

MailPro

NEWS FOR MAILING PROFESSIONALS

UNITED STATES POSTAL SERVICE • VOLUME 2 NUMBER 1 • JANUARY/FEBRUARY 2008

BIG ON VALUE

PAGE 3



ALSO IN THIS ISSUE:

NEW MOVE UPDATE STANDARDS • NATIONAL POSTAL FORUM • PO BOXES ONLINE

GETTING THE BIG PICTURE

The *Strategic Transformation Plan 2006-2010*, the Postal Service roadmap for the future, has been updated to reflect changes from passage of the Postal Act of 2006. The law makes a number of changes to postal oversight and regulation but does not

alter the Postal Service's mission — providing trusted, affordable and universal service.

The 2007 update is available at usps.com/strategicplanning/2006-2010.htm.

In addition, the 2007 *Annual Report* and the *Comprehensive Statement on Postal Operations* can be viewed online.

The *Annual Report* discusses the events that shaped fiscal year 2007 and provides a detailed analysis of the Postal Service's finances. Go to usps.com/financials/_pdf/AR2007_final_AA2.pdf.

The Postal Service publishes its *Comprehensive Statement on Postal Operations* to keep lawmakers and stakeholders informed about operations, programs and achievements from the past fiscal year. Go to usps.com/strategicplanning/cs07/cs2007.pdf.



FYI

In 2007, we processed and delivered 25.6 billion pounds of mail — about 85 million pounds per day.

HAY, DON'T MAIL THAT TO IRELAND

No cultured pearls to Bahrain, American cotton to Bangladesh or “musical” cards to Bulgaria. All are prohibited items that can't be shipped to these countries. If your business is expanding its reach into the global marketplace, be aware of prohibited items in destination countries before you ship.

Since international mail moves through our domestic system first, items that can't be mailed domestically can't be mailed internationally. But that doesn't mean all items that can be mailed within the United States will be accepted in destination countries. Canada, for example, prohibits replica weapons and inert munitions.

In addition to obvious restrictions against shipping explosives and firearms and infectious disease materials, many countries prohibit or restrict lottery tickets, currency and coins, medicines and vitamins, food products, live plants and tobacco products.

There also may be restrictions depending on the class of mail you use. For instance, coins, jewelry, watches and other valuables are prohibited in Express Mail International shipments.

Beyond these, here are just a few of the items not accepted by certain countries:

- Australia: Goods bearing the name “Anzac.”
- Costa Rica: Blank invoices.
- Ireland: Hay, straw, including articles made of straw.
- Latvia: Live animals except bees and leeches.
- Russia: Color copiers.
- Switzerland: Mini-spies (miniature wireless transmitters).
- Tunisia: Playing cards.

The *International Mail Manual* Index of Countries and Localities lists major prohibited items at <http://pe.usps.com/text/imm/immctry.htm#ep809632>. A complete list of restricted and prohibited items by nations is published by the Universal Postal Union at upu.int.

Customers who have items that are not listed or are questionable should contact the embassy of the destination country prior to mailing.

COVER PHOTO:

The Postal Service introduces new, larger Priority Mail Flat Rate Box.

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This newsletter is published bimonthly at no charge for mailing professionals. It contains information on current Postal Service programs and services, rates and classification, mailing success stories and industry news. To request *MailPro*, or to change your mailing address (include current mailing label), mail, fax or e-mail your name, title, company name, complete delivery address and daytime phone number to:

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BIG ON VALUE

The Board of Governors has approved two new initiatives to grow our shipping business and revenue.

A new, larger Priority Mail Flat Rate Box enables customers to ship 50 percent more than with the current box. It will be offered at a discount to overseas military addresses — a postal first for the armed forces.

USPS also announced a new Sunday and holiday delivery price for Express Mail. Customers can begin using the new boxes March 3, the same day the premium takes effect.

The Postal Service filed notification of these decisions Jan. 17 with the Postal Regulatory Commission. They're the first actions under the new pricing regulations of the Postal Act of 2006.

New Priority Mail Large Flat Rate Box

The current flat-rate box — introduced in November 2004 — gives

customers a single, predetermined rate regardless of the weight or delivery zone. The new, larger box extends our successful flat-rate offerings, providing more choices for small businesses and consumers.

"We listened to our customers, and we're giving them a new box that lets them ship larger items while still enjoying the benefits of a flat rate," said Postmaster General John Potter. "Flat-rate boxes are very popular and the new, larger version

provides even more value."

The new Priority Mail Large Flat Rate Box is 12" x 12" x 5.5" and can be used for both domestic and international shipments. This extends the flat-rate price and ease-of-use ben-

efits to international shippers. There's also a 5 percent online discount.

There will be a special version of the box for the military, with a \$2 discount, if it's shipped to an Army Post Office or Fleet Post Office (APO/FPO) address. The larger flat-rate box will sell for \$12.95 domestic and \$10.95 to APO/FPO addresses.

