

2015



# POSTAL PRICE INFORMATION

## Putting the Pieces in Place for Winning Postal Results



When it comes to postal optimization and logistics, this isn't our first chess match. We pioneered integrated commingling more than 20 years ago and continue to lead the industry with the most efficient solution in the country. In addition, our rapidly expanding digital print platform supports single-stream processing, driving the ability for geographically-targeted mailings to qualify for the postage savings available through saturation and high-density walk-sequence carrier route rates.

What does that mean for you? The lowest direct mail postage rates around. But we don't just maximize your savings. We keep end results top of mind throughout the entire process — from creative design to printing and production to reporting tools.

Like a chess master planning strategy, our approach considers the multiple moves you need to optimize your postage spend:

- High-density commingling that combines heavily-segmented lists to earn smaller, targeted mailings, the same savings achieved by large stand-alone mailings with greater geographic density;
- Advanced logistics services that build full loads directly to Sectional Center Facilities, making the most efficient use of transportation resources;
- Mail preparation for walk-sequence carrier route discounts for larger, geographically concentrated mailings.

In addition, IWCO Direct takes full advantage of the wealth of data available through Full-Service Intelligent Mail to provide improved management of in-home delivery, better reporting, and more transparency for your mailing programs. All IWCO Direct facilities are full participants in "Seamless Acceptance," a USPS program that streamlines the acceptance and verification of mail using passive barcode scans and Full-Service data to generate cost savings that can moderate future postage increases.

As well as having the right moves, IWCO Direct has the expertise to know when to use each in order to drive the greatest postage savings. Our monochrome and full-color, variable-data digital print platforms, along with our enhanced, density-driven, regional commingling and comprehensive logistics management program, allow you to achieve engaging, relevant messaging while still reducing postage costs.

It's a perfect gambit — your direct mail offer arrives in customers' hands at the perfect time and at the lowest possible cost.

Rates Effective May 31, 2015

## Standard Mail® Commercial <sup>1,2</sup>

### Letters

	SCF Entry	NDC Entry	Origin Entry
<b>Enhanced Carrier Route<sup>3</sup></b>			
ECR Saturation	\$0.156	\$0.168	\$0.201
ECR High Density Plus	\$0.167	\$0.178	\$0.211
ECR High Density	\$0.170	\$0.181	\$0.214
ECR Basic	\$0.255	\$0.266	\$0.299
<b>Automation</b>			
5-digit	\$0.220	\$0.229	\$0.265
3-digit / AADC	\$0.237	\$0.246	\$0.282
Mixed AADC	-	\$0.267	\$0.303
<b>NonAutomation Machinable<sup>4</sup></b>			
AADC	\$0.254	\$0.264	\$0.300
Mixed AADC	-	\$0.281	\$0.317

### Flats

	SCF Entry	NDC Entry	Origin Entry
<b>Enhanced Carrier Route</b>			
ECR Saturation	\$0.168	\$0.178	\$0.213
ECR High Density Plus	\$0.195	\$0.205	\$0.239
ECR High Density	\$0.200	\$0.210	\$0.244
ECR Basic	\$0.255	\$0.266	\$0.299
<b>EDDM</b>			
Commercial	\$0.170	\$0.180	\$0.215
<b>Automation</b>			
5-digit	\$0.347	\$0.357	\$0.391
3-digit	\$0.434	\$0.444	\$0.478
ADC	\$0.491	\$0.501	\$0.535
Mixed ADC	-	\$0.534	\$0.568
<b>NonAutomation Machinable<sup>4</sup></b>			
5-digit	\$0.399	\$0.410	\$0.444
3-digit	\$0.462	\$0.473	\$0.507
ADC	\$0.517	\$0.528	\$0.562
Mixed ADC	-	\$0.576	\$0.610

<sup>1</sup> Weight of 3.5 ounces or less (ECR and Automation) and 3.3 ounces or less (NonAutomation Machinable).

