



PRINT | SIGNS | MARKETING

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POSTAGE RATE CHART

Listed Rates are for piece rate only.
 *Nonmachinable surcharges may apply.

DOMESTIC RETAIL MAIL Effective August 29, 2021

		First-Class Mail RETAIL CARD	
Length	Minimum 5 inches	Maximum 6 inches	
Height	3-1/2 inches	4-1/4 inches	
Thickness	.007 inch	.016 inch	
	Single Piece		
Stamps		Metered	
	\$0.40	\$0.40	

		First-Class Mail RETAIL LETTERS	
Length	Minimum 5 inches	Maximum 11-1/2 inches	
Height	3-1/2 inches	6-1/8 inches	
Thickness	.007 inch	.25 inch	
	Single Piece		
Weight (oz.)	Stamps	Metered	
1	\$0.58	\$0.53	
2	0.78	0.73	
3	0.98	0.93	
3.5	1.18	1.13	

		First-Class Mail RETAIL FLATS	
Length	Minimum 11-1/2 inches	Maximum 15 inches	
Height	6-1/8 inches	12 inches	
Thickness	.25 inch	.75 inch	
	Single Piece		
Weight (oz.)	Weight (oz.)	Weight (oz.)	
1	\$1.16	6 \$2.16	11 \$3.16
2	1.36	7 2.36	12 3.36
3	1.56	8 2.56	13 3.56
4	1.76	9 2.76	
5	1.96	10 2.96	

COMMERCIAL MAIL

		First-Class Mail (500 Piece Minimum) COMMERCIAL LETTERS & CARDS			
		Automation ¹			Machinable
Weight Not Over (ounces)³		5-Digit	AADC	Mixed AADC	Presorted ²
1-3.5		\$0.426	\$0.461	\$0.485	\$0.494
Postcard ⁴		0.306	0.318	0.326	

1. Subtract \$0.003 for each automation letter/card that complies with the full-service Intelligents Mail options requirements.
2. Letters that meet one or more of the nonmachinable characteristics in DMM 201.2.1 are subject to the \$0.30 nonmachinable surcharge.
3. The maximum weight for machinable letter preparation is 3.5 ounces.
4. The card price applies to each single or double postcard when originally mailed; reply half of double postcard must be designed for reply mail purposes only.

What is Nonmachinable Mail?

Examples of a nonmachinable letter, which require additional postage, include:

- It has an aspect ratio (length divided by height) of less than 1.3 or more than 2.5 (a square envelope has an aspect ratio of 1, making it nonmachinable).
- It is more than 4-1/4 inches high or more than 6 inches long and is less than 0.009 inch thick.
- It has clasps, strings, buttons, or similar closure devices.
- It is too rigid.
- It has a delivery address parallel to the shorter side of the mailpiece.
- It contains items such as pens, pencils, or keys that create an uneven thickness.
- Letters with nonpaper surfaces, other than envelope windows or attachments that are allowed under eligibility standards by class of mail.

		Marketing Mail (Formerly Std Mail) (200 Piece Minimum) COMMERCIAL LETTERS — AUTOMATION		
		Letters weighing 3.5 oz. or less		
Entry Point		5-Digit	AADC	Mixed AADC
None		\$0.277	\$0.309	\$0.330
DNDC		0.256	0.288	0.309
DSCF		0.250	0.282	

NON-PROFIT

		Marketing Mail (Formerly Std Mail) (200 Piece Minimum) NONPROFIT LETTERS — AUTOMATION		
Entry Point		5-Digit	AADC	Mixed AADC
None		\$0.146	\$0.178	\$0.199
DNDC		0.125	0.157	0.178
DSCF		0.119	0.151	

- Must have a return address
- Letters weight 3.5 oz. or less⁵

5. For pieces over 3.5 ounces, call us for prices.

EDDM
 Every Door Direct Mail

	Minimum	Maximum
Length	11-1/2 inches	15 inches
Height	6-1/8 inches	12 inches
Thickness	.007 inch	.75 inch

For size requirements refer to Quick Reference or the Mail Piece Size Requirement Tool on eddm.usps.com

RETAIL..... \$0.200/piece

ENTRY POINT	COMMERCIAL	NONPROFIT
None	\$0.235	\$0.147
DNDC	\$0.196	\$0.108
DSCF	\$0.189	\$0.101
DDU	\$0.168	\$0.080



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Whether we do your mailings or you do them, here's information you need to know:

- **Direct mail is cost-effective.** Compared to most forms of advertising, direct mail targets audiences with little waste. By targeting your efforts, you can sell more to existing customers at a lower cost per sale and reach specific new prospects.
- **Effective direct mail requires a good mailing list.** You can develop your own list-starting with current customers, then expand the list to prospects using a Chamber of Commerce list, a phone book, or by canvassing your territory. You can buy a list. There are hundreds of resources for purchasing lists of businesses or consumers for any area. Mailing lists may be imported into popular office programs such as Excel or Word, or databases such as Access or FileMaker Pro. List maintenance is vital. Because companies and people move, your list must be kept up to date. Do so using a reply endorsement such as "Return Service Requested." Ask us for additional reply endorsement alternatives and the postage cost (if any) of each.
- **What you mail is important.** Depending on your message, you may wish to send postcards, newsletters or packages. For example, postcards are an effective way to build brand recognition by quickly letting people know who you are, what you do and where you're located. Newsletters are great for building relationships and disseminating detailed information. For real impact, consider a package containing a creative, dimensional printed piece or premium.
- **Incentives play a major role.** For higher response, mailers should include a free offer or a coupon. Ease of response is also important. Consider a toll-free phone number, e-mail address or postage-paid response card for tracking responses, taking orders or collecting information.
- **Postage rates vary significantly.** The rates between First Class and Marketing Mail can cause big swings in your total expenditure. Every postage class also has its own set of services that are either included in the cost or added later. Delivery times may also vary depending on how you mail. While Marketing Mail can be very cost-effective, the Post Office imposes significant restrictions on how mailers have to be addressed and sorted in order to gain the deepest discounts. If you lack the right software, or if you bundle your mailers incorrectly, you may face rejected mailers or paying more than necessary. Our employees understand the regulations and you benefit.
- **Personalize your direct mail and break through the clutter.** Direct mail is an incredibly powerful way to reach targeted audiences and get results. Even with a typical one-percent response rate, direct mail is still more cost effective than almost any other marketing medium. But what if you could mail less and get more? What if you could dramatically increase the response rate of your mailers by up to 500%?
- **Variable printing of personalized mailers is the answer.** The theory and reality behind variable printing is this: The more personalized a direct mail piece, the more targeted it is to the intended reader, the more likely it is to elicit a positive response. And it works. Large corporations have used variable printing for years.

Now it's your turn and we can help. We're experts in direct mail. We use it routinely and we help our customers to use it daily. Our years of experience and our drive to stay ahead of technology have combined to offer you variable printing.

We print and fold pieces to be self-mailers or insert them into envelopes. We automatically collate materials, then stuff and seal envelopes. We label, wafer seal, address and add the postage. We can also suggest ways to increase the effectiveness of your mailers and increase response rates.

Our advanced technology and software guarantee you the highest practical postage discounts. We understand postal regulations and can optimize your mailings for significant automation discounts. You can even use our mail permit, if you don't have one.

Whichever service you choose, count on our experience to help you meet your business objectives.

MERGE • INSERT • SEAL • METER • CASS CERTIFY • WAFERSEAL • SORT • TRAY • BARCODE • PLUS FOUR ZIP