



## **Going Postal? New postage rate hikes can befuddle the best of us.**

As of May 11, 2009, we have new postal rates. The last time the USPS raised rates, they didn't just increase the rates by a few cents, they changed the rules used to define mail classes and types. Now, your bigger and/or thicker mail costs proportionately more than ever before.

What to do about it?

If you are a mailer of any volume, using Standard (the mail class formerly known as Bulk) or First Class rates, now is the time to strengthen your resolve to cut down on postage. Your efforts can significantly impact the postage cost increases you will be facing.

1. Clean your list – it's like money in your pocket
  - a. Make sure you are not mailing to duplicate records.
  - b. You may want to consolidate those Mr/Mrs records (if your business will tolerate it).
  - c. Clean out all those "Undeliverables" that come back every time you mail something, now it's worth your while to delete them from your lists or update them with current information, so that your mail gets through.
  - d. Get your list NCOA'd (National Change of Address) so that the addresses are current and correct.
  - e. It's more cost-effective than ever to use a mail-house now because they have the capabilities to make your list more effective. (Call me! We'll talk!)
  
2. Reexamine your mailing pieces for size and thickness
  - a. Without getting too technical, if your mailing piece (postcard, envelope) is bigger than 6 x 11, with the address running along the 11" side, be prepared to pay a bunch more in postage. That's where the biggest impact is hitting.
  - b. If your mailer is more than 1/4" thick, no matter how big it is otherwise, rethink your strategy because the post office doesn't like this type of mail and is charging lots more to mail it.
  - c. Seriously think about reducing the size of your mailer.

- d. Call me, your other mailhouse, or the post office to find out how this all works in your case. USPS Business Office: 404.765.7541.
3. Analyze this!
    - a. Now may be the time to think about dropping some marginal prospects from your list.
    - b. Make those database moves that give you the tools to really see what is happening with your programs – keycodes to track responses, history.
    - c. Modeling allows you to find more good prospects who look more like your customers. There are significant response improvements from this.

Resource for more information: USPS online: [www.usps.com](http://www.usps.com)

Look up a zip code/Get a postage rate estimate.