

A Practical Guide to USPS® Prices

Rates effective 1/4/2010

Ways to apply the new
prices to your advantage.

EXTRA SERVICES STRATEGIES

The lower cost of address correction

Say goodbye to “green cards”

Choose the right confirmation service

New ways to pay for permit postage

AUTOMATED ADDRESS CORRECTIONS

Going to electronic (vs. paper-based) address correction is still more economical.

The Opportunity

The USPS remains committed to reducing Undeliverable as Addressed (UAA) Mail. They continue to provide incentives – including free processing – for certain types of Address Correction Service (ACS).

Smart Mailstream Practices

Updating addresses makes smart business sense because more of your mail will be delivered to its intended recipient in a timely manner. There are two ways you can save money.

- **Electronic ACS.** Updating addresses electronically is significantly less than paper-based methods. To participate in ACS, mailers must modify their mailing label to include a mailer identification (participant) code assigned by the National Customer Support Center (NCSC).
- **Automated ACS.** Mailers who adopt the new full-service Intelligent Mail® barcode qualify for lower postal rates plus, you'll also benefit from free Address Correction Service. After receiving the corrected data, you can update your source data or start whatever process you have in place for notification and consent – improving overall data quality.

Making it Happen

There are a range of data quality solutions that can help you keep your customer data up-to-date by using the USPS Address Correction Services.

Barcode Printing: Many software solutions give you the capability to print professional barcodes as part of your mailing address. You may also want to use a specialized address printer, which provides crisp, precise, direct-to-envelope imaging to create a more professional look. With the addition of spot color and personalized messages, these solutions can help ensure more of your mail is opened and read.

Intelligent Mail® Solutions. How you manage the near-term implementation of this expected mandate could have long-term implications for your business. Put simply, there are four ways you can apply the barcode, and Pitney Bowes has expertise in each of these four disciplines, which provides for a thorough review of the advantages, disadvantages and challenges, plus insights into the many ways you can simplify the process, help ensure compliance, reduce postage and add value to your business. Depending on the size of your business and the number of applications involved, you may want to begin with a one-on-one consultation or a full-scale readiness assessment.

First-Class Mail Address Correction

	May '09	May '10
Manual	\$0.50	same
Electronic	\$0.10	same
Automated – First Two	\$0.02	same
Automated – Additional	\$0.08	same
Full-Service Intelligent Mail	FREE	FREE

Standard Mail® Address Correction

	May '09	May '10
Manual	\$0.50	same
Electronic	\$0.26	same
Automated – First Two	\$0.05	same
Automated – Additional	\$0.20	same
Full-Service Intelligent Mail	FREE	FREE

To learn more about these strategies, contact us.

Pitney Bowes offers a range of mail management software solutions and services that facilitate address corrections, including:

- SmartMailer™ Mail Management Software
- AddressRight® Pro Software
- Intelligent Mail® Assessments

Pitney Bowes Business Insight offers the most advanced address cleansing solutions, which can also facilitate OneCode ACS™

- CODE-1 Plus® Computer Program
- Finalist®
- MAIL360™ for Intelligent Mail® Barcode

ELECTRONIC RETURN RECEIPT

Say goodbye to “green cards” and enjoy even greater savings.

The Opportunity

If you want to receive return receipts by mail, you'll pay \$2.30. But if you opt to receive these receipts electronically, you can save \$1.20 every time.

Return Receipt Fees		
	May '09	May '10
Electronic Receipts	\$1.10	same
Paper-based Receipts	\$2.30	same

Smart Mailstream Practices

Managing documents electronically can save you time and money. And, with the savings for Electronic Return Receipts (ERR), there is no better time to shift to ERR.

To learn more about these strategies, contact us.

- **Electronic Return Receipt (ERR).** With ERR, the recipient's signature is collected and stored digitally. Unlike green cards, receipts therefore cannot be “lost”. You can print the digital receipt when needed, or download the delivery date into a spreadsheet or data file. And the cost per electronic receipt is less than half that of the old paper-based alternative.

Making it Happen

Today's smart systems add to the benefits of ERR:

Built-in Confirmation Services. You can choose a system equipped with IntelliLink™ technology for Delivery Confirmation,™ Signature Confirmation,™ Certified Mail™ and e-Return Receipt built in. You'll benefit from reduced USPS fees, and the mailing process couldn't be easier.

