBER 31						
									JULY 1 TO DECEMBER 31					
<div><div></div><div>FIRST-CLASS MAIL ADVERTISING</div><div>3% Discount</div></div>										JULY 15 TO DECEMBER 31				
											SEPTEMBER 1 TO DECEMBER 31			
<div><div></div><div>CATALOG INSIGHTS</div><div>10% Discount</div></div>										AUGUST 15 TO DECEMBER 31				
												OCTOBER 1 TO DECEMBER 31		
ADD-ONS: ADDITIONAL DISCOUNT TO A PROMTION. AVAILABLE ALL YEAR LONG.														
INFORMED DELIVERY		1% to mailer / 0.5% credit to eDoc submitter												
SUSTAINABILITY		1%												

REGISTRATION PERIOD
PROMOTION PERIOD
● MARKETING MAIL
● FIRST-CLASS MAIL

2025 USPS Promotions are significantly different than 2024's offers in how they function. The timing of the Integrated Tech Promotion will allow the mailer to select a custom start date for the promotion period providing more flexibility in participation.

# 2025 Mailing Promotions Overview

BASE PROMOTIONS

Discount: 3%

INTEGRATED TECHNOLOGY

Discount: 4%

TACTILE, SENSORY, INTERACTIVE

Discount: 3% or 6%

REPLY MAIL IMBA™

Discount: 3%

NEW

CONTINUOUS CONTACT

Discount: 3%

NEW

FIRST-CLASS MAIL ADVERTISING

Discount: 10%

NEW

CATALOG INSIGHTS

ADD-ON/UPGRADE OPTIONS

INFORMED DELIVERY®

Discount Mailers: 1%

eDoc Submitter: 0.5%

AND/OR

NEW

SUSTAINABILITY

Discount: 1%

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# 2025 Mail Growth Incentive

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**30%**  
Credit

Postage credit is earned for qualifying **volume in excess 1M pieces or FY24 baseline volume** –whichever is higher – for both Marketing Mail and First-Class Mail

## **Baseline Period:**

October 2023 – September 2024 (FY 2024)

## **Registration Period:**

November 2024 – June 2025

## **Incentive Performance Period:**

January 2025 - December 2025

## **Credits Issued:**

June, September, December 2025

## **Who Can Register?**

All Mail Owners

## **Can MSPs Participate?**

Yes! But must be the Mail Owner.

## **What If My Business Has Multiple Business Units?**

If there is a legitimate business reason for sending from multiple units, each can be considered a separate Mail Owner (supporting data required).

# Continuous Contact

NEW IN  
2025



Plan campaigns with a series of follow-up mailings that deliver targeted information to the same address to increase conversion. First and all subsequent mailings must occur during the promotion period.

<b>3% Discount</b>	Discount applies to each mailing FOLLOWING the first mailing. Content must be iterative or complementary, not duplicative.
<b>Registration Period:</b>	Feb 15, 2025 – Dec 31, 2025
<b>Promotion Period:</b>	April 1, 2025 – Dec 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>– USPS Marketing Mail® letters and flats</li><li>– Nonprofit USPS Marketing Mail® letters and flats</li></ul>

# Tactile, Sensory, Interactive Promotion

New developments in papers and paper stocks, substrates, finishing techniques, and inks can be incorporated into mail pieces to create a multi-sensory experience through special visual effects, sound, scent, texture, and even taste.

- **Specialty Inks:** conductive, thermochromics, photochromics, metallic and optically variable
- **Sensory Treatments:** texture (soft touch, leathery, crinkly, embossing, spot gloss, etc.), scent (varnish, coatings, labels), visual (holographic, lenticular, etc.)
- **Interactive Elements:** pop-ups, zip strips, scratch-offs, peel to reveal, clean release cards, infinite folds, trailing-edge diecut, etc.

<b>4% Discount</b>	Upload a pdf copy of your mail piece in the Mailing Promotions Portal on the Business Customer Gateway for preapproval.
<b>Registration Period:</b>	Dec 15, 2024 – Jul 31, 2025
<b>Promotion Period:</b>	Feb 1, 2025 – Jul 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>– First-Class Mail® letters, cards, and flats</li><li>– USPS Marketing Mail® letters and flats</li><li>– Nonprofit USPS Marketing Mail letters and flats</li></ul>



# Integrated Technology Promotion

Send a mail experience powered by the latest digital technologies and excite customers about your business or brand.

**Eligible Technologies:**

- Augmented, Mixed, and Virtual Reality
- Integration with Voice Assistant
- Video in Print
- Near Field Communication (NFC)
- Mobile Shopping
- Artificial Intelligence (AI)

<b>3% Discount</b>	Start and end dates are linked to mailer’s Customer Registration ID (CRID) and will be tracked so that the claimed discount can only be used during the eligible 6-month maximum campaign period.
<b>Registration Period:</b>	Nov 1, 2024 – Dec 31, 2025
<b>Promotion Period:</b>	Pick your start data for six consecutive months
<b>Eligible Mail</b>	<ul style="list-style-type: none"><li>- First-Class Mail® letters, cards, and flats</li><li>- USPS Marketing Mail® letters and flats</li><li>- Nonprofit USPS Marketing Mail letters and flats</li></ul>

# Integrated Technology

**Nahan recommends leveraging AI** to qualify for the Integrated Technology Promotion, (unless you can qualify via Mobile Shopping).

