

MailPro

NEWS FOR MAILING PROFESSIONALS

UNITED STATES POSTAL SERVICE • VOLUME 2 NUMBER 4 • JULY/AUGUST 2008

ARE YOU READY TO GREEN UP?

SEE PAGE 4 FOR STORY



ALSO IN THIS ISSUE:
ELECTION MAIL AND MOVE UPDATE

POSTAL SERVICE RESTRUCTURES MAJOR FUNCTIONS

FYI

The Postal Service handles more than 46 percent of the world's card and letter mail volume.

In a dramatic realignment of several of its core functions, the Postal Service has moved to position the organization to capitalize on new competitive opportunities and significantly enhance the vision of its customer outreach.

The realignment creates two new strategic focal points. The first groups all major shipping and mailing products in one division. The other, representing the voice of the customer, gives priority to the interests of business and individual mailers.

The realignment also consolidates all Intelligent Mail Barcode activities under the chief operating officer to focus on execution in the year ahead.

These decisions "may be viewed as a sea change for some," says Postmaster General John Potter. "But these are challenging times and it's critical that we take advantage of recent changes in federal law which give us the tools to move into the competitive environment. We are now positioned to do that."

Also announced were several senior executive appointments.

NEED HELP WITH YOUR MAILINGS?

Postal Explorer at pe.usps.com is your complete resource for mailing standards. In addition to pricing information and current Postage Statements, Postal Explorer lets you view the *Domestic Mail Manual*, current container labeling lists, Quick Service Guides, related publications and pricing calculators. In addition, you have access to:

- *An Introduction to Mailing for Businesses and Organizations.*
- Business Mail 101 — a tool for beginning or infrequent mailers.
- Standard Mail eligibility decision tree and related customer support rulings.
- Publication 417, *Nonprofit Standard Mail Eligibility.*

Also, click *Postal Locator* in the left column and you can find the location and phone number of the Business Mail Entry office and the Mailpiece Design Analyst serving your location.

COVER PHOTO:

Make greener choices with the U.S. Postal Service.

- A corporate leader with more than 30 years of private-sector experience, Robert Bernstock is president of the newly created Shipping and Mailing Services Division. Reporting to him is a newly created position, senior vice president of Mailing Services, as well as the current vice presidents of Expedited Shipping, Ground Shipping and Sales.
- Supporting Bernstock is the new senior vice president for Mailing Services, David Shoenfeld, who formerly served as senior vice president of Worldwide Marketing for Federal Express.
- Stephen Kearney is senior vice president of Customer Relations. This group will centralize the key consumer and business customer relationships, external and internal communications, as well as integrating pricing into a single unit.

Bernstock comes to the Postal Service after holding senior corporate leadership positions with some of the best-known consumer product companies in America. He has served as president and COO of Scotts Miracle-Gro Co., senior vice president and general manager of the Dial Corp., president and CEO of Atlas Commerce and executive vice president of Campbell Soup Co.

He also was president, chief executive officer and a board member of Vlasic Foods International Inc., a former subsidiary of Campbell Soup Co. Most recently, Bernstock served as chairman and CEO of Securesheet Technologies of Downingtown, PA. □

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GEARING UP FOR ELECTION 2008

Even during times of war, the U.S. Postal Service has delivered the most fundamental symbol of democracy — a ballot. In 2006, the Postal Service provided hundreds of thousands of ballots to American troops around the world, including Iraq and Afghanistan. In a joint effort with the Military Postal Service Agency, the Postal Service is again working to make sure ballots for active duty military personnel are delivered in time to count in the 2008 general election.

Special handling procedures will be in effect for ballots mailed to military personnel stationed abroad Sept. 15 through Nov. 3. During this period, the Postal Service will send military absentee ballots by Express Mail service to the three military International Service Centers in Miami, New York and San Francisco.

But soldiers and diplomats stationed around the world aren't the only ones using the mail as a viable, trusted option for voting.

Record numbers of voters across the nation will choose to cast their ballots by mail this year, signaling the growing popularity of absentee voting and voting-by-mail. This, coupled with a projected heavy turnout for the November general election, validates the important role mail plays in the American democratic process.

