

**What's New**  
**Destination entry**  
**discounts increased \$1/M!**  
**7¢ per-piece addl. Chg. for**  
**all Standard Mail pieces**  
**that do not meet Move**  
**Update standards.**



## Postal Price Information

Rates Effective May 11, 2009

**LETTERS**

First-Class Mail® 1,2		
	<u>Automation</u>	<u>NonAutomation Machinable</u> <sup>5</sup>
5-digit	\$0.335	n/a
3-digit	\$0.357	n/a
AADC	\$0.360	n/a
Mixed AADC	\$0.382	n/a
Presort	n/a	\$0.414
Single-piece	n/a	\$0.440

Standard Mail® (Regular) 3,4		
	<u>Automation</u>	<u>NonAutomation Machinable</u> <sup>5</sup>
ECR Saturation <sup>6</sup>	n/a	\$0.182
ECR High Density <sup>6</sup>	n/a	\$0.193
ECR Basic <sup>6</sup>	n/a	\$0.226
5-digit	\$0.233	n/a
3-digit	\$0.251	n/a
AADC	\$0.253	\$0.256
Mixed AADC	\$0.270	\$0.273

Standard Mail® (Nonprofit) 3,4		
	<u>Automation</u>	<u>NonAutomation Machinable</u> <sup>5</sup>
ECR Saturation <sup>6</sup>	n/a	\$0.110
ECR High Density <sup>6</sup>	n/a	\$0.121
ECR Basic <sup>6</sup>	n/a	\$0.190
5-digit	\$0.132	n/a
3-digit	\$0.150	n/a
AADC	\$0.152	\$0.155
Mixed AADC	\$0.169	\$0.172

**FLATS**

	<u>Automation</u>	<u>NonAutomation</u> <sup>5</sup>
5-digit	\$0.380	n/a
3-digit	\$0.542	n/a
AADC	\$0.603	n/a
Mixed AADC	\$0.725	n/a
Presort	n/a	\$0.757
Single-piece	n/a	\$0.880

	<u>Automation</u>	<u>NonAutomation</u> <sup>5</sup>
ECR Basic	n/a	\$0.262
5-digit	\$0.346	\$0.367
3-digit	\$0.418	\$0.464
AADC	\$0.486	\$0.509
Mixed AADC	\$0.496	\$0.558

	<u>Automation</u>	<u>NonAutomation</u> <sup>5</sup>
ECR Basic	n/a	\$0.190
5-digit	\$0.212	\$0.233
3-digit	\$0.284	\$0.330
AADC	\$0.352	\$0.375
Mixed AADC	\$0.362	\$0.424

**POSTCARDS**

	<u>Automation</u>	<u>NonAutomation Machinable</u>
5-digit	\$0.205	n/a
3-digit	\$0.218	n/a
AADC	\$0.220	n/a
Mixed AADC	\$0.230	n/a
Presort	n/a	\$0.245
Single-piece	n/a	\$0.280

- <sup>1</sup> Weight not over 1 ounce.
- <sup>2</sup> Additional ounce rate is \$0.125 for automation and presort letters and \$0.17 for single-piece letters and all flats.
- <sup>3</sup> Weight 3.3 ounces or less.
- <sup>4</sup> Subtract \$0.034/piece for BMC entry and \$0.043/piece for SCF entry.
- <sup>5</sup> To qualify for "NonAutomation rates" pieces must meet physical requirements for automation, otherwise non-machinable rates or a non-machinable surcharge would apply, depending on class and shape.
- <sup>6</sup> ECR letters must be delivery-point bar-coded and meet physical requirements for automation, otherwise they will be charged the flats ECR rate.

## ***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 thirteen 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.

IWCO Direct's proprietary **commingling** program is designed to increase postal qualification by merging multiple mailstreams resulting in improved tier qualification and reduced postage cost. Mail is processed using high-speed Delivery-point Bar Code Sorters (DBCS) at our two super commingle centers in Little Falls, MN and Elm City, NC. IWCO Direct's commingle process is:

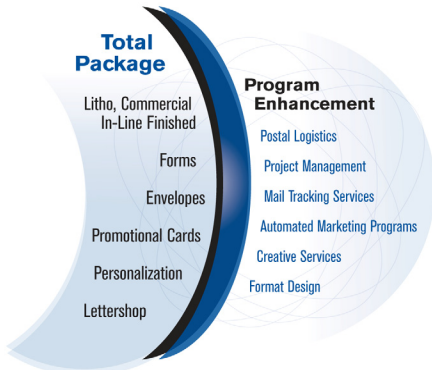
- **Real-time:** There is no additional coordination time required for commingling.
- **Flexible:** IWCO Direct currently commingles throughout the week at both centers.
- **Efficient:** More full trays results in better use of transportation resources.

Building on this efficient commingled mailstream, **RideShare**<sup>™</sup>, IWCO Direct's premier postal logistics program, automates the co-palletization process to deliver significant destination entry discounts for SCF and BMC entry on top of the postage lift already achieved through commingling.

The combination of IWCO P.O.S.T. commingling with RideShare logistics results in meaningfully lower postage costs by building efficient 5-digit trays and increasing penetration into SCFs (82.2%). These postal solutions also mean you will see significantly faster in-home delivery and you can more precisely target your in-home date.

The combined benefits of IWCO P.O.S.T. commingling and RideShare returned average net savings of \$26.72/M to clients in 2008.

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



The diagram consists of two overlapping circular shapes. The left shape is a dark blue crescent moon labeled 'Total Package' and contains a list of services: Litho, Commercial In-Line Finished, Forms, Envelopes, Promotional Cards, Personalization, and Lettershop. The right shape is a light blue circle labeled 'Program Enhancement' and contains a list of services: Postal Logistics, Project Management, Mail Tracking Services, Automated Marketing Programs, Creative Services, and Format Design.

### ***Direct Marketing Like No One Else***

IWCO Direct offers clients an integrated total package solution focused on project management rather than transaction-based production of commodity product. We are a single source that understands your project as a whole. IWCO Direct's exceptional service, industry expertise, competitive pricing, and substantial manufacturing capacity combine to deliver cost saving opportunities and cycle time reduction compared to traditional component sourcing through multiple suppliers.

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