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Direct Mail 101

by Cathy Brewer, Domain Expert
Mailing & Fulfillment

2019

Letter Rates

Flat Envelope Rates

Physical Sizes & Rates

TrackMail® by Southeastern

Glossary of Terms

Commercial Letter Mailing Rates

First Class Presort

First-Class Mail

Commercial

Letters & Cards

Commercial Letters & Postcards

Weight Not Over (oz.)	Automation ¹			Machinable Presorted	Nonmachinable (Broken out separately on Postage Statement)
	5-Digit	AADC	Mixed AADC		
1	\$0.383	\$0.412	\$0.428	\$0.459	\$0.609
2	0.383	0.412	0.428	0.459	0.609
3	0.383	0.412	0.428	0.459	0.609
3.5	0.383	0.412	0.428	0.459	0.609
Postcard	0.257	0.268	0.274	0.280	-

Residual Single-Piece Letters

Weight Not Over (oz.)	(B4)
1	\$0.56
2	0.56
3	0.56
3.5	0.56

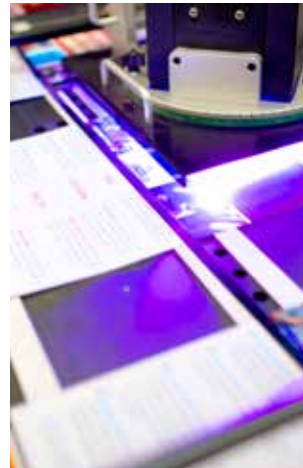
Single Piece—Letters & Postcards

Weight Not Over (oz.)		Cross reference to PS Form 3600-FCM		Pieces from USPS MKT Mail Weight Not Over (oz.) (B6 and B9)	
1	\$0.50	B5, B8, D5, D13		1	\$0.55
2	0.65	B5, B8, D5		2	0.70
3	0.80	B5, B8, D5		3	0.85
3.5	0.95	B5, B8, D5		3.5	1.00
Postcard	0.35	B2		-	-

Share Mail Letters and Postcards²

Weight Not Over (oz.)	Letters	Postcards
1	\$0.59	\$0.44

1. Subtract \$0.003 for each automation letter that complies with the Full-Service Intelligent Mail option requirements.
2. To qualify for Share Mail, customers must meet and comply with all eligibility requirements of the program.



Commercial Flats Mailing Rates

First Class Presort

First-Class Mail, First-Class Package Service

Commercial

First-Class Mail

Commercial Flats (Large Envelopes)¹

Weight Not Over (oz.)	Automation ²				Machinable Presorted
	5-Digit	3-Digit	AADC	Mixed AADC	
1	\$0.486	\$0.605	\$0.644	\$0.727	\$0.799
2	0.636	0.755	0.794	0.877	0.949
3	0.786	0.905	0.944	1.027	1.099
4	0.936	1.055	1.094	1.177	1.249
5	1.086	1.205	1.244	1.327	1.399
6	1.236	1.355	1.394	1.477	1.549
7	1.386	1.505	1.544	1.627	1.699
8	1.536	1.655	1.694	1.777	1.849
9	1.686	1.805	1.844	1.927	1.999
10	1.836	1.955	1.994	2.077	2.149
11	1.986	2.105	2.144	2.227	2.299
12	2.136	2.255	2.294	2.377	2.449
13	2.286	2.405	2.444	2.527	2.599

