


New ways to save with the 2021 USPS rates

The United States Postal Service issues mailing updates every year. With the latest August 29, 2021 rate change, you automatically save 5¢ on every letter vs. stamps with SendPro. Now is an ideal time to review your other mailing and shipping expenses and learn the different ways to save.

Mailing opportunities

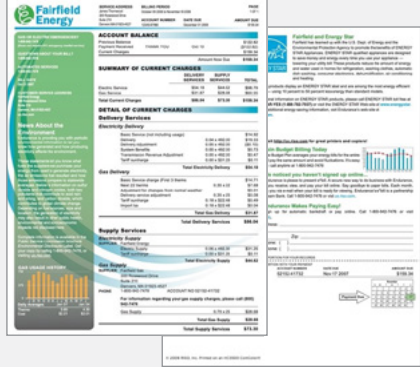
Heavier mail now costs more.

33% The additional ounce cost for First-Class Mail® Letters (metered and stamps) went up from \$0.15 to \$0.20. **That's a 33% rate increase.**

 This means the overall cost of a First-Class Letter could be up to **17% higher in 2021** than in 2020.

How to save:

Shed some weight



Shed some weight by reducing the number of pages going into the envelope with duplex printing (printing on both sides of a page).

Our **inkjet printers** easily allow you to duplex print, and our **Riso ComColor** series can duplex without reducing speed.

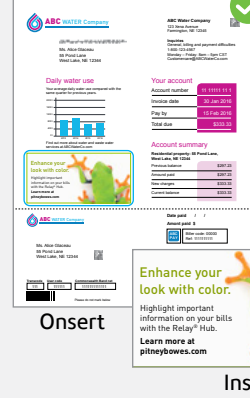
Eliminate the extra ounce



Eliminate the extra ounce cost completely by presorting your mail (500+ pieces per mailing). First-Class Commercial Letters are the same price from 1 to 3.5 ounces.

Take advantage of discounted mailing rates with **PlanetPress Connect** or **Pitney Bowes Presort Services**. Save even more time with **Mailstream on Demand** on demand print-to-mail service.

Digital insert vs. physical insert



Inserts are expensive and can add weight. Instead of including an insert, make better use of the existing white space on your documents to effectively communicate your message.

PlanetPress Connect or **Mailstream on Demand** help you eliminate the need for inserts.

Switch to digital messaging



Easily shift printed documents with **PlanetPress Connect** or **Mailstream on Demand** to enable your paperless adoption by offering digital sending.

You can adapt simply and quickly as your customers preferences change on how they want to receive communications. Transition paper mail to digital delivery including email and new emerging consumer digital channels.

Save on Certified Mail with Electronic Return Receipt.

Save **\$1.20** on every piece of Certified Mail® you send.

Switch from the green paper receipts to electronic receipts and you:



- Save \$1.20 on every piece of Certified Mail you send.
- Eliminate wasteful manual steps.
- Improve visibility to signature files by managing them digitally.
- Have a digital chain of custody.

Our SendPro family of solutions have the option to process Electronic Return Receipt.

- **SendPro® Enterprise**
- **SendPro Online**
- **SendPro postage meters**

Fold your flats.

16% First-Class Mail® Flats (metered and stamps) increased \$0.16 on each ounce. **That's a 16% rate increase for a 1-ounce flat.**

Save up to **54%** on every flat.

A small change equals big savings.

- If less than 3.5 ounces, fold the paper in half and use a 6" x 9 1/2" envelope. Save up to 54% on every flat.
- If flats are heavier, duplex print first (both sides) to reduce the weight, then fold.

The **Relay inserting systems** help you easily save on postage by automatically folding pages to qualify for First-Class Letter rates.

Shipping opportunities

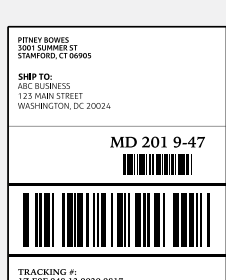
Save more on your packages.

Don't use meter tape.

Using a meter tape for your USPS packages could cost you over 14% more in shipping postage.

Save up to **40%** on Priority Mail

Save by printing a trackable Intelligent Mail Package Barcode (IMpb) label.



This label gives you instant access to Commercial Base Pricing, which are prices you can't get at the post office.

- Save an average of 12.4% on Priority Mail Express
- Save an average of 23% on First-Class Packages and send up to 15,999 oz.
- No volume requirements
- Enhanced tracking and digital chain of custody
- Free insurance

Does it weigh less than 1 lb.?



Then switch from Priority Mail to First-Class Package.

For example, if you have a package that weighs 12 oz. and you're sending it to Zone 3, you could send it:

- Retail Priority Mail® flat rate envelope, now \$8.70 (less than 1 lb.)
- Retail Padded flat rate envelope, now \$9.00 (less than 1 lb.)
- Retail Priority Mail®, now \$8.35 (12 oz. Zone 3)
- Or you could send it by First Class Package Commercial rate for \$4.39. **This saves 47% or more.**

Our **SendPro solutions** enable you to print the IMpb label from anywhere and access discounts not available at the Post Office. Add multi-carrier to select the best service or carrier for everything you send.

Existing clients can log into **SendPro here** to sign in or sign up and start saving today.

For more ways to save on your business sending expenses, visit pitneybowes.com/us/postal-information or talk to your sales representative.