The Postal Service is committed to providing election officials with the training and tools necessary to implement successful and cost-effective mail strategies for the upcoming presidential election. One of the newest tools available is the green Tag 191 to identify trays and sacks containing domestic and international ballots.

Here are some quick guidelines for attaching Tag 191:

- For mailings prepared in trays and strapped, affix Tag 191 with a wire twist tie to the strap at the end of the tray that bears the tray label.
- If your Post Office permits letter trays to be tendered without

strapping, Tag 191 can be affixed to the tray with a rubber band double-looped through the handhold of the tray at the end that bears the tray label.

- For flat-size mailings prepared in sacks, affix Tag 191 to the strap or label holder, depending on the type of sack used.

Election officials can request a supply of Tag 191s from their local Postal Service Mailpiece Design Analyst (MDA), Business Mail Entry Unit or Post Office. Allow adequate time for order fulfillment.

Postal Service election mail experts are available to help explain regulations that will ensure quick, accurate delivery of election-related items and ballots. MDAs can help construct an effective mailing plan that meets an election official's needs and Postal Service guidelines. And address quality specialists have the expertise with one of the most important aspects of voting by mail: reaching the voter.

Planning the mailing in advance will help ensure that it goes out in a timely, efficient manner, crucial during an election period.

The Postal Service has developed a step-by-step training program for election officials. Each session of "Election Mail: Tips, Tools, and Tactics for Successful Mailing" is led by postal representatives sharing tools and resources to help customize a mail plan. To find out more about this training, send an e-mail to election-mail-manager@usps.gov.

For information on preparing and sending mail, visit the Election Officials' Mailing Resources site at usps.com/electionmail. Resources are available to help plan, address and design official Election Mail. A downloadable image of the "Official Election Mail" logo also is available at the site. ■



FYI

Political campaign mailers can find information on how to prepare their mailings in the November/December 2007 *MailPro*. Look for the article, "2008 Political Campaign Mailing Season." Go to usps.com/mailpro.

FYI

The Postal Service has more solar photovoltaic systems, used to convert sunlight directly into electricity, than any other agency in the nation.

It's time to lessen the impact of direct mail on the environment, and to do that, marketers and advertisers must become "environMAILists."

Environmental awareness is growing and consumers are making greener choices, focusing on more environmentally friendly choices. As people demand environmental responsibility from the companies they prefer, the job falls to businesses to demonstrate how green they are through their corporate policies and marketing communications.

Included among those marketing communications is direct mail, sometimes perceived as unfriendly to the environment. Although it accounts for only 2.3 percent of landfill waste, many opportunities are available to lessen its environmental impact even more.

Direct mail remains one of the most effective response-driven media channels available to marketers. It offers advantages few other mediums can match — in target ability, measurability and almost limitless creative possibilities. By being more environmentally focused and becoming environMAILists in producing and implementing direct mail



campaigns, companies will continue to benefit from the power of mail while increasing its value and reducing its impact on the planet.

Technically, an environMAIList is one who pursues and implements greener direct mail techniques, processes and solutions.

The Postal Service recently

launched an environMAIList marketing campaign with a direct mailpiece with practical tips and solutions to help marketers create greener materials with less environmental impact. We're sharing that information with you in this issue of *MailPro*.

Are you ready to "green up?" ■



SHOW THEM HOW GREEN YOU ARE

How "green" is your direct mail? In growing numbers, today's consumers are demanding environmental responsibility from businesses across America. Everything you can do to preserve the environment can reflect on your business and impact your bottom line.

You can take some very simple steps to make sure your direct mail is both eco-friendly and effective. Always print environmental

certifications clearly and honestly on your mailpieces, and remind consumers to recycle direct mail.

Environmentally sound direct mail practices are really about the little details. Consider these four practical solutions:

Greening the list

Every year, U.S. businesses send billions of pieces of mail that are undeliverable as addressed (UAA). By taking simple, ongoing steps

FYI

Move Update is eco-friendly. See page 8.

to maintain a clean, up-to-date list, your business can reduce its amount of UAA mail. This helps lessen its impact on the environment because you'll be producing fewer mailpieces and using less paper, ink and energy. Resources available to help hone your lists include ZIP Code correction, address standardization and change-of-address services. Here are steps you can take to fine-tune your lists:

- Merge and purge mailing lists often to remove invalid names and addresses.
- Provide frequent, clear opportunities for customers to opt-in and opt-out.
- Maintain a list to prevent unwanted communications.
- Allow customers to specify their preferred method of contact.
- Target mail efficiently using segmentation and modeling to select recipients.
- Personalize your message to increase relevance and reduce waste.