Online Tracking. ERR makes electronic online tracking of your accountable mail simple: you can check status through 'My Account' on pb.com or the USPS website. Either way, you're only one click away from all your delivery details.

Pitney Bowes offers an array of solutions designed to make your mailing process run more efficiently, including:

- IntelliLink® Technology
- SendSuite™ Shipping Solutions
- Digital Mailing Systems

CONFIRMATION SERVICES

Choosing the right service to meet your needs can greatly reduce what you spend on USPS delivery confirmation.

The Opportunity

The USPS offers many services that can help you confirm delivery. Take a moment to understand your choices so you can select the best option for your business.

Smart Mailstream Practices

Select the least expensive option that meets your needs. Based on the current rates, you may want to consider:

- **Proof of Delivery.** Instead of Certified Mail™, you may want to consider Delivery Confirmation™, which could save you up to \$2.61.
- **Evidence of Mailing.** Instead of Certified Mail™, request a Certificate of Mailing, which would save you \$1.65.
- **Evidence of Mailing and Proof of Delivery.** Instead of Registered Mail, take advantage of Certified Mail™, which would save you \$7.80.
- **Proof of Delivery with Signature.** Instead of Certified Mail™ with a Return Receipt, choose Signature Confirmation™, which could save you up to \$3.15.

	May '09	May '10
Certified Mail™	\$2.80	same
Registered Mail	\$10.60	same
Delivery Confirmation	\$0.80	same
e-Delivery Confirmation	\$0.19	same
Signature Confirmation	\$2.35	same
e-Signature Confirmation	\$1.95	same
Certificate of Mailing	\$1.15	same

NOTE: e-Delivery Confirmation is included with Priority Mail® at no additional cost.

To learn more about these strategies, contact us.

Making it Happen

Efficiencies and savings come from automation, and today you can manage both confirmation and tracking electronically

Built-in Confirmation Services. You can choose a system equipped with IntelliLink™ technology for Delivery Confirmation™, Signature Confirmation™, Certified Mail™ and e-Return Receipt built in. You'll benefit from reduced USPS fees, and the mailing process couldn't be easier.

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PERMIT MAIL PAYMENTS

New ways to pay for permit postage can save you time and money.

The Opportunity

While the USPS charges \$185 a year for a permit fee, companies often spend more in terms of time and effort in managing their permit account.

Smart Mailstream Practices

There are several ways to save time and money when it comes to permit mail.

- **Streamline your postal payment process.** Instead of tying up your funds in advance of each mailing, you can pay later for permit mail. Put your dollars to work: better cash management can help offset rising fees and higher postage expenses.
- **Presort your mail for savings.** Significant workshare discounts are available for presorted mail. You can presort your mail yourself or turn to a presort service, such as Pitney Bowes Presort Services.

To learn more,
please contact us or
call 1-888-737-6486.

Making it Happen

Creative postage-payment options and presort alternatives are among the many cost-saving opportunities available through Pitney Bowes.

EasyPermitPostage®: This convenient, automated service eliminates the need to pre-pay or bring a check to the Post Office for postage on permit mail. You'll receive a statement once a month showing the exact postage used and can pay after you mail rather than tying up your funds in advance. As a Pitney Bowes customer, you can even choose to add permit postage expenses to your Purchase Power account.

Purchase Power Rewards: The Purchase Power account enables Pitney Bowes customers to earn money-saving rewards that can be redeemed for free postage. By adding your permit postage expenses to your Purchase Power account, you'll have one more way to offset the increases in rates and fees.

Presort Options. Software that is CASS-certified™ and PAVE-certified will increase your mailing accuracy, help you comply with USPS requirements and enable you to presort for workshare discounts. You can also arrange for your mail to be handled by a third-party presort service – you'll gain valuable discounts without having to perform the presort process.

Pitney Bowes offers an array of solutions designed to make your mailing process run more efficiently, including:

- Postage Payment Solutions
- SmartMailer™ Mail Management Software
- AddressRight® Pro Software
- PSI Presort Solutions



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