

# POSTAL RATES

## FIRST CLASS MAIL<sup>1,6,7</sup>

REGULAR	Letters in cents	Flats <sup>7</sup> in cents
Basic First Ounce	45.0	90.0
Additional Ounce	+20.0	+20.0
Nonmachinable <sup>2</sup>	+20.0	N/A
PRESORT (Non-Automation)	Letters up to 2 oz.	Flats up to 1 oz.
First Two Ounces	42.4	76.2
Additional Ounce <sup>3</sup> , each oz. over 1 oz.	+12.5	+17.0
AUTOMATION <sup>4,5,9</sup>	Letters up to 2 oz.	Flats up to 1 oz.
Mixed AADC/ADC	40.4	73.0
AADC/ADC	37.4	63.0
3-Digit Barcoded	37.4	57.4
5-Digit Barcoded	35.0	40.0
Additional Ounce <sup>3</sup> , each oz. over 1 oz.	+12.5	+17.0
POSTCARDS (up to 4 1/4" x 6")	Minimum of 0.007" thick	
Basic Single Piece	32.0	
Presort	28.0	
POSTCARDS (Automation) <sup>4,5,9</sup>		
Mixed AADC	25.5	
AADC	24.4	
3-Digit Barcoded	24.3	
5-Digit Barcoded	22.9	

**NOTES:**

1. First Class Mail exceeding the Aspect Ratio is subject to surcharge. The Aspect Ratio is the LENGTH of the mailing piece divided by the HEIGHT. The LENGTH is determined by the orientation of the outgoing address. This Ratio must fall between 1:1.3 to 1:2.5 (LENGTH: HEIGHT)
2. Square pieces are subject to a surcharge.
3. First Class Letters weighing more than 2 oz. charged additional ounce rate for each ounce over 1 oz.
4. 100% of the mailing must have Delivery Point Barcodes to qualify for Automation in addition to meeting the Automation compatibility requirements.
5. AADC (Automated Area Distribution Center) and ADC (Area Distribution Center) rates are determined after postal processing. To estimate postage for Automated mailings, assume Mixed AADC/ADC rates.
6. Standard Mail requires a minimum of 200 pieces. First Class Mail (Presort or Automation) requires a minimum of 500 pieces.
7. NEW! Folded Self Mailers and Booklets exceeding 6"x10-1/2" or more than 1/4" thick will be processed as Flats.
8. Destination Delivery Unit Discounts are only available on pieces mailed at Flat or Parcel Rates and as Enhanced Carrier Routes.
9. Eligible for Intelligent Mail Barcode Full-Service discount: \$.001/ and \$.003 STD.

The minimum dimensions for all mail pieces are 3-1/2" H x 5" L, and .007" thick.

## STANDARD MAIL<sup>6,7</sup> (Weighing 3.3 oz. or less)

LETTERS	Regular in cents	Non-Profit in cents
<b>AUTOMATION<sup>4,5,9</sup></b>		
Mixed AADC	27.8	16.6
AADC	26.2	15.0
3-Digit Auto	26.0	14.8
5-Digit Auto	24.2	13.0
<b>NONAUTOMATION<sup>5</sup></b>		
Mixed AADC	28.1	17.2
AADC	26.5	15.6
Mixed ADC (nonmachinable)	62.1	50.9
ADC (nonmachinable)	52.4	41.2
3-Digit (nonmachinable)	48.5	37.3
5-Digit (nonmachinable)	39.2	28.0
<b>ENHANCED CARRIER ROUTE SUBCLASS AUTOMATION<sup>9</sup></b>		
Basic	27.1	19.4
High Density	19.9	12.5
Saturation	18.5	11.1
<b>NONAUTOMATION</b>		
Basic	27.1	19.4
High Density	22.4	14.9
Saturation	19.7	12.2
FLATS	Regular in cents	Non-Profit in cents
<b>AUTOMATION<sup>4,5,9</sup></b>		
Mixed ADC	50.4	35.6
ADC	49.4	34.6
3-Digit	43.8	29.0
5-Digit	35.3	21.4
<b>NONAUTOMATION<sup>5</sup></b>		
Mixed ADC	56.1	41.3
ADC	52.8	38.0
3-Digit	47.0	33.2
5-Digit	38.8	25.1
<b>ENHANCED CARRIER ROUTE SUBCLASS</b>		
Basic <sup>9</sup>	27.1	19.4
High Density <sup>9</sup>	22.4	14.9
Saturation	19.7	12.2
DESTINATION ENTRY DISCOUNTS (For All Subclasses)		
Bulk Mail Center (NDC)		-3.3
Sectional Center Facility (SCF)		-4.3
Destination Delivery Unit <sup>8</sup> (DDU)		-5.2
<i>Enhanced Carrier Route Flats Only</i>		