The mail piece must include copy or images that were created by leveraging generative AI tools:

- **AI-generated call-to-action**/directional copy
- Supporting text (minimum one complete sentence)
- Minimum one AI-generated image: Image must be clearly related to mail piece messaging

**Submission Requirements:**

- Digital file (pdf) containing prompt and AI tool’s output (prompt must be visible alongside output in an unedited file)
- Short description of how tool was used (if incorporated copy does not entirely match AI-generated output, explain what changes were made to output and why)
- Clear relationship between prompt and output
- Mail piece imagery or copy entirely matches the AI tool’s output unless edits are explained

# Catalog Insights Promotion

NEW IN  
2025

<b>10% Discount</b>	Designed to encourage continued use of catalogs as a performance marketing channel, this promotion offers a 10% postage discount on qualifying bound catalog mailpieces (minimum 12 pages). Eligible mail must meet USPS catalog requirements.
<b>Registration Period:</b>	August 15, 2025 – Dec 31, 2025
<b>Promotion Period:</b>	October 1, 2025 – June 30, 2026
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– 12 bound pages, 6 non-blank double-sided sheets, including front and back covers.</li> <li>– USPS Marketing Mail® letters and flats</li> <li>– Nonprofit USPS Marketing Mail letters and flats</li> </ul>

Additional discounts of 1–2% are available when paired with approved Add-Ons such as Informed Delivery or Sustainability initiatives. Pre-approval through the Mailing Promotions Portal is required.

## Add-On Promotion: Sustainability

Shows efforts to be environmentally conscious by demonstrating the paper used in the mailing came from certifiable, responsible sources.



<b>1% Discount</b>	Add-on only. Discount added to mailer’s promotion discount on eligible pieces. Must submit certificate for review with URL.
<b>Registration Period:</b>	Nov 20, 2024 – Dec 31, 2025
<b>Promotion Period:</b>	Jan 1, 2025 – Dec 31, 2025
<b>Eligible Mail</b>	<ul style="list-style-type: none"> <li>– First-Class Mail® letters, cards, and flats</li> <li>– USPS Marketing Mail® letters and flats</li> <li>– Nonprofit USPS Marketing Mail letters and flats</li> </ul>

# Add-On Promotion: Informed Delivery

Through Informed Delivery®, mailers can conduct a marketing campaign that reaches your target audience with full color, clickable Ride-along Images in an email message that can take users directly to the target URL of your choice.



1% Discount	Add-on only. Discount added to mailer's promotion discount on eligible pieces. Submit via Mailing Promotions Portal on the Business Customer Gateway with Ride-Along, URL, and Representative Image (representative image required for flats; optional for letter-sized mail).
Registration Period:	Nov 20, 2024 – Dec 31, 2025
Promotion Period:	Jan 1, 2025 – Dec 31, 2025
Eligible Mail	<ul style="list-style-type: none"> <li>– First-Class Mail® automation letters, postcards, and flats</li> <li>– USPS Marketing Mail automation letters and flats</li> <li>– USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> <li>– Nonprofit USPS Marketing Mail automation letters and flats</li> <li>– Nonprofit USPS Marketing Mail DDU-entered Carrier Route Saturation Flats</li> </ul>



# 2025 USPS Rate Chart

**NEW PERMIT FEE \$370**

**EFFECTIVE DATE IS JULY 13TH, 2025**

## 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

Max. Weight = 3.0 oz., 3.5 oz. if in an envelope

Max. Height = 6 1/8"

Max. Length = 11 1/2"

#### POSTCARDS

Min. Thickness = .007"

If smaller than 4 1/4 " x 6", or .009" for up to 6" x 9"

Max. Thickness = .016"

Min. Size = 3.5" x 5"

Max. Size = 6"x 9"

	Post Cards	Up to 1 oz. Letter	Up to 2 oz. Letter
NON AUTOMATED			
Single Piece	\$0.610	\$0.740	\$1.030
Presorted	\$0.468	\$0.780	\$0.780
AUTOMATED			
5-Digit	\$0.420	\$0.593	\$0.593
AADC	\$0.445	\$0.641	\$0.641
Mixed AADC	\$0.462	\$0.672	\$0.672

### NON-LETTER SIZE MAIL

Max. Weight=13 oz.