First-Class Package Service

Commercial—Parcels

Weight Not Over (oz.)	Zone ^{3,4}							
	1 & 2	3	4	5	6	7	8	9
1	\$2.66	\$2.68	\$2.70	\$2.76	\$2.84	\$2.96	\$3.09	\$3.09
2	2.66	2.68	2.70	2.76	2.84	2.96	3.09	3.09
3	2.66	2.68	2.70	2.76	2.84	2.96	3.09	3.09
4	2.66	2.68	2.70	2.76	2.84	2.96	3.09	3.09
5	3.18	3.20	3.22	3.28	3.36	3.49	3.63	3.63
6	3.18	3.20	3.22	3.28	3.36	3.49	3.63	3.63
7	3.18	3.20	3.22	3.28	3.36	3.49	3.63	3.63
8	3.18	3.20	3.22	3.28	3.36	3.49	3.63	3.63
9	3.82	3.85	3.88	3.96	4.06	4.19	4.33	4.33
10	3.82	3.85	3.88	3.96	4.06	4.19	4.33	4.33
11	3.82	3.85	3.88	3.96	4.06	4.19	4.33	4.33
12	3.82	3.85	3.88	3.96	4.06	4.19	4.33	4.33
13	4.94	4.98	5.02	5.12	5.24	5.38	5.53	5.53
14	4.94	4.98	5.02	5.12	5.24	5.38	5.53	5.53
15	4.94	4.98	5.02	5.12	5.24	5.38	5.53	5.53
15.999	4.94	4.98	5.02	5.12	5.24	5.38	5.53	5.53

1. Large envelopes (flats) with certain characteristics (see DMM 201.4.7) are subject to parcel prices.
2. Subtract \$0.003 for each automation flat that complies with the Full-Service Intelligent Mail option requirements.
3. Parcels are subject to a \$0.20 surcharge if they are irregularly shaped, such as rolls, tubes, and triangles.
4. IMpb Noncompliant Fee: \$0.20 per piece.

Marketing Letter Mailing Rates

USPS Marketing Mail

Commercial Letters

Carrier Route & Automation

	Entry Discount	Carrier Route ^{1,2}				Automation ¹		
		Saturation	High Density Plus	High Density	Basic	5-Digit	AADC	Mixed AADC
Letters weighing 3.5 oz. or less per piece price	None	\$0.190	\$0.200	\$0.209	\$0.294	\$0.256	\$0.281	\$0.291
	DNDC	0.170	0.180	0.189	0.269	0.234	0.259	0.269
	DSCF	0.165	0.175	0.184	0.262	0.228	0.253	-
	DDU	-	-	-	-	-	-	-

Nonautomation

	Entry Discount	Machinable	
		AADC	Mixed AADC
Letters weighing 3.5 oz. or less per piece price	None	\$0.292	\$0.302
	DNDC	0.270	0.280
	DSCF	0.264	-
	DDU	-	-

Nonautomation

	Entry Discount	Carrier Route ²				Nonmachinable			
		Saturation	High Density Plus	High Density	Basic	5-Digit	3-Digit	ADC	Mixed ADC
Letters weighing 4 oz. or less per piece price	None	\$0.224	\$0.232	\$0.250	\$0.300	\$0.505	\$0.573	\$0.595	\$0.668
	DNDC	0.186	0.194	0.212	0.270	0.483	0.551	0.573	0.646
	DSCF	0.179	0.187	0.205	0.262	0.477	0.545	0.567	-
	DDU	-	-	-	-	-	-	-	-
more than 4 oz. ³ per pound price	None	0.609	0.609	0.609	0.700	0.907	0.907	0.907	0.907
	DNDC	0.454	0.454	0.454	0.580	0.736	0.736	0.736	0.736
	DSCF	0.426	0.426	0.426	0.549	0.694	0.694	0.694	-
	DDU	-	-	-	-	-	-	-	-
+ per piece price		+	+	+	+	+	+	+	+
		0.072	0.080	0.098	0.125	0.242	0.334	0.390	0.425

1. Subtract \$0.003 for each letter that complies with the Full-Service Intelligent Mail option requirements.
2. EDDM letters pay Saturation prices.
3. For pieces weighing more than 4 ounces, each piece is subject to both a per piece price and a per pound price. Multiply the number of pieces in the mailing by per piece price. Multiply the number of pounds of the mailing by per pound price. Add both totals.

