We’re Here to Help
Consult with Printing & Copy Services customer service about your specific mailings. Our customer service and mailing department experts can help you find the most efficient solution for mailings affected by the changes.

The new rates shown on the next page are the maximums in each category. Postal software at Printing Services will identify addresses in a mailing that qualify for lower subcategory rates. These lower rates also demonstrate the importance of keeping your address lists up-to-date with high-quality addresses, so that more qualify for discounts.

The importance of quality addresses:
For Standard Mail, Nonprofit Standard and First-Class Automated Mail you may qualify for lower rates dependent on quality of your mailing list and the resulting number that sort at lower, sub-category rates.

What makes a First-Class or Standard Letter or Card Nonmachinable:
- Has aspect ratio (length divided by height) of less than 1.3 or more than 2.5.
- Is polybagged, polywrapped, or enclosed in any plastic material.
- Has clasps, strings, buttons, or similar closure devices.
- Contains items such as pens, pencils, etc.
- Is too rigid when subjected to USPS test.
- Is less than .009 inch thick if size is more than 4-1/4 high x 6 inches long.
- Has delivery address parallel to the shorter dimension of the mailpiece.
- Self-mailers with a folded edge perpendicular to the address if the piece is not folded and secured according to DMM rules 3.13.1.
- Booklet-type pieces with the bound edge (spine) along the shorter dimension of the piece or at the top, unless prepared according to 3.13.

Quick Service Guides:
The Postal Service maintains Quick Service Guides on the web to summarize rules and regulations for discount mail categories and other mailing topics. Go to the “Postal Explorer” web address: http://pe.usps.gov. Click on “Download DMM, QSGs, and IMM.” You can select the Quick Service Guides, full Domestic Mail Manual if you need more details, or the International Mail Manual.
Rates for Single-piece and Discount Mail

Effective January 26, 2014

The maximum weight for First-Class Mail is 3.5 ounces.
Standard Mail rates apply up to 3.3 ounces. Over that a Standard Mail Pound Rate is added for the total weight of the mailing.

Software at Printing may qualify pieces at lower subcategory rates – see box “Importance of Quality Addresses,” and see potential lower rates listed to the right of base rates below.

First-Class Mail Rates

Single Piece (49¢)

Letter: 48¢ (1 oz.), 69¢ (2 oz.), 90¢ (3 oz.), $1.11 (up to 3.5 oz.)
Nonmachinable surcharge: 21¢
Flat, at 1 oz.: 98¢ (1 oz.), $1.19 (2 oz.), $1.40 (3 oz.)
Card: 34¢

Business Reply Email: 11¢ + Applicable First-Class single-piece rate

Discount Mail Rates

First-Class Mail, Presort Non-Auto

500 minimum, rates shown at 1 oz.

Letter*: 46¢
Flat: 81.5¢
Card: 29.3¢
*Letter surcharge: 21¢

Nonmachinable First-Class Presort letters are subject to surcharge of 21¢
First-Class Presort letters over 3.5 oz. are prepared as letters but charged at flat-size rates (starting at $1.61 for 4 ounces)

First-Class Mail, Automated

500 min. Possible lower rates:

Letter: 43.5¢, 38.1¢, 40.6¢
Flat 1 oz.: 78.2¢, 45.1¢, 63.4¢, 69.1¢
Card: 27.8¢, 25.1¢, 26.5¢

Regular Standard Mail

200 min., up to 3.3 oz. Possible lower rates:

Nonauto Letter – machinable: 30.9¢, 29.1¢
Nonauto Letter – not mach.: 65.4¢, 54.5¢, 57.6¢
Nonauto Flat: 60.2¢, 42.9¢, 49.7¢, 55.1¢
Automation Letter: 30.1¢, 26.1¢, 27.9¢
Automation Flat: 55.3¢, 38.6¢, 47.2¢, 52.4¢

Nonprofit Standard Mail

200 min., up to 3.3 oz. Possible lower rates:

Nonauto Letter – machinable: 19.1¢, 17.3¢
Nonauto Letter – not mach.: 54.6¢, 42.7¢, 45.8¢
Nonauto Flat: 45.1¢, 34.6¢, 40¢
Automation Letter: 18.3¢, 14.3¢, 16.1¢
Automation Flat: 40.4¢, 23.7¢, 32.3¢, 37.5¢