The many faces of paper

Almost every direct mail piece is printed and mailed using paper. Depending on the piece, certain characteristics may be required of the paper itself, including brightness and coatings. Marketers can reduce their environmental footprint significantly by using non-traditional kinds of paper. There are many opportunities to make direct mail more eco-friendly:

- Use paper containing post-consumer waste.
- Print on the lightest weight of paper.
- Investigate papers made of alternative materials, such as sugarcane.
- Choose paper made using chemical-free processes (chlorine-free, for example).
- Experiment with formats that require less paper and packaging to reduce paper use and overall weight.
- Work with paper mills that use environmentally friendly production practices and use and encourage sustainability practices to renew forest resources.

Inks and coatings

An often overlooked opportunity to spare the environment during direct mail production is the inks, varnishes and coatings used during printing. Some inks have a greater environmental impact than others. Marketers looking to become greener should pay attention to inks and coatings and research their impact on the environment. Here are some things for marketers to consider:

- Printers are excellent sources of information and should be consulted about different inks and coatings.

- Look for agri-based inks and use them whenever possible.
- Opt for less ink usage/coverage (fewer colors usually mean fewer chemicals).
- Research different coatings and the impact of each on the environment before using them.

Production and partners

Printers aren't the only ones to consult during direct mail production. With the help of production partners, you can discover additional practices that will help you become eco-friendly, including:

- Print on both sides of materials to maximize communication space and minimize paper use.
- Seek out partners near your letter shop/mail house to minimize transportation, reducing cost and using less fuel.
- Take advantage of print-on-demand technology instead of printing large quantities and warehousing them until they're needed.
- Use production methods that reduce print overruns, waste allowances and in-process waste.
- Find vendors that use renewable energy sources.
- Collaborate with printers to insure the best use of press size; sometimes a slight alteration of the mailpiece can allow more to be produced from each press sheet.

There are many shades of green. There are steps you can take to make your direct mail a little greener to have less impact on the environment — and a greater impact on your customers. ■



FLATS SEQUENCING SYSTEM MOVES FORWARD

FYI

You can find an article on delivery address placement and formatting for FSS processing in the May/June 2008 *MailPro*. Go to usps.com/mailpro.

In order to understand the Postal Service's Flats Sequencing System (FSS) processing strategy, it's important to understand the volume of flat-size mail and which processing categories are dominant.

Flat mail volume exceeded 52 billion pieces in fiscal year 2007. Standard Mail accounts for 75 percent, Periodicals are 17 percent and First-Class Mail accounts for only 8 percent.

Of our 52 billion flats a year, 20 percent are saturation mail while the other 80 percent require manual sequencing by a letter carrier. This 80 percent that's manually sequenced is the target volume for the FSS.

FSS operations will begin early in the operating day — each FSS machine will sequence mail for approximately 17 hours on an average day. This translates to about 280,500 sequenced flats per day, per machine.

The FSS two-pass process is different from the Delivery Barcode Sorter two-pass process for letters. With FSS, the first and second passes are run consecutively and each zone (5-digit ZIP Code) will only be run once per day. The expectation is that there will only be one dispatch per zone per day, other than First-Class Mail.

FSS is principally targeting Standard Mail and Periodicals. However, depending on the operating window and mail availability, First-Class Mail may also be included.

A pre-production FSS was installed at the Dulles, VA, Processing and Distribution Center in Northern Virginia in September 2007. This pre-production operation



Members of IDEAlliance, an organization that develops best practices in publishing and information technology, get a closeup look at the FSS. Taking part in a tour at the Dulles P&DC were (from left) Jim Wiseman, Transcontinental, Hugh Tolson, United Litho, Tom Ramsey, RR Donnelly, Patrick Douglas-Meis, Quebecor, Leanne Herman, Times Printing Co. and Brent Raney of USPS Engineering.

sequences flats for nine delivery units. Working with this machine has allowed the Postal Service to test the equipment, further develop processes and methods, and gain valuable operating experience.

