



## Postal Price Information

Rates Effective January 22, 2012

LETTERS

Standard Mail® Commercial <sup>1, 2</sup>			
	SCF Entry	NDC Entry	Origin Entry
<b><u>Enhanced Carrier Route</u></b> <sup>3</sup>			
ECR Saturation	\$0.142	\$0.152	\$0.185
ECR High Density	\$0.156	\$0.166	\$0.199
ECR Basic	\$0.228	\$0.238	\$0.271
<b><u>Automation</u></b>			
5-digit	\$0.199	\$0.209	\$0.242
3-digit	\$0.217	\$0.227	\$0.260
AADC	\$0.219	\$0.229	\$0.262
Mixed AADC	-	\$0.245	\$0.278
<b><u>NonAutomation Machinable</u></b> <sup>4</sup>			
AADC	\$0.222	\$0.232	\$0.265
Mixed AADC	-	\$0.248	\$0.281

FLATS

	SCF Entry	NDC Entry	Origin Entry
<b><u>Enhanced Carrier Route</u></b>			
ECR Saturation	\$0.154	\$0.164	\$0.197
ECR High Density	\$0.181	\$0.191	\$0.224
ECR Basic	\$0.228	\$0.238	\$0.271
<b><u>Automation</u></b>			
5-digit	\$0.310	\$0.320	\$0.353
3-digit	\$0.395	\$0.405	\$0.438
AADC	\$0.451	\$0.461	\$0.494
Mixed AADC	-	\$0.471	\$0.504
<b><u>NonAutomation Machinable</u></b> <sup>4</sup>			
5-digit	\$0.345	\$0.355	\$0.388
3-digit	\$0.427	\$0.437	\$0.470
AADC	\$0.485	\$0.495	\$0.528
Mixed AADC	-	\$0.528	\$0.561

<sup>1</sup> Weight 3.3 ounces or less.

<sup>2</sup> Subtract \$0.001/piece for all ECR and automation mail participating in Intelligent Mail Full-Service.

<sup>3</sup> Automation compatible.

<sup>4</sup> To qualify for "NonAutomation Machinable rates" pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.



## Postal Price Information

Rates Effective January 22, 2012

LETTERS

Standard Mail® Nonprofit <sup>1, 2</sup>			
	SCF Entry	NDC Entry	Origin Entry
<b><u>Enhanced Carrier Route</u></b> <sup>3</sup>			
ECR Saturation	\$0.068	\$0.078	\$0.111
ECR High Density	\$0.082	\$0.092	\$0.125
ECR Basic	\$0.151	\$0.161	\$0.194
<b><u>Automation</u></b>			
5-digit	\$0.087	\$0.097	\$0.130
3-digit	\$0.105	\$0.115	\$0.148
AADC	\$0.107	\$0.117	\$0.150
Mixed AADC	-	\$0.133	\$0.16
<b><u>NonAutomation Machinable</u></b> <sup>4</sup>			
AADC	\$0.113	\$0.123	\$0.156
Mixed AADC	-	\$0.139	\$0.172

FLATS

	SCF Entry	NDC Entry	Origin Entry
<b><u>Enhanced Carrier Route</u></b>			
ECR Saturation	\$0.079	\$0.089	\$0.122
ECR High Density	\$0.106	\$0.116	\$0.149
ECR Basic	\$0.151	\$0.161	\$0.194
<b><u>Automation</u></b>			
5-digit	\$0.171	\$0.181	\$0.214
3-digit	\$0.247	\$0.257	\$0.290
AADC	\$0.303	\$0.313	\$0.346
Mixed AADC	-	\$0.323	\$0.356
<b><u>NonAutomation Machinable</u></b> <sup>4</sup>			
5-digit	\$0.208	\$0.218	\$0.251
3-digit	\$0.289	\$0.299	\$0.332
AADC	\$0.337	\$0.347	\$0.380
Mixed AADC	-	\$0.380	\$0.413

<sup>1</sup> Weight 3.3 ounces or less.

