

2014
USPS
Postage
Factoids



John Roberts

2014 USPS Postage Factoids

WHAT YOU NEED TO KNOW

- Postage Rates Increased January 26, 2014
- The Full Service IMb Incentives remains in place with this postage increase. The discount amounts are:
 - o First-Class Mail: \$0.003
 - o Standard Mail: \$0.001
 - o Periodicals: \$0.001
 - o Bound Printed Matter: \$0.001
- Changes to First Class Letters
 - o Presort Letters up to 2 ounces charged the 1 ounce price (additional ounce increases to \$0.13)
 - o Single-piece Letters Additional ounce increases to \$0.21
 - o Single-piece Postcard rate increases to \$0.34 (stamped postal cards will now cost \$0.38)

SAVE POSTAGE DOLLARS

Mobile Technology Integration

Build upon previous promotions and continue strategy to encourage mailers to integrate direct mail with mobile technology.

Technology Drives Relevance

Leverage the value of innovative direct mail techniques that are effective but less widely used.

Leverage Value of First-Class Mail

Promotions intended to slow the declining volume trends and ensure reply mail and FCM advertising remain a relevant part of the FCM mix.

New Customer Acquisition

Program to provide incentive for new small business customers to try direct mail.

Standard Mail - 5.9% Overall Increase

Key Price Changes

Mail Type/Format	Current	New	Percent Change
Letters (5-Digit Auto - Origin)	0.247	0.261	5.7%
Flats (5-Digit Auto Flat - Origin)	0.362	0.386	6.6%
Carrier Route (Flat - Origin)	0.279	0.295	5.7%
High Density/Saturation Letters (Saturation Letter - Origin)	0.189	0.198	4.8%
High Density/Saturation Flats (Saturation Flat - Origin)	0.201	0.211	5.0%
EDDM-Retail	0.160	0.175	9.4%

Standard Class Product Percent Change

Product	Percent Change
Letters	5.9%
Flats	6.2%
Carrier Route Letters, Flats + Parcels	6.0%
High Density/Saturation Letters	5.6%
High Density/Saturation Flats + Parcels	5.7%
Parcels	6.2%
EDDM-Retail	9.4%

First Class Mail - 5.9% Overall Increase

Key Price Changes

Mail Type/Format	Current	New	Percent Change
Stamp Price	0.46	0.49	6.5%
Meter Price	0.46	0.48	4.3%
Single-Piece Flats	0.92	0.98	6.5%
Single-Piece Cards	0.33	0.34	3.0%
Retail Parcels	2.07	2.32	12.1%
Mixed AADC Automation Letters	0.405	0.435	7.4%
3-Digit Automation Letters	0.384	0.406	5.7%
5-Digit Automation Letters	0.360	0.381	5.8%

First Class Product Percent Change

Product	Percent Change
Single-Piece Letters + Cards	5.5%
Single-Piece Metered	4.3%
Flats	6.0%
Parcels	11%
Presort Letters + Cards	6.0%

USPS® 2014 PROMOTIONS CALENDAR



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