USPS recently installed the first production machine in the Dulles facility and is in the process of testing and integration. The full production phase consisting of 100 FSS machines is scheduled to begin October 2008, and it will take about two years to deploy.

The deployment schedule for the first 100 machines is at ribbs.usps.gov/mtac.html. Click *Flats Sequencing System (FSS) – Phase I Deployment Schedule*. To see the zones (5-digit ZIP Codes) associated with the facility locations, click *Flats Sequencing System (FSS) – Phase I Zones*. ■

DELIVERING RECORD-BREAKING PERFORMANCE

National on-time performance scores for the delivery of First-Class Mail set another new record for highest level of service during the third quarter of fiscal year 2008.

National overnight delivery service climbed a full percentage point from the previous fiscal quarter, reaching an average of 97 percent on-time delivery, the highest score ever achieved by Postal Service employees.

In fact, delivery service performance reached record highs for all three categories of mail the Postal Service tracks.

- Overnight service was 97 percent on-time, up from 96 percent the same period last year.
- Two-day service was 95 percent on-time, up from 93 percent the same period last year.
- Three-day service was 94 percent on-time, up from 91 percent the same period last year.

The third quarter covers April, May and June 2008. First-Class Mail performance is measured by IBM Global Business Services. The review measures First-Class Mail from the time it is deposited into a collection box or lobby mail chute until it is delivered to a home or business. ■

FYI

Need a mail service provider? Go to usps.com/pcc.

DECERTIFICATION OF PHASE IV POSTAGE METERS ON SCHEDULE

Three phases completed, one more to go, in the Postal Service's effort to replace older, fraud-prone meters with more secure and innovative technology.

In 1995, in cooperation with authorized postage meter manufacturers, USPS began a phase-out of all mechanical postage meters. These meters were targeted due to cases of tampering and misuse. More than 776,000 mechanical meters have been withdrawn from service.

We're now in phase IV, which should be completed by the end of the year.

USPS is working with meter providers to ensure their customers receive adequate notices outlining the migration mandate. Phase IV will complete the removal of all non-digital (letter press) printing meters from the marketplace.

Effective Jan. 1, 2009, the following policy changes will be in effect to ensure Phase IV meters are removed from operation:

- Downloading of funds will not be permitted into any Phase IV meter.
- No replacement or repair of a Phase IV meter will be authorized.
- Phase IV meters have a built-in timeout feature that will render the meter inoperable in a range of 90 to 109 days after the last meter reset (or disabled funds download).

The deadline for meter customers to apply for and receive a refund for any remaining postage is June 30, 2009.

The Postal Service encourages customers to act early and contact their postage meter representative for replacement options. If you have any USPS-related questions or would like further information on postage meter decertification, contact USPS Postage Technology Management at ptm@usps.gov, or write:

ATTN: METER DECERTIFICATION
POSTAGE TECHNOLOGY MANAGEMENT
475 L'ENFANT PLAZA SW RM 4200
WASHINGTON DC 20260-4200 ■

Not sure if your present postage meter is a Phase IV meter?

(Ascom) Hasler, Inc.

1263-16413ZTMOS-4280TMS
1263TMS-16413ZTMS-4280TMOS
1263TMOS-17563ZTMOS-64280TMS
17563ZTMS-64280TMOS-5280

(Francotyp-Postalia) FP Mailing Solutions

8000
8100
EFS 3000

Neopost

9647
9648
9659-9659G

Pitney Bowes, Inc.

B900

REMINDER FOR ALL PERIODICALS MAILERS

Annual *Statement of Ownership, Management and Circulation* due Oct. 1.

All publishers (not printers) of Periodicals publications, including agents for foreign publications accepted at Periodicals prices, must complete and file with the Postmaster of the original entry Post Office a *Statement of Ownership, Management and Circulation* no later than Oct. 1 each year. They must use the September 2007 edition of Form 3526, or Form 3526-R, as appropriate. Instructions appear on the reverse of each form. A separate form must be completed and filed for each publication title. See *Domestic Mail Manual* (DMM) 707.8.3.