<sup>2</sup> Subtract \$0.001/piece for all ECR and automation mail participating in Intelligent Mail Full-Service.

<sup>3</sup> Automation compatible.

<sup>4</sup> To qualify for "NonAutomation Machinable rates" pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.



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### LETTERS

First-Class Mail <sup>® 1, 2, 3</sup>	
<b><u>Automation</u></b>	
5-digit	\$0.350
3-digit	\$0.374
AADC	\$0.374
Mixed AADC	\$0.404
<b><u>NonAutomation Machinable</u><sup>4</sup></b>	
Presort	\$0.424
Single-piece	\$0.450

### FLATS

<b><u>Automation</u></b>	
5-digit	\$0.400
3-digit	\$0.574
AADC	\$0.660
Mixed AADC	\$0.730
<b><u>NonAutomation Machinable</u></b>	
Presort	\$0.762
Single-piece	\$0.900

### POSTCARDS

<b><u>Automation</u></b>	
5-digit	\$0.229
3-digit	\$0.243
AADC	\$0.244
Mixed AADC	\$0.255
<b><u>NonAutomation Machinable</u><sup>4</sup></b>	
Presort	\$0.280
Single-piece	\$0.320

<sup>1</sup> Weight not over 1 ounce.

<sup>2</sup> Additional ounce rate is \$0.125 for automation and presort letters and \$0.20 for single-piece letters and all flats. For automation and presort letters, there is no additional charge for pieces weighing less than 2 ounces.

<sup>3</sup> Subtract \$0.003/piece for all automation mail participating in Intelligent Mail Full-Service.

<sup>4</sup> To qualify for "NonAutomation Machinable rates" pieces must meet physical requirements for automation, otherwise non-machinable rates would apply.

## ***IWCO Direct's Custom Postal Strategies Deliver!***

IWCO Direct's proprietary commingling and postal logistics programs provide the tools you need to manage your postage spend efficiently and effectively. With more than fifteen years experience delivering postage strategies that result in the lowest postage cost per piece, we can customize a solution that is right for your program.

Our proprietary commingling program is designed to increase postal qualification by merging multiple mailstreams, resulting in improved tier qualification and reduced postage cost. We run three commingling pools per week in our Minnesota, California and Pennsylvania locations and have the capacity to produce and mail more than four billion pieces of mail each year.

Building on this efficient commingled mailstream, RideShare™, IWCO Direct's premier postal logistics program, intelligently consolidates transportation loads providing consistently predictable delivery results while driving significant destination entry savings on top of the postage lift already achieved through commingling.

The combination of commingling with RideShare logistics results in meaningfully lower postage costs by building efficient 5-digit trays and increasing penetration into SCFs (82%). These postal solutions also mean you will see significantly faster in-home delivery and you can more precisely target your in-home date.

IWCO Direct is certified by the Postal Service to use Full-Service Intelligent Mail for all mailings from our lettershops in California, Minnesota, and Pennsylvania.

The combined benefits of IWCO Direct's commingling platform and RideShare returned an average net savings of \$31.11/M to clients in 2010.

No matter how you measure postal success, IWCO Direct's custom postal strategies will deliver for you!



**End-to-End Solution**

Production Platform	Products
Offset & Digital Print	Forms, Booklets, Buckslips Inserts, Brochures, MICR
Flexo & Litho Envelope	#9, #10, Stretch, Jumbo, Custom Windows & Flaps
Paper & Plastic Cards	Promotional, Membership, Gift, Integrated, Teslin
Personalization	Laser, Inkjet, Thermal
Lettershop	Hi-Speed Bindery, Affixing, Inserting
Postal & Logistics	Commingling, Full Service IMb

**Direct Marketing Like No One Else**

IWCO Direct is a vertically integrated service provider for direct marketers. We're not just a printer or just a mailer or just a manager of digital media. We provide a production solution for data-driven paper-based and digital marketing programs. We use our 42-year foundation in direct mail to develop customized tools and programs that work across your marketing channels to acquire, engage, and retain customers. We have the software tools and manufacturing platform to optimize paper-based or electronic communications for your program.

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