Internationally, it's \$29.95 to Canada or Mexico and \$49.95 to all other countries.

The Postal Service will continue to offer its original Priority Mail Flat Rate Box that currently retails domestically for \$8.95.

All Postal Service Priority and Express Mail packages and envelopes are environmentally friendly, exceeding the highest standards for recyclability.

Express Mail Sunday Delivery Price

The Governors also approved a \$12.50 premium for Sunday and holiday Express Mail delivery. The premium — equal to competitor surcharges for Saturday delivery — reflects the unique delivery option the Postal Service provides on Sundays. As an alternative to Sunday, customers can choose Monday delivery at the standard Express Mail price.

"These are the first initiatives that take advantage of the flexibility afforded us by the new pricing regulations under the Postal Act of 2006," said Potter. "They enable us to compete in the marketplace while continuing to meet the changing needs of our customers."

More information can be found at usps.com.



The new Priority Mail Large Flat Rate Box will debut March 3.

FYI

The Automated Flat Sorting Machine processes flat mail, such as large envelopes, at 17,000 pieces per hour.

SPECIALTY STORE PROGRAM MAKES IT EASY

Whether you need to order postage for one location or thousands, the Postal Service's Specialty Store program offers your business the simplicity of ordering postage from a single supplier. It's a great way for businesses to maintain postage inventory while at the same time providing corporate-level control and tracking.

Establishing an account with the USPS Specialty Store is easy and flexible. Depending on your business needs, you can order any stamp item available — stamp coils, commemoratives, special stamps and various denominations of stamps to fit your individual mailing needs.

With the Specialty Store program you can:

- Make stamp purchases from anywhere. No need to travel to the Post Office.
- Enjoy easy and convenient payment options using secure electronic ACH debit transfer of funds or payment via check.
- Fill orders as needed or on a predetermined schedule.
- Run detailed reports that allow you to monitor and verify your transaction information.

Simply place your order by mail, fax or e-mail. Orders are processed, filled and shipped within 24 hours using First-Class Mail or Priority Mail.

For additional information, contact Stamp Fulfillment Services at 816-545-1282 or e-mail mary.s.derks@usps.gov.

GETTING READY FOR THE NEW MOVE UPDATE STANDARDS

FYI

USPS operates the world's largest fleet of alternative fuel vehicles — more than 36,000 — that can use clean fuels such as ethanol, compressed natural gas, liquid propane gas, electricity and biodiesel.

This is the first of a series of articles to get you ready for the new Move Update standards that take effect later this year.

Effective Nov. 23, the Postal Service is increasing its effort to improve the percentage of deliverable mail by revising the Move Update standards. The Move Update standards provide ways for mailers to reduce the number of mailpieces that require forwarding or return by the periodic matching of a mailer's address records with customer-filed change-of-address orders. The final rule published Sept. 23, 2007, included the following changes related to Move Update processing:

- Increase the minimum frequency of Move Update processing from 185 calendar days to 95 days prior to the date of mailing.
- Extend the revised Move Update standards to include all Standard Mail (letters, flats, parcels and Not Flat-Machinables), as well as automation-rate and presort-rate First-Class Mail.

The Postal Service and the mailing industry believe these revised standards are crucial to the business interests of mailers as well as the continued vitality of the postal system. In fiscal year 2004, the Postal Service handled 9.7 billion pieces of undeliverable-as-addressed (UAA) mail at a cost of \$1.85 billion. These revised standards will result in better address quality by removing incorrectly addressed pieces from subsequent mailings, which will reduce UAA mail.

In cooperation with the mailing industry, we are committed to reducing UAA mail volume in order to create and maintain a cost-efficient mailstream. An efficient automated mailstream works best when mailpieces have complete, correct and up-to-date addresses. Revisions to the Move Update standards are needed to improve the percentage of deliverable addresses for mailings entered at discounted rates. High-quality addressing, best possible depth of ZIP+4 Codes and accurate Intelligent Mail and POSTNET barcodes that result in the delivery of the mailpiece to the intended recipient in an efficient manner, should be primary tools that mailers use to reduce UAA mail volume.

Move Update Requirement for All Standard Mail

A key reason for this extension is that one of the conclusions of an independent study of the cost, volume and characteristics of UAA mail found that mail entered as Standard Mail accounted for 62.8 percent of all UAA mail volume.

For Standard Mail mailers, the new Move Update standard does not mean that you begin an updating process on Nov. 23, but rather, starting Nov. 23, mailers must begin using addresses that were updated within the previous 95 days. For example, a mailing entered on Dec. 1 must bear addresses that were updated no earlier than Aug. 28.

Authorized methods for Standard Mail to qualify for the Move Update standards include:

- NCOA^{Link} processing.