In addition, publications authorized as "general publications" (DMM 707.6.1) or "requester publications" (DMM 707.6.4) must publish all information required on Form 3526 in the issue of the publication

noted in item 16 of the form. Publishers may print this information on a reproduction of Form 3526, or it can be published in editorial format. Each numbered item on the form must be included and contain an entry (i.e., "zero," n/a, etc.).

Publication of the information must appear in an issue whose primary "mailed distribution" is not later than:

- Oct. 10 for publications issued more frequently than weekly.
- Oct. 31 for publications issued weekly or less frequently but more frequently than monthly.
- For all other publications, the first issue published after Oct. 1.

PS Forms 3526 and 3526-R can be obtained at pe.usps.com and from your local Post Office. Click *Postage Statements*, then *Periodicals Forms*. If you have any questions, contact your original entry Post Office. ■

FYI

In fiscal year 2007, the Postal Service processed 45.7 million change-of-address orders.

For mailers to be ready for Move Update requirements, they must use addresses that were updated no earlier than 95 days prior to the date of mailing. This applies to mailings entered after Nov. 22.

Except for mail bearing an alternative address format, addresses used will be required to meet the Move Update standard. This applies to all First-Class Mailings at automation and presort prices, and to all Standard Mail mailings.

The choices available to meet the Move Update requirement, along with the wide use of alternative addressing formats (such as "John Doe" or "Current Resident"), provide sufficient flexibility for meeting the requirement. One of the approved "post-mailing" methods for Move Update is the use of an appropriate ancillary service endorsement on mailings.

Ancillary service endorsements allow mailers to obtain the addressee's new address if the addressee filed a change-of-address (COA) order with the Postal Service, or the reason for nondelivery. These endorsements also provide the Postal Service with instructions on how to handle undeliverable-as-addressed mail, does the mailer want the piece to be forwarded, returned or disposed of at the delivery Post Office?

Printing an appropriate ancillary service endorsement on a mailpiece however does not, by itself, satisfy the Move Update standard. To satisfy the Move Update standard, the address on the mailpiece must have gone through an approved Move Update process during the previous 95-day period. The addresses in your files are up to date and meet the standard if:

- You are mailing to your address files — at a minimum — every 95 days.
- All subsequent mailings bear an appropriate ancillary service endorsement.
- Your address files have been updated using the address correction notices received.

Manual address notifications are the least effective and most costly Move Update method for the Postal Service, mailers and list owners. When the higher fee per notice is added to the costs associated with manually processing and incorporating the COA information into their address files, these costs often far exceed the fee for the address correction notice.

Address Change Service (ACS) is an electronic enhancement to manual methods of providing COA information to mailers. The system substantially reduces the volume of printed address-correction notices and centralizes and automates address correction information to mailers. Mailers add a unique mailer identification code to the address area of their mailpieces to identify them as ACS participants.

If utilizing the advantages of the Intelligent Mail Barcode, mailers can include imbedded tracking and routing information that otherwise requires readable address correction service codes and mailer keyline infor-

mation. Using the IMB also allows mailers to eliminate printing the ancillary service endorsement as well as the ACS code and mailer keyline information in the delivery address area.

ACS (and OneCode ACS) can be used on any class of mail to qualify the addresses in a mailing list. ACS participants can only use the ancillary service endorsements "Change Service Requested," "Address Service Requested" or "Electronic Service Requested" to receive electronic COA information. Electronic notices can be obtained on a variety of electronic media.

Mailers can use one of the ancillary service endorsements listed on the next page to request COA notifications and meet the Move Update standard.

One important step to remember is that you must input corrections to your address files before any subsequent mailings to meet the Move Update requirements. When you sign the postage statement if submitting hard copy, or in electronic format such as *PostalOne!* or *Mail.dat*, you have certified that the mailing complies with all relevant standards, including Move Update.

Additional information

Ancillary service endorsements as well as other processes do not provide COA notices for individuals at business deliveries. It does this only for individuals or families who file a permanent COA with the Post Office that serves their old residential address. If a business files a COA for the entire company, that information is provided.

Use of ancillary service endorsements do not correct address elements such as north instead of south, provide missing elements like apartment or suite numbers, or provide correct ZIP Codes.

For additional information, go to ribbs.usps.gov, select *Address Change Service*; and *OneCode ACS*. Also, see Quick Service Guide 507d and *Domestic Mail Manual 507.1.0* on Postal Explorer at pe.usps.com.