Marketing Flats Mailing Rates

USPS Marketing Mail

Commercial Flats (Large Envelopes), CMM

Commercial Flats (Large Envelopes)

	Entry Discount	Carrier Route ¹					
		Saturation ²	EDDM	High Density Plus	High Density	Basic	Basic CR Bundles/Pallets
Flats weighing 4 oz. or less per piece price	None	\$0.224	\$0.225	\$0.232	\$0.250	\$0.300	\$0.279
	DNDC	0.186	0.187	0.194	0.212	0.270	0.249
	DSCF	0.179	0.180	0.187	0.205	0.262	0.241
	DDU	0.161	0.162	0.169	0.187	0.253	0.232
more than 4 oz. ³ per pound price	None	0.609	0.609	0.609	0.609	0.700	0.700
	DNDC	0.454	0.454	0.454	0.454	0.580	0.580
	DSCF	0.426	0.426	0.426	0.426	0.549	0.549
	DDU	0.357	0.357	0.357	0.357	0.511	0.511
+ per piece price		+	+	+	+	+	+
	None	0.072	0.073	0.080	0.098	0.125	0.104
	DNDC	0.072	0.073	0.080	0.098	0.125	0.104
	DSCF	0.072	0.073	0.080	0.098	0.125	0.104
	DDU	0.072	0.073	0.080	0.098	0.125	0.104

	Entry Discount	Automation ¹				Nonautomation			
		5-Digit	3-Digit	ADC	Mixed ADC	5-Digit	3-Digit	ADC	Mixed ADC
Flats weighing 4 oz. or less per piece price	None	\$0.405	\$0.523	\$0.597	\$0.632	\$0.469	\$0.561	\$0.617	\$0.652
	DNDC	0.362	0.480	0.554	0.589	0.426	0.518	0.574	0.609
	DSCF	0.352	0.470	0.544	-	0.416	0.508	0.564	-
	DDU	-	-	-	-	-	-	-	-
more than 4 oz. ³ per pound price	None	0.907	0.907	0.907	0.907	0.907	0.907	0.907	0.907
	DNDC	0.736	0.736	0.736	0.736	0.736	0.736	0.736	0.736
	DSCF	0.694	0.694	0.694	-	0.694	0.694	0.694	-
	DDU	-	-	-	-	-	-	-	-
+ per piece price		+	+	+	+	+	+	+	+
	None	0.178	0.296	0.370	0.405	0.242	0.334	0.390	0.425
	DNDC	0.178	0.296	0.370	0.405	0.242	0.334	0.390	0.425
	DSCF	0.178	0.296	0.370	-	0.242	0.334	0.390	-
	DDU	-	-	-	-	-	-	-	-

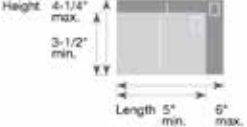
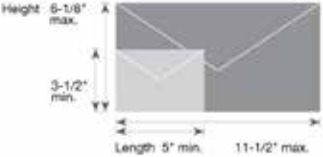
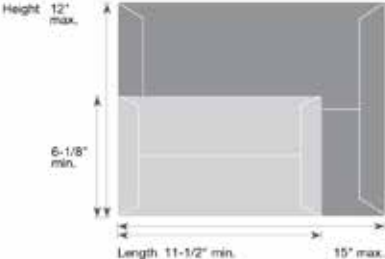
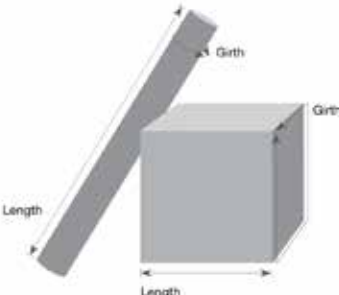
Customized MarketMail

per piece	\$0.462
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1. Subtract \$0.003 for each flat that complies with the Full-Service Intelligent Mail option (not available for Saturation) requirements.
2. For carrier route flats with a detached address or marketing label, add \$0.040 per piece.
3. For pieces weighing more than 4 ounces, each piece is subject to both a per piece price and a per pound price. Multiply the number of pieces in the mailing by per piece price. Multiply the number of pounds of the mailing by per pound price. Add both totals.