## STANDARD MAIL<sup>6,7</sup> (Weighing Over 3.3 oz.)

PIECE/POUND RATES	Regular in cents	Non-Profit in cents
<b>RATE PER POUND (Letters and Flats)</b>		
Basic Carrier Route	70.0	53.0
HD/SAT Carrier Route and Non-Auto AUTO/NON-AUTO	60.9	43.9
Mixed, AADC/ADC, 3-Digit and 5-Digit	74.4	63.9
<b>ADDITIONAL RATE PER PIECE (Add Rate per Piece to Rate per Pound)</b>		
<b>AUTOMATION LETTERS<sup>4,5</sup></b>		
Mixed AADC	12.5	3.4
AADC	10.9	1.8
3-Digit	10.7	1.6
5-Digit	8.9	-0.2
<b>NONAUTOMATION LETTERS<sup>5</sup></b>		
Mixed ADC	40.8	28.1
ADC	37.5	24.8
3-Digit	31.7	20.0
5-Digit	23.5	11.9
<b>ENHANCED CARRIER ROUTE - SUBCLASS AUTOMATION</b>		
Basic Rate per Piece	12.7	8.5
High Density Rate per Piece	7.3	3.4
Saturation Rate per Piece	5.9	2.0
<b>NONAUTOMATION</b>		
Basic Rate per Piece	12.7	8.5
High Density Rate per Piece	9.8	5.8
Saturation Rate per Piece	7.1	3.1
<b>ADDITIONAL RATE PER PIECE (Add Rate per Piece to Rate per Pound)</b>		
<b>AUTOMATION FLATS</b>		
Mixed ADC	35.1	22.4
ADC	34.1	21.4
3-Digit	28.5	15.8
5-Digit	20.0	8.2
<b>NONAUTOMATION FLATS</b>		
Mixed ADC	40.8	28.1
ADC	37.5	24.8
3-Digit	31.7	20.0
5-Digit	23.5	11.9
<b>ENHANCED CARRIER ROUTE - SUBCLASS</b>		
Basic Rate per Piece	12.7	8.5
High Density Rate per Piece	9.8	5.8
Saturation Rate per Piece	7.1	3.1
DESTINATION ENTRY DISCOUNTS (Deducted from the RATE PER POUND)		
National Distribution Center (NDC)	-16.1	-16.1
Sectional Center Facility (SCF)	-20.9	-20.9
Destination Delivery Unit <sup>8</sup> (DDU)	-25.2	-25.2
<i>Enhanced Carrier Route Flats Only</i>		

## INITIAL PERMIT APPLICATION FEE

PLUS ANNUAL FEES, see below	\$190.00
ANNUAL FEES	
PRESORTED FIRST CLASS PRESORTED STANDARD BUSINESS REPLY MAIL PERMIT	\$190.00 \$190.00 \$190.00
Additional annual and quarterly fees apply to mailers applying for High-Volume BRM (Advanced Deposit Account).	

## TABBING — Required for letter-sized automation rates — EFFECTIVE SUMMER 2012

Specifications for Automation-Compatible Letter-Size Mailpieces

Self-Mailer <sup>4</sup> Bi-Fold and Tri-Fold 2 tabs		or	
Self-Mailer <sup>4</sup> Basic Oblong 2 tabs		or	
Self-Mailer <sup>4</sup> Basic Quarter-Fold Pieces up to 1 oz. 2 tabs Pieces over 1 oz. 3 tabs		or	
Simple Spine Booklet Bound Bottom Edge 3 tabs		or	Oblong Booklet Folded Right Edge 3 tabs 

\*Note: Final thickness of folded mail piece must be a minimum of 0.009 inches to meet automation requirements.