Ancillary service endorsements that meet Move Update standards/First-Class Mail

RETURN SERVICE REQUESTED

Piece returned with new address or reason for nondelivery (no charge).

CHANGE SERVICE REQUESTED

ACS Participants Only

Option 1 – Piece disposed of by USPS. Separate notice of new address or reason for nondelivery provided (address correction fee charged);

Option 2 – *If no change-of-address order on file:* Piece disposed of by USPS. Separate notice of reason for nondelivery provided (address correction fee charged).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge) Separate notice of new address provided

FYI

Need to locate the business mail entry office for your area? Go to pe.usps.com. Click *Postal Links*, then *Business Mail Entry*.

(address correction fee charged).

- Months 13 through 18: Piece disposed of by USPS. Separate notice of new address provided (address correction fee charged).
- After month 18: Piece disposed of by USPS. Separate notice of reason for nondelivery provided (address correction fee charged).

ADDRESS SERVICE REQUESTED

Option 1 – If no change-of-address order on file: Piece returned with reason for nondelivery (no charge).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge); separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece returned with new address (no charge).
- After month 18: Piece returned with reason for nondelivery (no charge).

Option 2, ACS participants only – If no change-of-address order on file: Piece returned with reason for nondelivery (no charge); separate notice of reason for nondelivery provided (address correction fee charged).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge); separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece returned with new address (no charge); separate notice of new address provided (address correction fee charged).
- After month 18: Piece returned with reason for nondelivery (no charge); separate notice of new address provided (address correction fee charged).

ELECTRONIC SERVICE REQUESTED

ACS Participants Only

Mailpiece is directed to a Computerized Forwarding System or Postal Automated Redirection System site for processing. “Address Service Requested” and “Change Service Requested” handling instructions and options are required to be predefined within the ACS mailer profile data.

OneCode ACS mailers also are required to insert this service request through a valid service type code in an Intelligent Mail Barcode. The service type code in the Intelligent Mail Barcode will take precedence over the instructions in the mailer account profile.

TEMP – RETURN SERVICE REQUESTED

If no change-of-address order on file: Piece returned with reason for nondelivery (no charge).

If permanent change-of-address order on file: Piece returned with new address or reason for nondelivery (no charge).

If temporary change-of-address order on file: Piece forwarded to temporary address (no charge). No separate notice of temporary address provided.

Ancillary service endorsements that meet Move Update standards/Standard Mail

RETURN SERVICE REQUESTED

Piece returned with new address or reason for nondelivery (return postage charged at First-Class Mail or Priority Mail, as appropriate for weight of the piece).

CHANGE SERVICE REQUESTED

Separate notice of new address or reason for nondelivery provided (address correction fee charged). Piece disposed of by USPS.

ADDRESS SERVICE REQUESTED

If no change-of-address order on file: Piece returned with reason for nondelivery (weighted fee charge).

If change-of-address order on file:

- Months 1 through 12: Piece forwarded (no charge). Separate notice of new address provided (address correction fee charged).
- Months 13 through 18: Piece returned with new address (weighted fee charge).
- After month 18: Piece returned with reason for nondelivery (weighted fee charge).

ELECTRONIC SERVICE REQUESTED

ACS Participants Only

Mailpiece is directed to a Computerized Forwarding System or Postal Automated Redirection System site for processing. “Address Service Requested” and “Change Service Requested” handling instructions and options are required to be predefined within the ACS mailer profile data.

OneCode ACS mailers are also required to insert this service request through a valid service type code in an Intelligent Mail Barcode. The service type code in the Intelligent Mail Barcode will take precedence over the instructions in the mailer account profile.

ADDRESS CORRECTION FEES

Manual notice: \$.50

Electronic (ACS) notice (or manual notice for ACS participants): First-Class Mail – \$.08. All other classes – \$.25

AUTOMATED NOTICE (ONECODE ACS)

First-Class Mail letters:

First two notices – \$.00. Additional notices – \$.06

Standard Mail letters:

First two notices – \$.03. Additional notices – \$.18

STANDARD MAIL WEIGHTED FEES

See *Domestic Mail Manual*:

DMM 243.1.7 letters; DMM 343.1.5 flats; DMM 443.1.6 parcels and NFMs.