Quick Reference Guide—Domestic Mail

TrackMail® by Southeastern

Shape	Size	Price																																								
Postcards  <p>Height: 4-1/4" max. 3-1/2" min. Length: 5" min. 5" max.</p>	<table border="1"> <thead> <tr> <th></th> <th>minimum</th> <th>maximum</th> </tr> </thead> <tbody> <tr> <td>length</td> <td>5 inches</td> <td>6 inches</td> </tr> <tr> <td>height</td> <td>3-1/2 inches</td> <td>4-1/4 inches</td> </tr> <tr> <td>thickness</td> <td>0.007 inch</td> <td>0.016 inch</td> </tr> </tbody> </table>		minimum	maximum	length	5 inches	6 inches	height	3-1/2 inches	4-1/4 inches	thickness	0.007 inch	0.016 inch	\$0.34																												
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Large Envelopes (Flats)  <p>Height: 12" max. 6-1/8" min. Length: 11-1/2" min. 15" max.</p>	<table border="1"> <thead> <tr> <th></th> <th>minimum*</th> <th>maximum</th> </tr> </thead> <tbody> <tr> <td>length</td> <td>11-1/2 inches</td> <td>15 inches</td> </tr> <tr> <td>height</td> <td>6-1/8 inches</td> <td>12 inches</td> </tr> <tr> <td>thickness</td> <td>1/4 inch</td> <td>3/4 inch</td> </tr> </tbody> </table> <p>* Flats exceed at least one of these dimensions. Pieces that are rigid, nonrectangular, or not uniformly thick pay parcel prices.</p>		minimum*	maximum	length	11-1/2 inches	15 inches	height	6-1/8 inches	12 inches	thickness	1/4 inch	3/4 inch	<table border="1"> <thead> <tr> <th>Weight Not Over (oz.)</th> <th>Price</th> </tr> </thead> <tbody> <tr><td>1</td><td>\$0.98</td></tr> <tr><td>2</td><td>1.19</td></tr> <tr><td>3</td><td>1.40</td></tr> <tr><td>4</td><td>1.61</td></tr> <tr><td>5</td><td>1.82</td></tr> <tr><td>6</td><td>2.03</td></tr> <tr><td>7</td><td>2.24</td></tr> <tr><td>8</td><td>2.45</td></tr> <tr><td>9</td><td>2.66</td></tr> <tr><td>10</td><td>2.87</td></tr> <tr><td>11</td><td>3.08</td></tr> <tr><td>12</td><td>3.29</td></tr> <tr><td>13</td><td>3.50</td></tr> </tbody> </table>	Weight Not Over (oz.)	Price	1	\$0.98	2	1.19	3	1.40	4	1.61	5	1.82	6	2.03	7	2.24	8	2.45	9	2.66	10	2.87	11	3.08	12	3.29	13	3.50
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Parcels  <p>Length + girth combined cannot exceed 108 inches. (USPS Retail Ground cannot exceed 130 inches.) length: the longest side of the parcel girth: measurement around the thickest part (perpendicular to the length)</p>	<table border="1"> <thead> <tr> <th>Weight Not Over (oz.)</th> <th>Price</th> </tr> </thead> <tbody> <tr><td>1</td><td>\$2.67</td></tr> <tr><td>2</td><td>2.67</td></tr> <tr><td>3</td><td>2.67</td></tr> <tr><td>4</td><td>2.67</td></tr> <tr><td>5</td><td>2.85</td></tr> <tr><td>6</td><td>3.03</td></tr> <tr><td>7</td><td>3.21</td></tr> <tr><td>8</td><td>3.39</td></tr> <tr><td>9</td><td>3.57</td></tr> <tr><td>10</td><td>3.75</td></tr> <tr><td>11</td><td>3.93</td></tr> <tr><td>12</td><td>4.11</td></tr> <tr><td>13</td><td>4.29</td></tr> </tbody> </table>	Weight Not Over (oz.)	Price	1	\$2.67	2	2.67	3	2.67	4	2.67	5	2.85	6	3.03	7	3.21	8	3.39	9	3.57	10	3.75	11	3.93	12	4.11	13	4.29													
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Direct Mail

With our robust direct mail capabilities, we will print and mail your printed mail pieces to your list of potential clients.

Mail Tracking

With mail tracking, you'll know exactly when your mail is delivered to the recipient in real time.

Call Tracking

Analyze your campaign's overall performance on your personal Client Dashboard while monitoring your sales executive's activity with Call Tracking and Recording.