## SAMPLE INDICIAS

First-Class Mail

--	--	--	--	--

Standard Mail (A)

--	--	--	--	--

\*NOTE: To use indicia with your company or organization name, mail must be verified at the post office where your company permit is held. In addition, a return address or a ZIP Code needs to appear on the address side of the mailpiece.

Call for additional information about how AdMail can reduce your Direct Mail costs.

**(800) 273-MAIL**  
www.admail.com

Like Us On facebook

© 2012 AdMail Express, Inc.

## AUTOMATION REQUIREMENTS FOR FIRST CLASS AND STANDARD MAIL

1. Pieces larger than 4¼" x 6" must be at least .009" thickness.
2. Paper used for envelopes, self-mailers and as outer covering must meet minimum basis weight requirements: single-fold, single-tab pieces: 28#; multi-page, single-tab pieces: 24#; all double-tab pieces: 20#
3. First-class letter-size pieces weighing over 3.3 ounces will not qualify for Automation rates.
4. First-class mail pieces must be in a sealed envelope or sealed on all four edges. The exceptions are self-mailers, double post-cards and booklets if they are prepared with tabs. Flat Barcoded mail and Carrier Route mail are exempt. Talk to us about exact tabbing requirements and options.
5. Poly bagged flat-size mail is eligible for automated discounts if the poly material has been USPS-approved in advance.
6. Paper on the outside of the mail piece must accept water-based ink which will allow it to dry within one second. This does not apply to pre-barcoded mail.
7. Barcodes must have 1/8" clearance from the edges of all sides of the window, and no more than 5% skew.
8. Flat Mail must be addressed on the top half or right hand side of the mail piece.



## YOUR COMPLETE SOURCE FOR DIRECT MAIL PRODUCTION

### GRAPHIC DESIGN SERVICES

- PC and MAC based

### PRINTING

- Electronic Prepress facilities
  - Press Room:
    - 4-color Komori Sheetfed
    - 2-color Jet Envelope Press
    - 2-color Didde Web\*
- \*Continuous Form & Cut Sheet

### BINDERY

- Müller Martini Stitcher
- Programmed Cutters
- Folders, including gatefold, pasting, tipping, remoistenable glue envelopes
- Bowe Document Converters
- Continuous Forms Bursting & Interstackers
- Ga-Vehren Continuous Form & Cut Sheet Tip-on & re-folding
- Label-Aire Blow-on equipment

### MAIL PROCESSING

- High resolution imaging
- State-of-the-Art Inkjetting Equipment
- High-speed inserters up to 20 pieces into 10x13 envelopes with match printing capabilities
- Pre-canceled stamps and tab affixing on high-speed equipment
- Large, versatile Handwork department
- On-site USPS Mail Verification Center (BMEU) for maximum postage savings and faster mail delivery
- Destination Entry and Drop Ship Delivery throughout the United States

### PERSONALIZED MAIL & LIST PROCESSING

- Nipson Continuous Form laser printers, duplex up to 20½" wide
- Color and B&W Cut Sheet lasers duplex up to 12x18
- UV and Thermal printing of plastic cards
- MICR check and coupon printing
- Data Analysis, Postal Processing & Address Hygiene
- Mailing Lists

### FULFILLMENT

- Product and literature fulfillment
- Automated Polybag / Shrinkwrap equipment
- Insured warehousing of materials and products for on-going programs, contests and rebates

AdMail is conveniently located near major airports and freeways.

**(800) 273-MAIL**  
[www.admail.com](http://www.admail.com)

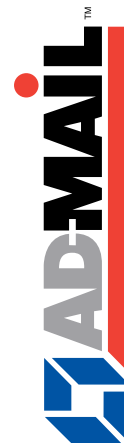
© 2012 AdMail Express, Inc.

# POSTAL RATE CHART

EFFECTIVE  
JANUARY 22, 2012



*Direct Mail Experts Since 1973*



31640 Hayman St.  
Hayward, CA 94544-7122

*Direct Mail Experts Since 1973*

31640 Hayman St.  
Hayward, CA 94544-7122  
(800) 273-MAIL  
[www.admail.com](http://www.admail.com)