- FASTforward MLOCR processing (letter mail only).
- OneCode ACS (Address Change Service) in conjunction with an Intelligent Mail barcode and a mailer ID.
- Address Change Service used with an ACS participant code and an appropriate on-piece ancillary service endorsement.
- Use of an appropriate on-piece ancillary service endorsement without ACS.

Keep in mind, to complete the Move Update process, mailers who rely on ACS or on-piece ancillary service endorsements without ACS, must incorporate the address changes received prior to subsequent mailings. Also, if an address used on a mailpiece in a mailing at one class of mail is updated with an approved method, the same address may be used during the following 95 days in another mailing as well as another class of mail, and meets the Move Update standard.

Mailpieces using an alternative addressing format in *Domestic Mail Manual 602.3.0*, such as "John Doe or Current Resident," "Occupant" or "Postal Customer," are not subject to the Move Update standards. Alternative address formats, however, may not be used on mailpieces with any extra service, such as Delivery Confirmation, with any ancillary service endorsement, or mail addressed to an overseas military post office.

Customers with questions should contact the Post Office where they enter their mailings. For additional information, go to Postal Explorer at pe.usps.com and click *Address Quality*.

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HIGH-VELOCITY

SUCCESS IN MAIL!

SAVE THE DATE!

NATIONAL POSTAL FORUM
MAY 18-21, 2008
ANAHEIM, CALIFORNIA

NPF
NATIONAL POSTAL FORUM

TRAIN WITH 140 WORKSHOPS, SYMPOSIUMS, EXHIBITS AND A STRONGER NETWORK!

- 4 FULL DAYS OF EDUCATIONAL AND NETWORKING OPPORTUNITIES — SUNDAY THROUGH WEDNESDAY
- 13 BUSINESS TRACKS AND PROFESSIONAL CERTIFICATES
- 4 SYMPOSIUMS
- 140 IN-DEPTH WORKSHOPS AND SPECIAL SESSIONS
- EXCLUSIVE EXHIBIT HALL TIME WITH THE MAILING INDUSTRY'S PREMIER SUPPLIERS

TO REGISTER, PLEASE COMPLETE AND RETURN THE REGISTRATION FORM OR REGISTER ONLINE AT WWW.NPF.ORG/REG8.

SEE YOU IN ANAHEIM!



National Postal Forum Registration Form

DEPARTMENT 946, McLEAN, VA 22109-0946

PHONE 703/218-5015 FAX 703/218-5020

Anaheim, CA ■ May 18-21, 2008

For NPF Use Only

Source Code: MP08

Batch	_____
Ck. No.	_____
Amount	_____

Name: _____ Email: _____

Title: _____ Company: _____

Address: _____

City: _____ State: _____ ZIP Code™: _____

Telephone number: (____) _____ Ext: _____ Fax number: (____) _____

The above information may be shared with the USPS in order to keep you informed of Postal products and services.

LEVEL: Please indicate the categories that BEST represent your Job Level and Function. (CHOOSE ONLY ONE FROM EACH.)

<input type="checkbox"/> CEO/President	FUNCTION:	<input type="checkbox"/> Fulfillment	<input type="checkbox"/> Sales & Marketing
<input type="checkbox"/> Vice President	<input type="checkbox"/> Administration	<input type="checkbox"/> Human Resources	<input type="checkbox"/> Trans/Logistics
<input type="checkbox"/> Director	<input type="checkbox"/> Consultant	<input type="checkbox"/> Information Technology	<input type="checkbox"/> USPS
<input type="checkbox"/> Manager/Supervisor	<input type="checkbox"/> Database	<input type="checkbox"/> Mailing Services	<input type="checkbox"/> Other _____
<input type="checkbox"/> Other	<input type="checkbox"/> Financial	<input type="checkbox"/> Operations	

SELECT ONE OF THE FOLLOWING. (Registration will be accepted ONLY if accompanied by full payment OR Government Training Forms.)

REGISTRATION OPTIONS (No Discounts On-site)	Regular Rate Feb. 1-April 25	On-site Rate After April 25	
<input type="checkbox"/> Full Registration	\$950	\$995	\$ _____
<input type="checkbox"/> Three-Day Registration	\$850	\$900	\$ _____
<input type="checkbox"/> Sun/Mon/Tues <input type="checkbox"/> Mon/Tues/Wed			
<input type="checkbox"/> Two-Day Registration	\$800	\$850	\$ _____
<input type="checkbox"/> Sun/Mon <input type="checkbox"/> Mon/Tues <input type="checkbox"/> Tues/Wed			
<input type="checkbox"/> One-Day Registration	\$475	\$475	\$ _____
<input type="checkbox"/> Sun <input type="checkbox"/> Mon <input type="checkbox"/> Tues <input type="checkbox"/> Wed			
<input type="checkbox"/> U.S. Postal Service Employee (No other discounts apply)	\$650	\$700	\$ _____