Online Follow-up Ads

Once your prospect visits your website, Google will then populate other websites they visit with your banner ad—with all activity measurable on your Client Dashboard.



Envelope Type & Size Chart

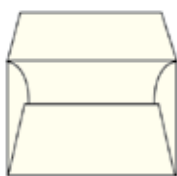
Common envelope types with height and width dimensions



COMMERCIAL/OFFICIAL

For a host of business and personal correspondence purposes, i.e., letterheads, invoices, statements, writing stationery, direct marketing mailings, etc.

5 Commercial	3 1/16 x 5 1/2
6 1/4 Commercial	3 1/2 x 6
6 3/4 Commercial	3 5/8 x 6 1/2
8 5/8 Commercial	3 5/8 x 8 5/8
7 Official	3 3/4 x 6 3/4
7 3/4 Official	3 7/8 x 7 1/2
Monarch	3 7/8 x 7 1/2
9 Official	3 7/8 x 8 7/8
10 Official	4 1/8 x 9 1/2
12 Official	4 3/4 x 11
14 Official	5 x 11 1/2



ANNOUNCEMENTS

Square flap

A-2	4 3/8 x 5 3/4
A-6	4 3/4 x 6 1/2
A-7	5 1/4 x 7 1/4
A-8	5 1/2 x 8 1/8
A-10	6 x 9 1/2
A-Long	3 7/8 x 8 7/8
Slimline	3 7/8 x 8 7/8



BOOKLET

For annual reports, brochures, sales literature and manuals. Used in volume mailings processed by inserting and sealing equipment.

1	3 1/4 x 6 3/4
2	4 x 5 5/8
2 1/2	4 1/2 x 5 7/8
3	4 3/4 x 6 1/2
5	5 1/2 x 8 1/8
6	5 3/4 x 8 7/8
6 1/2	6 x 9
6 5/8	6 x 9 1/2
7 1/2	7 1/2 x 10 1/2
9	8 3/4 x 11 1/2
9 1/2	9 x 12
10	7 1/2 x 10 1/2



COINS

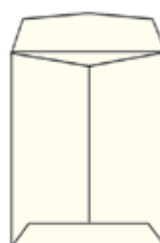
A multi-purpose envelope for small parts, coins and currency, etc.

00	1 1/16 x 2 3/4
1	2 1/4 x 3 1/2
2 Pay (OS)	2 1/2 x 4 1/4
3	2 1/2 x 4 1/4
4	3 x 4 1/2
4 1/2	3 x 4 7/8
5	2 7/8 x 5 1/4
5 1/2	3 1/8 x 5 1/2
6	3 1/8 x 6
7	3 1/2 x 6 1/2



BARONIAL

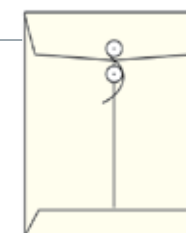
4	3 5/8 x 5 1/8
5	4 1/8 x 5 5/8
5 1/2	4 3/8 x 5 3/4
6	4 3/4 x 6 1/2
5 Card	4 x 5 3/8
5 1/2 Card	4 1/4 x 5 1/2
5 1/2 Card	4 1/4 x 5 1/2
4 Card	3 1/2 x 4 7/8
6 Card	4 5/8 x 6 1/4
Lee	5 1/4 x 7 1/4
Lee Card	5 1/8 x 7



CATALOGS

For catalogs, large booklets and other heavy enclosures usually inserted by hand.

7 Glove	4 x 6 3/8
8 Glove	3 7/8 x 7 1/2
10 Policy	4 1/8 x 9 1/2
11 Policy	4 1/2 x 10 3/8
14 Policy	5 x 11 1/2
1 Scarf	4 5/8 x 6 3/4
3 Scarf	5 x 7 1/2
4 1/4 Scarf	5 1/2 x 7 1/2
6 Scarf	5 1/2 x 8 1/4
1 Catalog	6 x 9
1 3/4 Catalog	6 1/2 x 9 1/2



CLASP, STRING OR BUTTON

Catalog envelope with a metal clasp or string button.

