

PCC Direct Connection

Dedicated to Building Postal-Customer Relations

Spring 2011

PRICES ADJUST APRIL 17, 2011

STAMP PRICES TO REMAIN AT \$0.44



The first U.S. Postal Service® price change in two years will have minimal impact on retail customers who will continue to pay only 44 cents for a stamp.

The prices filed with the Postal Regulatory Commission are effective April 17.

Highlights of the pricing proposal include:

- First-Class™ letters (1 oz.) remain unchanged at 44 cents,
- First-Class letter additional ounces increase to 20 cents,
- Postcards will cost 29 cents,
- Letters to Canada or Mexico (1 oz.) increase to 80 cents, and
- Letters to other international destinations will remain unchanged at 98 cents.

The overall average increase across all mailing services is capped by law at 1.7 percent – at or below the rate of inflation as measured by the Consumer Price Index – although actual percentage price increases for various products and services will vary.

Prices will change for other mailing services, including Standard Mail®, Periodicals, Package Services and Extra Services. Larger volume

business mailers will see price increases in a variety of categories. Detailed pricing information is available online at www.usps.com/prices. The announcement does not affect Express Mail® and Priority Mail® prices.

In other news, Postmaster General Patrick R. Donahoe has signaled a new direction in continuing to improve customer relations within the mailing industry by consulting with industry representatives on the effective date for new prices and by relaxing some guidelines on implementing Intelligent Mail® services.

“We heard concerns that we were moving too fast on discontinuing POSTNET™ coding, and we will continue to offer the automation prices for mail with POSTNET barcodes beyond May 2011,” Donahoe said.

Donahoe emphasized the value of the Intelligent Mail barcode (IM®b) to mailers and reiterating the Postal Service® commitment to implementing the IMb. To date, more than 41 billion pieces of mail have been processed using the IMb.

Recognizing ongoing industry concerns with challenges associated with implementing the IMb, Donahoe announced that mailers can continue to use POSTNET barcodes to qualify for automation discounts. The POSTNET code was to sunset this May to enable broad adoption and use of the IMb. There will be no Full Service Address Change Service (ACS™) charges.

DID YOU KNOW?



Sales
of the Breast
Cancer Research
semipostal stamp
have raised more
than \$71.9 million
for research.

PRIVATE EXPRESS STATUTES

What are the Private Express Statutes?

The Private Express Statutes are a group of laws under which the U.S. Postal Service (USPS®) has the exclusive right, with certain limited exceptions, to carry letters for compensation. The Statutes are based on the provision in the U.S. Constitution that empowers Congress "to establish Post Offices™." Congress enacted the Statutes to protect the USPS and thereby enable it to fulfill its mission of providing mail service to all parts of the country at uniform rates. The Statutes enable the USPS to fulfill its responsibilities by preventing private courier services from competing selectively with the USPS on its most profitable routes. More information regarding exceptions and suspensions to the Private Express Statutes is available in 39 C.F.R. §§ 310.3 and 320.

Save These Dates!

March 25, 2011

New England Business Mail Expo
Holiday Inn, Boxborough, MA

April 6, 2011

New Pricing Changes + IM barcode
Portsmouth P&DF, NH

May 1-4, 2011

National Postal Forum
San Diego, CA

May 11, 2011

Industry Roundtables + Fisher Cats Game!
Hilton Garden Inn, Manchester, NH

Visit www.nhpcc.net for more information!

Important changes to note

- ◆ April 17, 2011 – Mailing Services prices change
- ◆ The POSTNET barcode will **not** sunset in May 2011
- ◆ June 6, 2011 – combine Standard and Periodical bundled flats on SAME pallet
- ◆ NEW - Adult Signature service, allowing Express Mail, Priority Mail, and Parcel Select® commercial and online shippers to request the verified signature of an adult upon delivery

SIMPLIFIED ADDRESSING EXPANDED FOR CITY ROUTES

**EVERY DOOR DIRECT MAIL
EASED RESTRICTIONS EXPECTED TO HELP
SMALL BUSINESSES GROW**

In a move that is expected to help businesses grow — especially small businesses who currently don't use the mail — and garner much needed revenue for the U.S. Postal Service, the agency recently eased the rules on simplified addressing to allow businesses to begin using the format on city delivery routes.

Simplified addressing enables business mailers to use mail delivery route information, instead of names and exact addresses, to reach target customer groups in specific areas. It has long been an accepted addressing option on rural routes and for government mailings.

Effective Jan. 2, 2011, simplified addressing was expanded for use on saturation flat-size mailpieces and irregular parcels — such as rolls and tubes that cannot be processed on automated equipment. Saturation mail is mail that is delivered to every address within a geographic area, often used for advertising. Contact the PCC with questions or for assistance in taking advantage of these new rules!

NH PCC Executive Board

Industry Co-Chair:

Eric Flinton, Formax, 603-749-5807

Postal Co-Chair:

Walter Rowland, USPS, 603-626-6888



Recent NH Postal Customer Council Events

Would you like to be on our confidential e-mail list to receive postal updates and participate in postal webinars? Simply register at on our Web site. Easy!

www.nhpcc.net