Placement Standards

For Postcards:

ISU Return Address (must have)
1.5” x 1.5” for indicia

must leave 3 5/8” clear for address

For Self-Mailers:

ISU Return Address (must have)

Mail panel must be top 1/3 or half of back page, depending on fold.
Shapes, Sizes, and Weights for Mail Pieces

### Postcards

<table>
<thead>
<tr>
<th>Shape</th>
<th>Size</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>4-1/4&quot; high x 6&quot; long</td>
<td>5 inches</td>
<td>6 inches</td>
<td></td>
</tr>
<tr>
<td>3-1/2&quot; high x 5&quot; long</td>
<td>3-1/2&quot; high</td>
<td>4-1/4&quot; high</td>
<td></td>
</tr>
<tr>
<td>.007 inch</td>
<td>.016 inches</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Card-like pieces over the maximum card size will mail at letter rates and must be .009 minimum thickness.

**Beware:** Check the aspect ratio since some length and height combinations are nonmachinable.

### Letters

<table>
<thead>
<tr>
<th>Shape</th>
<th>Size</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>6-1/8&quot; high x 11-1/2&quot; long *</td>
<td>5 inches</td>
<td>11-1/2 inches</td>
<td></td>
</tr>
<tr>
<td>3-1/2&quot; high x 5&quot; long</td>
<td>3-1/2&quot; high</td>
<td>6-1/8&quot; high</td>
<td></td>
</tr>
<tr>
<td>.007 inch</td>
<td>1/4 inch</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Thickness exception:** if more than 4-1/4 x 6 the thickness min. is .009"  
**Beware:** Check the aspect ratio to avoid nonmachinable dimensions.

### Flats

<table>
<thead>
<tr>
<th>Shape</th>
<th>Size</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
<td>12&quot; high x 15&quot; long</td>
<td>6 inches</td>
<td>15 inches</td>
<td></td>
</tr>
<tr>
<td>5 inches</td>
<td>12 inches</td>
<td></td>
<td></td>
</tr>
<tr>
<td>.009 inch</td>
<td>.75 inch</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Note:** length and height determination of automation compatible mail is also dependent on format, such as sheet, envelope, folded piece, booklet, etc.

### Automation Flats

<table>
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<tr>
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<th>Size</th>
<th>Minimum</th>
<th>Maximum</th>
</tr>
</thead>
<tbody>
<tr>
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</tbody>
</table>

**Note:** length and height determination of automation compatible mail is also dependent on format, such as sheet, envelope, folded piece, booklet, etc.

### Placement of Return Address & Tabs on Self-Mailers

**Placement options for two tabs**

**Placement for three tabs**

**Placement options for Oblong**

* = Return address location

x = Return address location

**Note:** Position and direction of address is also a factor in eligibility for most rates.
Database Tips – Quality Addresses Produce Better Sorts and Higher Discounts
Address quality is the key to automation compatibility, barcode accuracy, sorting accuracy, and carrier route coding, as well as the timely processing and delivery of your mail at the lowest rates.

Setting up your mailing list

<table>
<thead>
<tr>
<th><strong>List Format</strong></th>
<th><strong>File Format</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Separate your lists into separate fields:</td>
<td>Programs such as Excel, FileMaker Pro or Access work to create your lists. We can use the following file formats:</td>
</tr>
<tr>
<td>• First Name</td>
<td>• .xls (excel)</td>
</tr>
<tr>
<td>• Last Name</td>
<td>• .csv (comma separated file)</td>
</tr>
<tr>
<td>• Company</td>
<td>• .dbf (database file)</td>
</tr>
<tr>
<td>• Address 1</td>
<td></td>
</tr>
<tr>
<td>• Address 2</td>
<td></td>
</tr>
<tr>
<td>• City</td>
<td></td>
</tr>
<tr>
<td>• State</td>
<td></td>
</tr>
<tr>
<td>• Zip</td>
<td></td>
</tr>
</tbody>
</table>

**List Sort**
Lists MUST be broken into three parts:
• On-campus
• Domestic (U.S.)
• Foreign