This information is an overview only. For the specific Domestic Mail Manual standards applicable to your mail and ancillary service endorsements, consult DMM 507. □

365 days of delivery. Because your
workweek doesn't always end on Friday.



Express Mail® delivery 365 days a year. Have an unexpected Saturday job? Or a holiday rush? You can count on the U.S. Postal Service® for delivery every day of the year. With our Express Mail® overnight guaranteed shipping, we can even get it there next day guaranteed, to just about everywhere in the country.

New lower online pricing, volume rebates, and distance-based pricing give you something else to rely on — savings.

Get your free Shipping Kit, which includes shipping supplies and offers, when you visit rethinkyourshipping.com

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It's time to rethink your shipping.



PREMIUM FORWARDING SERVICE MOVES TO COMPETITIVE

Premium Forwarding Service (PFS) is an attractive option for customers who plan to be away from home a minimum of two weeks but no longer than one year. With PFS, residential customers' mail is reshipped from their permanent address to a temporary U.S. address once a week by Priority Mail.

Now, PFS has moved from the market-dominant group of USPS products and services to the competitive group. We requested the move because customers have other options for this type of service, and the Postal Regulatory Commission agreed. This change gives us more pricing flexibility to respond to market demands. ■

CALL FOR PAPERS

Interested in making a presentation at the 2009 National Postal Forum?

The annual NPF is a premier mailing industry event featuring more than 100 workshops and seminars. Speakers are selected for their expertise and ability to produce quality presentations that provide mailers the knowledge necessary to keep pace with the rapidly changing business world.

If you would like to be a speaker or lead a workshop at the 2009 NPF, which will be held May 17-20 in Washington, DC, go to the NPF website at npf.org and click on the "NPF Call for Papers" link to submit your proposal online.

The deadline for submitting proposals is Aug. 31. All potential workshop presenters will be notified of their selection by Oct 15. ■

TAKE ME OUT TO THE WHITE HOUSE

Postmaster General John Potter and baseball Hall of Fame player and manager Frank Robinson joined President George Bush in unveiling the "Take Me Out to the Ball Game" stamp, celebrating the song's 100th anniversary.

The first-day-of-issue ceremony took place on the White House lawn, where 51 youngsters representing all 50 states and Washington, DC, played in the annual White House All-Star Tee Ball Game. ■



President George Bush along with country singer Kenny Chesney, left, and baseball Hall of Fame player and manager Frank Robinson and Postmaster General John Potter.

FYI

More than 75 percent of all new light-duty postal vehicles can run on alternative fuels.

Volume 2 Number 4

Editorial
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Thomas DeVaughan

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Andrea Rogoff

John Potter
Postmaster General and
Chief Executive Officer

Steve Kearney
Senior Vice President,
Customer Relations

Maura Robinson
Vice President,
Pricing

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Acting Vice President,
Corporate Communications

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HONORING THE ROLE OF POSTAL CUSTOMER COUNCILS

With 120,000 members nationwide, Postal Customer Councils are an important link between the Postal Service and business customers at the local level, a partnership that will be celebrated on National PCC Day Sept. 17.

"I'm extremely proud of the work PCCs have accomplished," says Susan Plonkey, vice president of Business

Customer Relations for the Postal Service. "PCC members have taken advantage of the many educational opportunities on the Intelligent Mail Barcode, Flats Sequencing System and other mail-related topics at PCC events across the nation to enhance mail production within their own businesses."

National PCC Day will feature a keynote address by Postmaster General

John Potter, who will be speaking live by satellite from the St. Louis PCC, and remarks from Deputy Postmaster General Pat Donahoe.

Nearly every PCC across the nation will be hosting an event to celebrate "America's Partnership," the theme of National PCC Day. PCC members can expect to hear from PCCs and businesses of all sizes on how they have benefited from participating in their local PCC. Additionally, workshops on Intelligent Mail and Shipping Services will be conducted at these events.

Made up of community business owners and managers, mailing service providers, and postal and industry experts, PCCs exist to accomplish one mission: to help companies be more successful using the mail.

Want to learn more about PCCs and National PCC Day activities in your community? Go to usps.com/pcc. ■

