

June 27, 2011

Dear Periodicals Mailer:

As a valued customer, we wanted to share with you some important changes concerning Periodicals mailings.

The standardized National Critical Entry Times (CET) are listed in the table below and are effective July 1, 2011.

Standardized <u>Destination Entry</u> Critical Entry Time (CET) Matrix for Periodicals Mail		
Zone	Bundle Sort Needed	No Bundle Sort Needed
FSS	08:00	11:00
Non-FSS	16:00	17:00

The national standardized CETs for destination entry Periodicals mail are established to ensure Periodicals are processed on automated equipment to the maximum extent possible. Maximizing the automation of Periodicals will increase efficiency and reduce the cost to process this mail.

Zones, which are sequenced on the Flats Sequencing System (FSS), will have earlier CETs than non-FSS zones due to the longer processing window of our FSS operation, which begin as early as noon. Containers requiring a bundle sort will have earlier CETs than those, which do not require a bundle sort. For a list of FSS zones, see label list L006, which can be found online at the link below. Note that we are in a ramp up period for FSS zones and this list will continue to expand significantly over the next several iterations, so it will be important to watch for the updated list on Postal Explorer, which can be found online at http://pe.usps.com/text/LabelingLists/Labeling_Lists.htm. Labeling Lists are updated every two months with the next update in August.

All Periodicals will be processed efficiently on automated or mechanized equipment where postal facilities have this type of equipment. If the characteristics of the mailpiece are not compatible with automated processing the most efficient alternatives will be used. Since all Periodicals (daily, weekly, quarterly, and monthly) have the same processing expectations and service standards, they will be processed based upon arrival times and service standards, not publication titles.

Processing prioritization is based on Periodicals arriving before the CET, the operating window, machine capacity and efficiency. Periodicals arriving after the CET are advanced if they can be processed in the most efficient method available.

To facilitate arrival of Periodicals prior to 08:00, mailers will be permitted to schedule appointments for mixed loads containing Periodicals during the same timeframe as they can currently schedule for 100 percent Periodicals loads. This is typically whenever the facility is open and staffed, rather than being restricted to the window for appointments for other mail classes.

Frequently Asked Questions will be posted on <https://ribbs.usps.gov/index.cfm?page=bma> this week. If you have questions not addressed, please submit it through RIBBS so it can be added to the FAQs and watch for frequent updates.

Sincerely,



David E. Williams
Vice President
Network Operations



Susan M. LaChance
Vice President
Consumer and Industry Affairs