

2015 USPS Available Promotions



Color Transpromo Promotion

The Color Transpromo Promotion will provide upfront postage discounts to mailers who use dynamic color print for marketing and consumer messages on their bills and statements.

PROMOTION PERIOD

June 1-November 30, 2015

Registration

April 15 – November 30, 2015

Discount

2% of eligible postage

Eligible Mail First-Class Mail

Commercial letters that are part of an IMb® Full-Service mailing



Emerging and Advanced Technology Promotion

The Emerging and Advanced Technology Promotion encourages mailers to integrate direct mail with technology, providing an interactive experience for customers. Mailers who create mailpieces that use at least one form of approved emerging or advanced technologies will receive a postage discount.

PROMOTION PERIOD

June 1 – November 30, 2015

Registration

March 15 – November 30, 2015

Discount

2% of eligible postage

Eligible Mail First-Class Mail

Presort and automation letters, cards, and flats Standard Mail letters and flats

Nonprofit Standard Mail

Letters and flats



Mail Drives Mobile Engagement Promotion

The Mail Drives Mobile Engagement Promotion provides business mailers with an upfront postage discount on Standard Mail letters and flats that include a mobile barcode or print/mobile technology that can be read or scanned by a mobile device and leads to mobile-optimized shopping website.

PROMOTION PERIOD

July 1 – December 31, 2015

Registration

May 15 – December 31, 2015

Discount

2% of eligible postage

Eligible Mail Standard Mail

Letters and flats

Nonprofit Standard Mail

Letters and flats



Need more information?

We're direct mail experts!

Give us a call at 800.651.5050



2015 USPS Postal Rates

(Effective May 31, 2015)



FIRST CLASS MAIL

NON-AUTO 1 oz. or less	LETTERS	CARDS	FLATS
Single Piece Machinable	49.0¢	35.0¢	98.0¢
Additional Ounce	22.0¢	—	22.0¢
Nonmachinable Surcharge	22.0¢	—	—
PRESORTED	LETTERS	CARDS	FLATS
Machinable Presorted	47.1¢	29.5¢	83.1¢
Mixed AADC Automation	43.9¢	28.4¢	78.2¢
AADC Automation	41.6¢	27.5¢	70.2¢
3-Digit Automation	41.6¢	27.5¢	66.2¢
5-Digit Automation	39.1¢	26.0¢	47.0¢
Additional Ounce*	13.0¢	—	21.8¢
Nonmachinable Surcharge	21.8¢	—	—

*Additional ounce rate does not apply on letter mail up to 2 ounces

POSTAL SPECIFICATIONS

First Class Post Cards	MIN	MAX
Height	3.5"	4.25"
Length	5"	6"
Thickness	0.007"	0.016"
Letters (all classes, excludes folded self-mailers & booklets)		
Height	3.5"	6.125"
Length	5"	11.5"
Thickness	0.009"	0.25"
Automation Compatible Flat-Size Mail		
Height	5"	12"
Length	6"	15"
Thickness	0.009"	0.75"
Folded Letter-Size Self-Mailers		
Height	3.5"	6"
Length	5"	10.5"
Thickness	0.009"	0.25"
Booklets (varies on stock, cover style & orientation)		

ENVELOPE SIZE GUIDE

Common "Numbers" and Sizes

#6¼ 3½ x 6	#12 4¾ x 11
#6¾ 3⅝ x 6½	#14 5 x 11½
#7 3¾ x 6¾	A-6 4¾ x 6½
#7¾ 3⅞ x 7½	A-7 5¼ x 7¼
#8⅝ 3⅞ x 8⅝	A-8 5½ x 8½
#9 3⅞ x 8⅞	A-9 5¾ x 8¾
#10 4½ x 9½	A-10 6 x 9½
#11 4½ x 10¾	

DROP SHIPMENT DISCOUNTS*	SCF Discount 4.4¢ to 4.6¢	NDC Discount 3.3¢ to 3.6¢
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* Discount varies based on piece size, class of mail, and list concentration.

NON-PROFIT MAIL ORIGIN ENTRY

AUTOMATION 3.3 oz. or less	LETTERS	FLATS
Mixed AADC	18.5¢	42.6¢
AADC	16.4¢	39.3¢
3-Digit	16.4¢	33.6¢
5-Digit	14.7¢	24.9¢
ECR Basic	22.3¢	22.3¢
ECR High Density	13.8¢	16.8¢
ECR High Density Plus	13.5¢	16.4¢
ECR EDDM	—	13.7¢
ECR Saturation	12.5¢	13.6¢

STANDARD MAIL ORIGIN ENTRY

AUTOMATION 3.3 oz. or less	LETTERS	FLATS
Mixed AADC	30.4¢	56.9¢
AADC	28.3¢	53.6¢
3-Digit	28.3¢	47.9¢
5-Digit	26.6¢	39.2¢
ECR Basic	30.0¢	30.0¢
ECR High Density	21.5¢	24.5¢
ECR High Density Plus	21.2¢	24.0¢
ECR EDDM	—	21.5¢
ECR Saturation	20.2¢	21.4¢




Corporate press ColorCraft
Great Impressions

800.651.5050 corporatepress.com

Current postal rates as of May 31, 2015.