5	3 1/8 x 5 1/2
10	3 3/8 x 6
15	4 x 6 3/8
11	4 1/2 x 10 3/8
25	4 5/8 x 6 3/4
35	5 x 7 1/2
14	5 x 11 1/2
50	5 1/2 x 8 1/4
55	6 x 9
63	6 1/2 x 9 1/2
68	7 x 10
75	7 1/2 x 10 1/2
80	8 x 11
83	8 1/2 x 11 1/2
87	8 3/4 x 11 1/4
90	9 x 12
93	9 1/2 x 12 1/2
94	9 1/4 x 14 1/2
95	10 x 12
97	10 x 13
98	10 x 15
105	11 1/2 x 14 1/2
110	12 x 15 1/2

CATALOGS, cont.

3 Catalog	7 x 10
6 Catalog	7 1/2 x 10 1/2
8 Catalog	8 1/4 x 11 1/4
9 3/4 Catalog	8 3/4 x 11 1/2
10 1/2 Catalog	9 x 12
12 1/2 Catalog	9 1/2 x 12 1/2
13 1/2 Catalog	10 x 13
14 1/2 Catalog	11 1/2 x 14 1/2
15 1/2 Catalog	12 x 15 1/2

Glossary of Common USPS Terms

When working with Southeastern or directly with the USPS, you will encounter some frequently used postal terminology. We've included a few of the more common terms to help you with our "mail speak." If you have other terms you would like addressed, please drop us a line!



Automation Compatible Mail – Mail that is prepared according to USPS standards so it can be scanned and processed by automated mail processing equipment such as a barcode sorter. Postage discounts are available to mail that is automation compatible.

Bulk Mail – The term is generally used to describe commercial mail. The term "bulk mail" refers to specific minimum quantities of mail that are prepared as a specific class of mail at reduced postage. For instance, First Class Mail requires a minimum of 500 pieces for each mailing. Standard Mail requires 200 pieces or 50 pounds for each mailing. The term "bulk mail" is synonymous with commercial business, or advertising mail.

Business Mail Entry Unit (BMEU) – The area of a postal facility where mailers present bulk and permit mail for acceptance. The BMEU includes dedicated platform space, office space and a staging area on the workroom floor. Presort service providers will present their mail to the BMEU for processing.

Coding Accuracy Support System (CASS) – A service offered to mailers, service bureaus, and software vendors that improves the accuracy of matching to delivery point codes, ZIP+4 codes, 5-digit ZIP Codes, and carrier route codes on mailpieces. CASS provides a common platform to measure the quality of address matching software and to diagnose and correct software problems.



Flat-size Mail – A flexible rectangular mailpiece that exceeds one of the dimensions for letter-size mail (11-1/2" long, 6-1/8" high, 1/4" thick) but does not exceed the maximum dimension for the mail processing category (15" long, 12" high, 3/4" thick). Flat-size mail may be unwrapped, sleeved, wrapped or in an envelope.

Indicia – Imprinted designation on mail that denotes postage payment (permit imprint).

Letter-size Mail – A mail processing category of mailpieces, including cards, that do not exceed any of the dimensions for letter-size mail (11 1/2" long, 6-1/8" high, 1/4" thick).

National Change of Address Linkage System (NCOALink) – An address correction service that the USPS provides to mailers through USPS licensees. The licensees match mailing lists submitted to them on tape or disk against change-of-address information for the entire country from all Computerized Forwarding System units. If a match is made, NCOALink can correct the address before it is printed on a mailpiece.

Permit Imprint – Printed indicia instead of an adhesive postage stamp or meter stamp. Shows postage prepayment by an authorized mailer.

Postage Meter – A device that can print one or more denominations of postage onto a mailpiece or meter tape. It is available for lease only from authorized manufacturers.

Presort – The process by which a mailer groups mail by ZIP Code so that it is sorted to the finest extent required by the standards for the price claimed. Generally, presort is performed sequentially, from the lowest (finest) level to the highest level, to those destinations specified by standard and is completed at each level before the next level is prepared. Not all presort levels are applicable to all mailings.

Seamless Acceptance – This designation allows Southeastern to verify the mail 24/7 at our facility without having a postal clerk on the premises.