AFFILIATION DISCOUNTS (If member of a PCC or MTAC sponsored association. Please indicate PCC or MTAC affiliation: _____
Discount: \$100 off Full Registration; \$50 off Three-Day and Two-Day Registrations (does not apply to one day and guest registrations) |\$ _____|

MULTIPLE EMPLOYEE DISCOUNTS
All additional employees from the same company receive an additional \$50 discount. (Does not apply to One-Day and Guest Registrations.) |\$ _____|
Please indicate names: _____

OPTIONAL FEES

Spouse/Guest (Food and social functions only) Guest name required: _____ ... \$225 |\$ _____|

NPF Golf Tournament Register online at www.npf.org

PAYMENT OPTIONS

Check (Make checks payable to **NPF**)

TOTAL REGISTRATION FEES DUE: \$ _____

VISA MasterCard American Express Discover

Card Number: _____ Expiration Date: ____ / ____

Cardholder Name: _____ Signature _____

HOTEL ASSIGNMENT WILL NOT BE MADE WITHOUT A PAID AND COMPLETED FORUM REGISTRATION. HOTEL ASSIGNMENT IS SUBJECT TO AVAILABILITY.

Preference (1, 2, & 3)	Single/Double	Club/Executive Level	Arrival Date _____	Departure Date _____
Anaheim Marriott	\$219.00		HOTEL GUARANTEE	
Anaheim Hilton*	\$202.00	\$242.00	<input type="checkbox"/> American Express <input type="checkbox"/> MasterCard <input type="checkbox"/> VISA <input type="checkbox"/> Discover <input type="checkbox"/> Diners	
Anaheim Hilton-IanaI level*	\$222.00		Card# _____ Expiration: ____ / ____	
Sheraton Anaheim	\$199.00	\$244.00	<i>Special Requests (handicapped, nonsmoking, crib, king, 2 doubles, government rates, etc.)</i>	
Disney Paradise Pier	\$159.00			

Government rate rooms available at the Marriott and the Hilton. (*Hilton outlets and lobby may still be undergoing renovation. All guest rooms will be newly renovated.)

BREAST CANCER RESEARCH STAMP EXTENDED

Sale of Breast Cancer Research semipostal stamps will continue through 2011. Legislation passed recently by Congress and signed by the president granted the extension.

Since the stamp first went on sale in 1998, the Postal Service has sold more than 806 million stamps, raising \$60.1 million for breast cancer research.

Semipostal stamps are First-Class Mail postage stamps that are issued and sold by the Postal Service at a price above the First-Class Mail single-piece first-ounce rate to raise funds for designated causes.



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2007 ANNUAL COMPLIANCE REPORT

The Postal Service filed with the Postal Regulatory Commission its Annual Compliance Report detailing costs, revenues and volumes for each class and type of mail.

The report also provides service measurement and customer satisfaction data and shows how the Postal Service met its obligations under the Postal Reorganization Act.

PARCEL SELECT — A RECIPE FOR SUCCESS

Looking for an inexpensive and reliable way to ship packages? Parcel Select has the perfect recipe.

Parcel Select is an economical ground delivery service that maximizes the capabilities of parcel consolidators who pick up packages from a company and transport them to a destinating Post Office or bulk mail center. The Postal Service handles the "last-mile" residential delivery. Because consolidators combine packages from different companies and move them closer to their ultimate destination, there's a lower shipping rate per piece.

"Parcel Select works for us," says

Beverly Smith, vice president of operations for International Masters Publishers Inc., which sells information cards on topics like wildlife, recipes and gardening through direct mail and imponline.com. "It offers the right mix of price, speed and consistency that we need to satisfy our customers."

Parcel Select offers value-added services, including manifesting, insurance, tracking, free Delivery Confirmation and many other options. Three choices of entry level offer three levels of savings.

Parcel Select demonstrates the strength of combined Postal Service and consolidator expertise. Learn more about Parcel Select at usps.com.

FYI

The Postal Service worked with state agencies in Maine in 2007 to launch the nation's first program allowing consumers to dispose of excess pharmaceuticals by mail.



FIND AVAILABLE PO BOXES ONLINE

Need a Post Office Box? Our new online locator makes finding just the right PO Box "Quick. Easy. Convenient."

Go to usps.com/poboxes and click *Locate a Post Office Box*. A drop-down menu will ask, "What are you trying to locate?" You can choose the new option "PO Boxes Available" and search by either ZIP Code or address. You'll receive a list of the closest Post Offices along with PO Box information for each office.

Information includes availability by box size and fees as well as standard address, phone and fax numbers for each listed office. Click *More Info* under each Post Office for more details, including PO Box lobby hours.

GET YOUR MAIL WHEN AND WHERE YOU WANT IT.

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