Max. Height=12"

Max. Length=15"

	Up to 1 oz. Flat	Up to 2 oz. Flat
Single Piece	\$1.63	\$1.90
Presorted	\$1.520	\$1.790

AUTOMATED		
5-Digit	\$0.970	\$1.240
3-Digit	\$1.235	\$1.505
ADC	\$1.331	\$1.601
Mixed ADC	\$1.488	\$1.758

## 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	\$0.407	N/A	\$0.390
Mixed AADC	\$0.439	N/A	N/A
AUTOMATED			
5-Digit	\$0.372	N/A	\$0.355
AADC	\$0.407	N/A	\$0.390
Mixed AADC	\$0.433	N/A	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.244	N/A	\$0.227
High Density Plus	\$0.275	N/A	\$0.258
High Density	\$0.365	N/A	\$0.348

### 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	\$0.869	N/A	\$0.831	N/A
3- Digit	\$1.046	N/A	\$1.008	N/A
ADC	\$1.110	N/A	\$1.072	N/A
Mixed ADC	\$1.220	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.770	N/A	\$0.732	N/A
3- Digit	\$0.986	N/A	\$0.948	N/A
ADC	\$1.101	N/A	\$1.063	N/A
Mixed ADC	\$1.185	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.290	N/A	\$0.252	\$0.241
High Density Plus	\$0.351	N/A	\$0.313	\$0.302
High Density	\$0.418	N/A	\$0.380	\$0.369
Basic	\$0.501	N/A	\$0.463	\$0.452

## 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	\$0.213	N/A	\$0.196
Mixed AADC	\$0.245	N/A	N/A
AUTOMATED			
5-Digit	\$0.178	N/A	\$0.161
AADC	\$0.213	N/A	\$0.196
Mixed AADC	\$0.239	N/A	N/A
ENHANCED CARRIER ROUTE			
Saturation	\$0.155	N/A	\$0.138
High Density Plus	\$0.171	N/A	\$0.154
High Density	\$0.175	N/A	\$0.158

### 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
Entry				
NON AUTOMATED				
5-Digit	\$0.602	N/A	\$0.564	N/A
3-Digit	\$0.779	N/A	\$0.741	N/A
ADC	\$0.843	N/A	\$0.805	N/A
Mixed ADC	\$0.953	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.503	N/A	\$0.465	N/A
3-Digit	\$0.719	N/A	\$0.681	N/A
ADC	\$0.834	N/A	\$0.796	N/A
Mixed ADC	\$0.918	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.180	N/A	\$0.142	\$0.131
High Density Plus	\$0.214	N/A	\$0.176	\$0.165
High Density	\$0.332	N/A	\$0.294	\$0.283
Basic	\$0.415	N/A	\$0.377	\$0.366

## 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	\$0.745	N/A	\$0.433	N/A
AUTOMATED	\$0.745	N/A	\$0.433	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.710	N/A	\$0.398	\$0.307
High Density Plus	\$0.710	N/A	\$0.398	\$0.307
High Density	\$0.710	N/A	\$0.398	\$0.307
Basic	\$0.710	N/A	\$0.398	\$0.307

### PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.723	N/A	\$0.723	N/A
3- Digit	\$0.900	N/A	\$0.900	N/A
ADC	\$0.964	N/A	\$0.964	N/A
Mixed ADC	\$1.074	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.624	N/A	\$0.624	N/A
3- Digit	\$0.840	N/A	\$0.840	N/A
ADC	\$0.955	N/A	\$0.955	N/A
Mixed ADC	\$1.039	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.165	N/A	\$0.165	\$0.165
High Density Plus	\$0.227	N/A	\$0.227	\$0.227
High Density	\$0.293	N/A	\$0.293	\$0.293
Basic	\$0.376	N/A	\$0.376	\$0.376

## 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	\$0.690	N/A	\$0.378	N/A
AUTOMATED	\$0.690	N/A	\$0.378	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.680	N/A	\$0.368	\$0.277
High Density Plus	\$0.680	N/A	\$0.368	\$0.277
High Density	\$0.680	N/A	\$0.368	\$0.277
Basic	\$0.680	N/A	\$0.368	\$0.277

### PIECE RATE (add to Pound Rate)

NON AUTOMATED				
5-Digit	\$0.470	N/A	\$0.470	N/A
3-Digit	\$0.647	N/A	\$0.647	N/A
ADC	\$0.711	N/A	\$0.711	N/A
Mixed ADC	\$0.821	N/A	N/A	N/A
AUTOMATED				
5-Digit	\$0.371	N/A	\$0.371	N/A
3-Digit	\$0.587	N/A	\$0.587	N/A
ADC	\$0.702	N/A	\$0.702	N/A
Mixed ADC	\$0.786	N/A	N/A	N/A
ENHANCED CARRIER ROUTE				
Saturation	\$0.063	N/A	\$0.063	\$0.063
High Density Plus	\$0.097	N/A	\$0.097	\$0.097
High Density	\$0.215	N/A	\$0.215	\$0.215
Basic	\$0.298	N/A	\$0.298	\$0.298

# nahan

## Real Connections, Real People

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