<sup>2</sup> Add \$0.001/piece for all ECR and Automation mail not participating in Intelligent Mail Full-Service.

<sup>3</sup> Automation compatible.

<sup>4</sup> To qualify for "NonAutomation Machinable rates" pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.

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**Standard Mail® Nonprofit** <sup>1, 2</sup>

Letters

	SCF Entry	NDC Entry	Origin Entry
<b>Enhanced Carrier Route<sup>3</sup></b>			
ECR Saturation	\$0.079	\$0.091	\$0.124
ECR High Density Plus	\$0.089	\$0.101	\$0.134
ECR High Density	\$0.092	\$0.104	\$0.137
ECR Basic	\$0.177	\$0.189	\$0.222
<b>Automation</b>			
5-digit	\$0.101	\$0.110	\$0.146
3-digit / AADC	\$0.118	\$0.127	\$0.163
Mixed AADC	–	\$0.148	\$0.184
<b>NonAutomation Machinable<sup>4</sup></b>			
AADC	\$0.135	\$0.145	\$0.181
Mixed AADC	–	\$0.162	\$0.198

Flats

	SCF Entry	NDC Entry	Origin Entry
<b>Enhanced Carrier Route</b>			
ECR Saturation	\$0.091	\$0.101	\$0.135
ECR High Density Plus	\$0.118	\$0.129	\$0.163
ECR High Density	\$0.122	\$0.133	\$0.167
ECR Basic	\$0.177	\$0.189	\$0.222
<b>EDDM</b>			
Commercial	\$0.093	\$0.103	\$0.137
<b>Automation</b>			
5-digit	\$0.204	\$0.214	\$0.248
3-digit	\$0.291	\$0.301	\$0.335
ADC	\$0.348	\$0.358	\$0.392
Mixed ADC	–	\$0.391	\$0.425
<b>NonAutomation Machinable<sup>4</sup></b>			
5-digit	\$0.255	\$0.265	\$0.299
3-digit	\$0.318	\$0.328	\$0.362
ADC	\$0.373	\$0.383	\$0.417
Mixed ADC	–	\$0.431	\$0.465

<sup>1</sup> Weight of 3.5 ounces or less (ECR and Automation) and 3.3 ounces or less (NonAutomation Machinable).

<sup>2</sup> Add \$0.001/piece for all ECR and Automation mail not participating in Intelligent Mail Full-Service.

<sup>3</sup> Automation compatible.

<sup>4</sup> To qualify for “NonAutomation Machinable rates” pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.

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## First-Class Mail® 1, 2, 3

### Letters

<b>Automation</b>	
5-digit	\$0.388
3-digit / AADC	\$0.413
Mixed AADC	\$0.436
<b>NonAutomation Machinable<sup>4</sup></b>	
Presort	\$0.471
Single-piece (Retail)	\$0.485
Single-piece (Commercial)	\$0.490

### Flats

<b>Automation</b>	
5-digit	\$0.467
3-digit	\$0.659
ADC	\$0.699
Mixed ADC	\$0.779
<b>NonAutomation Machinable<sup>4</sup></b>	
Presort	\$0.831
Single-piece	\$0.980

### Postcards

<b>Automation</b>	
5-digit	\$0.257
3-digit / AADC	\$0.272
Mixed AADC	\$0.281
<b>NonAutomation Machinable<sup>4</sup></b>	
Presort	\$0.295
Single-piece	\$0.350

<sup>1</sup> Weight under 1 ounce.

<sup>2</sup> Additional ounce rate is \$0.13 for automation and presort letters, \$0.218 for automation and presort flats, and \$0.22 for single-piece letters and flats. For automation and presort letters, there is no additional charge for pieces weighing less than 2 ounces.

<sup>3</sup> Add \$0.003/piece for all Automation mail not participating in Intelligent Mail Full-Service.

<sup>4</sup> To qualify for "NonAutomation Machinable rates" pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.