

USPS Approved 2017 Marketing Promotions

The Postal Regulatory Commission (PRC) has approved six USPS® Mailing Promotions for calendar year 2017. These promotions provide exciting new opportunities for businesses.

- Incorporate dynamic color
- Deploy new print techniques
- Include mobile technology
- Explore innovative mail practices

Express Image can help you increase customer engagement and drive your ROI to new heights with our unique print techniques, mobile app technology development, and dynamic color and innovative mail practices.

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Plus, receive an additional 10% discount on qualifying Express Image products and services!

	Registration Period	Promotion Period
First-Class Mail Promotions		
Earned Value Reply Mail	November 15 - December 31, 2016	January 1 - June 30, 2017
Personalized Color Transpromo	May 15 - December 31, 2017	July 1 - December 31, 2017
First-Class Mail & Standard Mail Promotion		
Emerging & Advancing Technology	January 15 - August 31, 2017	March 1 - August, 2017
Standard Mail Promotions		
Tactile, Sensory & Interactive Mailpiece Engagement	December 15, 2016 - July 31, 2017	February 1 - July 31, 2017
Direct Mail Starter	March 15 - July 31, 2017	May 1 - July 31, 2017
Mobile Shopping	June 15 - December 31, 2017	August 1 - December 31, 2017

USPS Proposed 2017 Mailing Prices

The United States Postal Service filed notice with the Postal Regulatory Commission (PRC) of price changes for Mailing Services products planning to take effect in January 2017. The proposal includes a two cent increase in the price of a First-Class Mail Forever stamp, returning the price to 49 cents. The new prices, if approved, include a single price for First-Class Mail commercial presort letters weighing up to 3.5 ounces and a reduction in the one ounce meter price to 46 cents.

Standard Mail is being rebranded as USPS Marketing Mail to better align the product name with our customer's use of this mail class. Proposed changes in Marketing Mail include removing the Flats Sequencing System (FSS) pricing which was of concern to mailers. This change will ensure that mailers pay for flats based on their volume density instead of the equipment flats are processed on. In addition, other changes include increasing the piece pound breakpoint from 3.3 to 4.0 ounces for Marketing Mail Flats and Parcel shaped pieces to encourage mailers to include more content, which will lead to more sales for mailers and support volume growth.

Express Image will continue to keep you up-to-date as the proposed pricing structure becomes approved.

	Current Price	Proposed Price	% Change (Current to Proposed)
First-Class Letters			
Meters	\$0.465	\$0.460	-1.1%
Auto AADC	\$0.299	\$0.403	1.0%
Auto 5-D	\$0.376	\$0.373	-0.8%
Marketing Mailers			
Auto 5-D DSCF	\$0.211	\$0.217	2.8%
Saturation DSCF	\$0.151	\$0.155	2.7%
Flats - Piece Rated			
Auto 5-D DSCF	\$0.333	\$0.335	0.6%
CR Basic DSCF	\$0.245	\$0.252	2.9%
CR/CR Pallet DSCF	\$0.240	\$0.232	-3.3%
CR/CR Pallet DDU	\$0.233	\$0.221	-5.2%